Mehlville School District

Invitation for Request for Proposal

School-Home Communication System

Request for Proposal and Guidelines for Submittal

Issued: October 29, 2026

Sealed Proposals Due: Monday, December 7, 2026, by 11 a.m. CST

Proposals must be mailed or delivered to:
Mehlville School District
℅ Jessica Pupillo, Chief Communications Officer
2900 Lemay Ferry Road
St. Louis, MO 63125

Contact Information:
Jessica Pupillo
Chief Communications Officer
pupilloj@msdr9.org
Phone: 314-467-5152

Statement of Intent

Mehlville School District is requesting proposals from qualified companies that can provide the expertise, capabilities and experience to competently and competitively provide a comprehensive communications platform that will enable the district to effectively communicate information to faculty/employees, students and parents/guardians. This document establishes the requirements for the requested services. Proposals should address all Requests for Proposal (RFP) requirements. In addition to the RFP proposal, alternative proposals can be submitted to incorporate recommendations and revisions to the RFP if it is believed to improve the quality or value of services to the district.

The Proposer declares understanding, agreement and certification of compliance to provide the items and/or services, at the prices quoted, in accordance with all terms and conditions, requirements and specifications of the original RFP and as modified by any addendum.

Finalists may be required to provide a demo of their product before a bid recommendation is made to the Mehlville Board of Education.

Terms and Conditions

General

1. **Service period.** July 1, 2027, through June 30, 2032 (three years with option to renew for two additional years).

2. **No District obligation.** There is no expressed or implied obligation for the District to reimburse the Proposer for any expenses incurred in preparing the Proposal. The District shall not be responsible for any pre-Agreement expenses of any Company.

Proposal

1. **Proposal deadline.** The RFP must be received by 11 a.m., CST, December 7, 2026. Electronic offers or modifications will not be accepted.

2. The Proposal shall include a **Letter of Transmittal** that provides an introduction to the Company and includes an expression of the Company's ability and desire to meet the Minimum Technical and Functional Requirements of the RFP. The Letter of Transmittal must be signed by an authorized individual able to bind the Company to all items in the Proposal including products, services, prices, etc. contained in the Proposal.

3. The Proposal shall include an **Executive Summary** that briefly describes the Company's approach to meeting the District's requirements as outlined in the RFP, indicates any

major requirements that cannot be met, and highlights the major features of the Proposal. The reader should be able to determine generally how well the Proposal meets the District's requirements by reading the Executive Summary.

4. Proof of liability insurance
5. Answers to Questions in Sections 1, 2 and 3.
6. The Company shall complete **Attachment 1, Company Profile**.
7. The Company shall complete **Attachment 2, References and Termination**.

Scope of Notification Services

Minimum Technical and Functional Requirements for Automatic Notification System

The Proposer must use a fully hosted Application Service Provider (ASP) system with no on-premise equipment/specialized software (other than an Internet browser) and no additional phone lines required. The ASP system will be used to deliver all message types, including emergency notifications, absence notifications, school outreach notifications, and secure document delivery of sensitive/confidential reports. The system needs to be able to support a student population of 10,000 or more.

The system must be configurable to provide granular user rights and roles, restricting data access and providing administrative oversight to appropriate personnel.

The system must sync with the district's Infinite Campus Student Information Service to:

- provide teachers with access to message guardians of their rostered students.
- provide schools access to message guardians of students.
- provide district access to message all guardians, staff and secondary students and to create auto-populated groups based on SIS information, such as bus routes.
- Allow for daily attendance notifications and meal account balances.

The system must support **two-way translated communication**. Mehlville School District serves families that speak more than 60 languages. The district will prioritize Proposers who offer two-way translations in more than 100 languages, including the top 9 languages spoken in our district:

- English
- Bosnian
- Spanish
- Arabic
- Vietnamese
- Dari
- Albanian
- Pashto
- Kurdish

The system should allow guardians to respond to messages in their preferred language and engage with messages through a variety of custom forms, including sign-up forms, schedulers and permission forms. This includes secure private messages, and being able to respond to newsletters and other mass notifications.

The system must provide robust reporting on sent and opened notifications and the ability to export these results as a spreadsheet.

The system must offer user training and support, including email, phone and chat support.

The system must comply with all applicable state and federal laws and the Mehlville School District data privacy policy, as outlined below.

> Before authorizing the use of a vendor, software or service in which confidential or critical data will be stored, collected or shared, the ISO will ensure that the vendor, software or service will adequately protect the district's data and act in the district's interests. All vendors, software or services used must conform to the following unless otherwise authorized by the superintendent or Board:
>
> 1. The district continues to own the data shared with the vendor, and all data must be available to the district upon request.
> 2. The vendor's access to and use of district data is limited; the data cannot be used for marketing, advertising or data mining; and the data cannot be shared with third parties unless allowed by law and authorized by the district.
> 3. If metadata is collected, it will be protected to the same extent as the district's confidential or critical information.
> 4. District data will be stored only on servers in the United States.
> 5. District data will be maintained in a secure manner by applying appropriate technical, physical and administrative safeguards to protect the data.
> 6. The vendor, software or service will detail how and when district data will be destroyed.
> 7. In the event of a data breach, the vendor will immediately notify the ISO. Further, the vendor will assume liability for any breach of data when such data is being collected or manipulated by the vendor or is in the possession or control of the vendor.
> 8. There must be consequences and penalties if the vendor or online system discloses or uses district data inappropriately, without authorization or in violation of the law.
> 9. The district is entitled to monitor and audit the vendor or online system to ensure compliance with the agreement.
> 10. Products and services provided by the vendor will be provided in a manner that accommodates persons with disabilities in accordance with the requirements of the Americans with Disabilities Act and other applicable state and federal laws.

Please provide responses to the following questions

Section 1 – General Questions

1. Is your company public or privately held? If public, please provide your market symbol.

2. How many years has your company been doing business under your current name?
3. Has your company ever done business under another name? If so, what name?
4. Where is your headquarters located?
5. How many full-time employees?
6. Do you have a Midwest office/presence? If so, where?
7. What is the name of your automatic notification system?
8. How long has your product been generally available on the market?
9. How many U.S. PreK-12 school districts are running the current version of your product?
10. How many U.S. PreK-12 school districts with an active student enrollment of 10,000 or more are currently using your product?
11. How many state of Missouri PreK-12 school districts with an active student enrollment of 10,000 or more are currently using your product?

Section 2 – Technical Questions

1. Describe how quickly messages are delivered to the target contact list, including automated voice calls, text messages, app notifications and emails. How quickly are messages received by the targeted contact list?
2. Describe the solution's "up time" over the course of the prior year.
3. How often do you release product updates? How do you communicate those updates to users?
4. Does your solution automatically combine parent accounts for parents with multiple children in district schools?
5. Describe the measures your solution takes to ensure data privacy and security. Include your solution's method for logging user activity.
6. Does your solution meet the federal accessibility guidelines required of public schools? Is the platform compliant with WCAG 2.1 Level AA?
7. Describe how your solution supports district branding, including usage of district and school logos and colors.
8. Does your solution provide the ability to create an unlimited number of customized groups that allow for targeted communication to clubs, teams and other custom groups?

9. Does your solution automatically create query-based groups dependent on grade level, class, site, and language preference?
10. Describe your solution's data requirements. Required fields, files, upload frequency, etc.
11. Does your solution support an unlimited number of fields for data integration? Please list and describe the number of data fields your solution can integrate with.
12. Describe your data integration process with student information systems and other district data systems. What data transfer protocols (APIs, direct SQL, SFTP, etc.) does your system use to integrate with district data systems?
13. Does your solution integrate with data from food services to provide automated lunch balance messages and reports?
14. Does your solution automatically create separate accounts for parents, students, and staff created by data imported from the district?
15. Describe the implementation process and provide a sample implementation schedule for a school district with about 10,000 students and 18 schools.
16. Does your solution allow for message attachments, secure permission forms and sign-ups?
17. Does your solution comply with CAN-SPAM Act and the Telephone Consumer Protection Act?
18. Does your solution provide newsletter templates that are customizable and easy to use without knowledge of HTML code? Does your platform provide a WYSIWYG editor with a variety of formatting tools, including font, font size and color, bulleted and numbered lists, alignment, special characters, image insertion and links.
19. Does the solution recognize answering machines and voice? Does it delay message delivery until the greeting is complete?
20. Does the solution show an individual set caller ID for phone messages?
21. Does the solution include global settings to prevent calls from being made before a certain time or after a certain time (except in case of emergencies)?
22. Does the solution provide a “Do Not Contact” list at both the individual school and district levels? The list must support phone numbers, SMS numbers, and email addresses.
23. Does the solution allow users to save messages as drafts and schedule messages for future dates? Does the solution allow users to save and reuse previously sent messages?
24. Does your product offer a method for securely delivering individual student reports (i.e. report cards, assessment reports) to parents/guardians?

25. Does your company offer a teacher mobile application that allows for direct communication to students and parents? Does this communication allow for group and individual communication? Is this communication logged and able to be monitored by district administrators?

26. Does the solution have a detailed training plan that accommodates multiple adult instructional strategies including: webinars, on-site training, interactive video tutorials, and comprehensive user guide documentation?

27. Does the solution provide toll-free, live 24x7 technical and emergency support along with 24x7 message and system monitoring?

Section 3 - Cost

Mehlville School District is requesting a three-year proposal, starting July 1, 2027, with the option to renew for two additional years. The district has 18 schools and roughly:

- 10,000 students
- 2,100 full-time and part-time employees
- 11,400 parents/guardians

Explain your pricing schedule for your notification system, including your per-student or message-volume pricing.

1. Explain any overage fees or penalties for going over any message volume limits.

2. Explain any set-up fees, including what's included.

3. Explain any fixed costs and any variable costs. If there are variable costs, estimate the annual variable cost.

Define termination clauses for the district.

Attachment 1: Company Profile

Designate one (1) individual as the Company's representative to the District during the term of the contract. This representative will be contacted to solve Proposal issues that may arise during the evaluation period. This Proposal is the primary basis for evaluation and selection of the Company. By signing this Company Profile, the Company certifies there are no "PARTIES OF INTEREST" or "CONFLICTS OF INTEREST", as defined by state or federal regulations, existing between the Company and the District or any of its employees, agents or Board of Education members.

_____

Legal name | Representative's Name | Title

_____

Address | City/State/Zip | Telephone Number

_____

E-mail Address

_____

Years in Operation | Years under current structure and/or under previous structure

1) Name of Company's Officers:

Name	Title
_____	_____
_____	_____
_____	_____
_____	_____

2) The undersigned hereby acknowledges that the Company has read and agrees to the terms and conditions set forth in the RFP.

_____

Company Officer's Name

_____

Signature **Date**

Attachment 2: References and Terminations

Three References

Each Company must submit a minimum of three (3) references. Each reference should be as similar to the RFP services as possible. Reference cannot be an affiliate of the Company. Use additional pages if needed.

1) Company Name: _____

Business Address: _____

Name/Title of Contact: _____

Phone Number: _____ E-Mail Address: _____

Contract Length: _____ Contract Value: _____

2) Company Name: _____

Business Address: _____

Name/Title of Contact: _____

Phone Number: _____ E-Mail Address: _____

Contract Length: _____ Contract Value: _____

3) Company Name: _____

Business Address: _____

Name/Title of Contact: _____

Phone Number: _____ E-Mail Address: _____

Contract Length: _____ Contract Value: _____

List of Terminated contracts within the last THREE years.

Please list all contracts terminated within the last three (3) years. Submit full details for the termination reason (i.e. contract default, price, service, etc.) The District will evaluate the facts and may at its sole discretion reject the Company's proposal. If there are no such terminations then so indicate.

	#1	#2
Company Name & Address		
Contact Name & Title		
Contact Phone Number		
Contract Length & Value		