

# **REQUEST FOR PROPOSALS**

## PK-12 Communication System

**Papillion La Vista Community Schools**

420 S Washington St  
Papillion, NE 68046

**Issue Date:** Friday, November 1, 2024

**Response Due Date:** Wednesday, November 27, 2024

**District Contact:**

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# 1. General Information

## 1.1 Introduction

Papillion La Vista Community Schools (PLCS) is seeking proposals for a comprehensive communication system that combines mass notification capabilities, mobile application services, and newsletter creation tools. The district serves approximately 12,000 students and 1,700 staff members, requiring a robust and user-friendly solution that integrates seamlessly with our existing systems.

The selected solution must provide:

- Mass notification capabilities (voice, text, email)
- Two-way communication tools for parent and staff engagement
- Mobile application with student information system integration
- Newsletter creation and distribution platform
- Future capability to provide website services (optional, for 2028-29 school year)

## 1.2 Timeline

- RFP Release Date: Friday, November 1, 2024
- Questions Due: Monday, November 11, 2024
- District Response to Questions: Friday, November 15, 2024
- Proposal Due Date: Wednesday, November 27, 2024
- Anticipated Award Date: January 2025
- Implementation Completion: May 2025

## 1.3 Submission Requirements

**Proposals must be submitted electronically in PDF format to [communications@plcschools.org](mailto:communications@plcschools.org).** E-mailed documents will be time-stamped from the receiving computer, and a confirmation of receipt will be sent to the sender. The district is not responsible for submissions not received on time due to technical difficulties by either party.

## 1.4 Student Information System

PLCS currently uses the Nebraska Student Information System (NebSIS) platform for storing and managing student information data such as class schedules, grades, attendance, etc. It is expected the successful contractor will work with PLCS and the vendor of NebSIS to tightly integrate the features of the new platform with our existing student data. The NebSIS platform is currently only accessible from within PLCS' network and the vendor will be required to have capabilities of receiving and processing data via SFTP or another standard, secure data transmission method approved by the district.

## **2. Standard Terms and Conditions**

### **2.1 Non-Discrimination Notice**

The Papillion La Vista Community Schools does not discriminate on the basis of race, color, national origin, sex, disability, religion, age or other protected status in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. The following persons have been designated to handle inquiries regarding the non-discrimination policies:

Students: Dr. Trent Steele, Director of Secondary Human Resources and Student Services, 420 South Washington Street, Papillion, NE 68046 (402) 537-6214 (trent.steele@plcschools.org).

Employees and Others: Dr. Kati Settles, Assistant Superintendent Human Resources, 420 South Washington Street, Papillion, NE 68046 (402) 537-6206 (kati.settles@plcschools.org).

### **2.2 Indemnification and Liability**

The Contractor agrees to:

1. Indemnify and hold harmless the District from any data breaches, system failures, or service interruptions that result in damages, costs, or expenses to the District.
2. Accept liability for any intellectual property infringement claims related to the provided software and services.
3. Maintain responsibility for the security, integrity, and confidentiality of all District data processed or stored in the system.
4. Cover any damages resulting from unauthorized access to or disclosure of confidential information.
5. Maintain appropriate cyber liability insurance coverage with limits of not less than \$5,000,000 per occurrence.

### **2.3 Force Majeure**

Neither party shall be liable for any failure or delay in performance due to circumstances beyond its reasonable control, including but not limited to:

- Natural disasters or severe weather events
- Cyber attacks or security incidents
- Power outages
- Government restrictions
- Acts of terrorism or war

The affected party shall:

1. Promptly notify the other party of the force majeure event
2. Take reasonable steps to minimize the impact
3. Resume performance as soon as possible
4. Maintain current disaster recovery and business continuity plans

### **2.4 Right to Accept or Reject**

The Board of Education reserves the right to:

- Accept or reject any and all proposals
- Waive any technicalities or irregularities
- Award the contract in the best interest of the District
- Request additional information or clarification from vendors

All vendors responding to this RFP will be notified, in writing, once an award decision has been determined.

## **2.5 New Employee Work Eligibility Status**

Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.

## **2.6 Payment Terms**

Payment will be made by the District in accordance with the terms negotiated through the RFP process. Payment will likely be made annually. Invoices must be submitted digitally for processing.

## **2.7 Assignment and Succession**

1. The Contractor shall not assign this contract without prior written consent from the District.
2. The Contractor must notify the District of any pending mergers, acquisitions, or company restructuring that could affect service delivery.
3. In the event of an approved assignment or company acquisition, all terms and conditions of this contract shall remain in effect.

## **2.8 Data Ownership and Access**

1. All data provided by or collected on behalf of the District remains the exclusive property of the District.
2. Upon contract termination, if requested, the Contractor shall provide all District data in a standard, machine-readable format within 30 days.
3. The District retains the right to access its data at any time during the contract period.
4. The Contractor shall not use District data for any purpose other than fulfilling its contractual obligations.
5. The Contractor shall delete all District data within 30 days, upon the District's request.

## **2.9 Compliance with Laws and Regulations**

The Contractor shall comply with all applicable federal, state, and local laws and regulations, including but not limited to:

- Family Educational Rights and Privacy Act (FERPA)
- Children's Online Privacy Protection Act (COPPA)
- Protection of Pupil Rights Amendment (PPRA)
- Nebraska Student Online Personal Protection Act
- Americans with Disabilities Act (ADA)

## **3. Scope of Work**

### **3.1 System Requirements**

#### **3.1.1 Mass Notification System**

- Two-way communication capabilities for parent and staff engagement
- Support for voice calls, SMS text messages, and email communications
- Ability to create and manage distribution groups based on:
  - Classes
  - Clubs
  - Sports teams
  - Grade levels
  - Schools
  - Custom groups
- Message scheduling and automation capabilities
- Message templates and saving functionality
- Multiple language support
- Emergency notification capabilities
- Message delivery tracking and reporting

#### **3.1.2 Mobile Application**

- Integration with NebSIS (Nebraska Student Information System) to display:
  - Student schedules
  - Student IDs
  - Activity Pass
  - Grades
  - Attendance
  - Lunch balances
- Push notification capabilities
- User-friendly parent and staff interfaces
- Customizable features and modules
- Secure login and authentication
- FERPA and COPPA compliance
- Accessibility compliance

#### **3.1.3 Newsletter Platform**

- Intuitive, easy-to-use interface
- Mobile-responsive templates
- Rich media support (images, videos, links)
- Distribution list management
- Analytics and tracking capabilities
- Archive functionality

#### **3.1.4 Integration Requirements**

- Seamless integration with NebSIS
- Single sign-on (SSO) capabilities
- API availability for custom integrations
- Data synchronization capabilities

### **3.2 Implementation and Training**

- Detailed implementation timeline and plan
- Comprehensive training program for administrators and staff
- Documentation and support materials
- Technical support during implementation
- Knowledge transfer plan

### **3.3 Support and Maintenance**

- 24/7 technical support
- Regular system updates and maintenance
- Disaster recovery plan
- Service level agreement (SLA) specifications
- Ongoing training and professional development opportunities



## 4. Proposal Requirements

### 4.1 Technical Proposal

Vendors must provide detailed information about:

1. Mobile app features and functionality
2. Mass notification capabilities
3. Newsletter creation tools
4. System architecture and security measures
5. Implementation methodology, including:
  - a. Detailed project timeline
  - b. Service Level Agreements (SLAs) for system availability and performance
  - c. Risk mitigation strategies
6. Training approach
7. Support structure, including:
  - a. Support hours and availability
  - b. Response time commitments
  - c. Escalation procedures
8. Integration capabilities, including:
  - a. Detailed API documentation and specifications
  - b. Authentication requirements and security protocols
  - c. Plan or current examples of vendors integration work with a custom SIS or file format
9. Optional: Website hosting capabilities for future consideration (2028-29)
10. Company experience and references:
  - a. K-12 implementation experience
  - b. Three references from similar-sized school districts
  - c. Case studies or success stories
  - d. Team qualifications and certifications

### 4.2 Pricing Proposal

Provide detailed pricing for each component, clearly indicating both one-time and annual costs:

1. Implementation
  - a. One-time costs
  - b. Annual costs (if applicable)
2. Licensing
  - a. One-time costs
  - b. Annual costs
3. Training
  - a. One-time costs
  - b. Annual costs (if applicable)
4. Support & Maintenance
  - a. One-time costs
  - b. Annual costs
5. Optional Costs:
  - a. Per-student pricing model (if applicable)
  - b. Future website services (2028-29)
  - c. Any other optional services

# 5. Evaluation Process

## 5.1 Evaluation Criteria

Proposals that meet the preliminary screening requirements for review will be evaluated based on information provided in the Proposal. The evaluation of each response will be scored based on the following criteria:

**1. System and Technical Capabilities (30 points)**

- System functionality and ease of use
- Examples of successful custom SIS integrations
- API support and available documentation
- Mobile functionality
- System performance and availability

**2. Security and Privacy Compliance (20 points)**

- Data security measures and certifications
- Privacy compliance (FERPA, COPPA)
- Incident response procedures
- Access controls and encryption standards
- Authentication and SSO support

**3. Implementation and Support (20 points)**

- Implementation methodology and timeline
- Training approach and resources
- Service level agreements
- Support availability and response times
- Staff qualifications and experience

**4. Proposed Pricing Structure/Fees (20 points)**

- Total cost of ownership
- Value for features provided
- Pricing structure clarity
- Optional services pricing

**5. References and Experience (10 points)**

- K-12 experience
- Similar size district implementation
- Success stories
- Client references

**Maximum score total: 100 points**

## 6. Required Forms

### 6.1 Certification Statement

I certify that I have read and understand all terms and conditions of this RFP and that I am authorized to sign this proposal for the vendor.

Company Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## 6.2 Pricing Form

You may either complete the pricing form below or attach your own pricing form, provided it includes, at minimum, all of the information requested below.

Component	One-Time Cost	Annual Cost	Notes
Implementation			
Licensing			
Training			
Support & Maintenance			
Optional Services			
Total			

## 6.3 References Form

Please provide three (3) references from K-12 school districts of similar size:

### Reference 1

- District Name: \_\_\_\_\_
- Contact Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Phone: \_\_\_\_\_
- Email: \_\_\_\_\_
- Years as Customer: \_\_\_\_\_

### Reference 2

- District Name: \_\_\_\_\_
- Contact Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Phone: \_\_\_\_\_
- Email: \_\_\_\_\_
- Years as Customer: \_\_\_\_\_

### Reference 3

- District Name: \_\_\_\_\_
- Contact Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Phone: \_\_\_\_\_
- Email: \_\_\_\_\_
- Years as Customer: \_\_\_\_\_

## **7. Appendices**

The following appendices outline detailed technical, security, and operational requirements that vendors should consider addressing in their proposals. While not all elements may be applicable to every vendor's solution, these specifications represent our comprehensive vision for system implementation. Vendors are encouraged to describe how their solution meets or exceeds these requirements, or to provide alternative approaches that achieve similar objectives. Where specific requirements cannot be met, vendors should clearly indicate this and propose alternative solutions or mitigation strategies.

## **Appendix A: Data Security and Privacy Requirements**

### **A.1 Data Storage and Protection**

1. Data Location
  - All district data must be stored within the United States
  - Vendor must disclose all data storage locations
  - Any changes to storage locations require district approval
2. Encryption Requirements
  - Data in transit: TLS 1.2 or higher
  - Data at rest: AES-256 bit encryption
  - Encryption key management procedures must be documented
  - Secure key storage and rotation policies required
  - All communications must be done over a secure medium (HTTPS, SFTP, etc.)
3. Access Controls
  - Role-based access control (RBAC)
  - Support for SAML-based single sign on (SSO)
  - Regular access reviews and audit logs
  - Automated account deactivation procedures
4. Security Certifications
  - SOC 2 Type II certification required
  - Annual security assessments
  - Regular penetration testing
  - Vulnerability scanning program

### **A.2 Privacy Compliance**

1. FERPA Compliance
  - Written privacy policy
  - Staff training requirements
  - Data sharing restrictions
  - Parent rights procedures
2. COPPA Compliance
  - Age verification procedures
  - Parental consent management
  - Data collection limitations
  - Privacy notice requirements
3. Data Handling
  - Data retention schedules
  - Secure disposal procedures
  - Data minimization practices
  - Privacy impact assessments

### **A.3 Incident Response**

1. Breach Notification
  - 24-hour initial notification requirement
  - Detailed incident reports within 72 hours
  - Regular status updates
  - Post-incident analysis
2. Response Procedures
  - Documented response plan
  - Designated response team
  - Communication protocols
  - Recovery procedures
3. Responsible Disclosure

- Contractor must provide a security contact for responsible disclosure of security issues discovered by the public or PLCS
- Security contact must provide confirmation of receipt within 24 hours



## Appendix B: Service Level Agreement Requirements

### B.1 System Availability

1. Uptime Requirements
  - 99.9% system availability
  - Scheduled and communicated maintenances excluded
  - Maximum 4 hours monthly maintenance window
  - Maintenances must be scheduled outside operational hours
    - i. 6:30 am Central - 8:00 pm Central Monday-Friday
2. Performance Metrics
  - Page load time: < 3 seconds
  - Message delivery time: < 5 minutes
  - API response time: < 500ms
  - Mobile app launch time: < 2 seconds

### B.2 Support Services

1. Support Availability
  - 24/7 emergency support
  - Standard support: Monday-Friday, 7am-6pm Central
  - Multiple support channels (phone, email, chat)
2. Response Times
  - Critical issues: 30 minutes
  - High priority: 2 hours
  - Medium priority: 4 hours
  - Low priority: 24 hours
3. Resolution Times
  - Critical issues: 4 hours
  - High priority: 8 hours
  - Medium priority: 24 hours
  - Low priority: 72 hours

## Appendix C: Technical Integration Specifications

### C.1 NebSIS Integration

1. Data Synchronization
  - Vendor should be able to ingest data as soon as available from PLCS
  - Automated error handling
  - Data validation procedures
  - Change tracking and audit logs
2. Required Data Fields
  - Student demographics
  - Attendance records
  - Grade information
  - Schedule data
  - Parent/guardian information

### C.2 Authentication Requirements

1. Single Sign-On (SSO)
  - SAML 2.0 support
  - Must be supported for administrators, staff users, and students
  - Custom authentication options
2. Mobile Authentication
  - Biometric authentication support
  - Session management
  - Secure token handling

### C.3 API Requirements

1. API Standards
  - RESTful API design
  - OpenAPI/Swagger documentation
  - Rate limiting policies
  - Authentication methods
2. Integration Capabilities
  - Webhook support
  - Batch processing
  - Custom field mapping
  - Error handling procedures

## **Appendix D: Implementation and Training**

### **D.1 Implementation Timeline**

1. Phase 1: Planning and Setup
  - Project kickoff
  - Requirements gathering
  - System configuration
2. Phase 2: Data Migration
  - Data mapping
  - Testing
  - Validation
3. Phase 3: Training
  - Administrator training
  - Staff training
  - Documentation delivery
4. Phase 4: Launch
  - User acceptance testing
  - Final adjustments
  - Go-live support

### **D.2 Training Requirements**

1. Training Methods
  - On-site training sessions
  - Virtual training options
  - Self-paced tutorials
  - Reference materials
2. Training Content
  - System administration
  - Daily operations
  - Troubleshooting
  - Best practices