November 29, 2017

To: Kirk Miller
        Executive Director, SAM

Fr: Jeff Patterson
        CEO, Schoolhouse IT

Re: Response to ADA Website Compliance Proposal ADA

Introduction

Schoolhouse IT Inc., a Great Falls based consulting firm, respectfully submits the following proposal in response to the ADA Website Compliance RFP.

The RFP in question was distributed on November 15, 2017 by the current META president, Rich Lawrence. The RFP was distributed via the METAtech statewide email list.

Summary

Schoolhouse IT proposes the following approach to meeting the RFP goals:
1. Establish a categorized repository for relevant and accurate information (envisioned as a public-facing website).
2. Seed the repository with a baseline set of videos and articles through two methods:
    a. Curating quality pre-existing content from viable sources as copyright allows
    b. Produce content as needed
3. Provide a platform for feedback on the content, including discussion-style boards where statewide participants can openly discuss their experiences with the concepts in the articles.
4. Provide a platform where statewide participants can recommend and submit additional categories and/or content to the repository.
5. Provide a set of webinars where statewide administrators and technologist can get guided trainings and participate in discussions with fellow professionals.
6. Act as Mediator and Copyright Overseers during the initial content seeding lifecycle.

Details

Following the RFP format, please see detailed responses for each category of interest:

Reliable Information

Schoolhouse IT staff have spoken on multiple occasions with the Office for Civil Rights regional attorney. Schoolhouse IT staff have familiarized themselves with the relevant World Wide Web Consortium standards. Schoolhouse IT staff have familiarized themselves with the relevant MTSBA policies and communicated with MTSBA to garner an understanding of school policy direction. Schoolhouse IT believes we are well-positioned to act as initial accurate judges of reliable information.

Clarity

Schoolhouse IT has a long standing reputation of providing high-quality, clear professional development for instructional, administrative and technical professionals. Schoolhouse IT believes we are well-positioned to curate and/or create content that adequately and appropriately addresses the concerns of administrative and technical professionals.

Compliance

Schoolhouse IT appreciates the federal and state regulatory requirements for ADA compliance. While these grounds are difficult to navigate and not 100% concrete, Schoolhouse IT believes that we are well-positioned to provide information to ensure districts can make best-efforts at gaining ADA compliance.

Data Storage

Schoolhouse IT proposes the creation of a website at an agreed-upon (sub)domain name. Schoolhouse IT will provision and manage the website and domain name for META as a deliverable. Schoolhouse IT will create the website as a Google Sites under the sammt.org G Suite for Non Profits domain, ensuring that SAM and META maintain content control beyond the life of the project. Materials linked to outside of the discussed website (linked YouTube videos, content curated from other sites, etc.) will not be under SAM ownership but could be removed by SAM in the future. An example would be: someone changes a PDF or removes the PDF resulting in a resource not found error (404) - SAM could remove the affected link from the website in the future.

Proposed Timeline

Please see separate Proposed Project Timeline page for detailed information.

References

The following parties have agreed to act as references for your consideration. Please note that these references all have professional experience with Schoolhouse IT's capabilities regarding ADA website compliance and concerns. Additional reference available upon request.

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Proposed Project Timeline and Identification Of Responsibility

The following timelines, milestones and responsible parties are proposed. If "DELIVERABLE CATEGORY" is marked with a package, this milestone is a deliverable that Schoolhouse IT will deliver as a part of the proposal. Deliverables are categorized and associated with project packages.

Non-marked milestones are either outside the scope of the proposal or represent a milestone that is not a responsibility of the Schoolhouse IT team.

ITEM	DATE	RESPONSIBLE PARTY	IS A DELIVERABLE
Propose domain names and repository structures to SAM	Dec 12, 2017	Schoolhouse IT	PACKAGE 1
Respond with a sammt.org GSuite Username, password and preferred technology and domain name (time-sensitive blocking concern)	Dec 14, 2017	META	
Establish a content repository at the domain name (website, wiki, or other)	Jan 1, 2018	Schoolhouse IT	PACKAGE 1
Establish a proposed categorization of content	Jan 1, 2018	Schoolhouse IT	PACKAGE 1
Submit for review the website and repository categorization overview, as well as how participants will interact with content, to META for consideration	Jan 1, 2018	Schoolhouse IT	PACKAGE 1
Receive response back from META on go / no-go regarding draft overview (time-sensitive blocking concern)	Jan 5, 2018	META	
Submit and "go live" with META repository for ADA website compliance	Jan 15, 2018	Schoolhouse IT	PACKAGE 1
Provide Webinar trainings (each up to 25 computer-based connections - schools can share a computer-based connection)	Four times, to be scheduled with and communicated out by SAM	Schoolhouse IT	PACKAGE 2
Provide Copyright Overview and Repository Mediation services	Through March 31, 2018	Schoolhouse IT	PACKAGE 3
Turn over management of website usernames, passwords and billing.	March 31, 2018	Schoolhouse IT	PACKAGE 1

Proposal Pricing

Pricing is broken into three packages.

Package 1 is the base required package for Schoolhouse IT to provision the repository, curate and create content, categorize content, and provide a feedback mechanism for administrators and technologists across the state for questions and comments.

Package 2 is an optional package to have Schoolhouse IT facilitate four professional webinars to discuss what is required regarding ADA compliance issues. Schoolhouse IT proposes that the webinar target both administration and technologists, with each webinar starting with an administrative-perspective level-set regarding ADA compliance and finishing with technical concerns. In this manner, technologists can stay for the entire webinar and administrators can drop off after the overview section if desired.

Package 3 is an optional package whereby Schoolhouse IT will act as forum moderator and copyright guardian for discussions and content submissions beyond the January 15 go-live of the site. Schoolhouse IT will provide these services through Package 3 until March 31, 2018 (at which time professionals from across the state will have had a chance to provide input).

PACKAGE	PRICE
Package 1 (required) - create repository, curate or create content, categorize content, and provide feedback and input mechanism on content	$3,000
Package 2 (optional) - facilitate four 90 minute webinars	$1,000
Package 3 (optional) - moderate feedback and input mechanism and act as copyright guardian through March 2018	$1,000
No hourly rate has been provided as Schoolhouse IT works via fixed-bid (please ask us why!)	
Complete Proposal Cost (if all three packages are chosen)	**$5,000**

Legal Caveat

Schoolhouse IT Inc. does not provide legal counsel and cannot act as a legal advisor in any way. All information provided by Schoolhouse IT Inc. is for educational purposes only and cannot be construed as legal advice or guidance. The reader, school district personnel, School Administrators of Montana, and all other related parties agree that the reader alone is responsible for seeking out qualified legal advice on all matters related to specific District ADA website compliance and that any information garnered through any artifacts that result from this RFP is for educational purposes only and does NOT constitute legal advice.