

PERFORMANCE BASED CONTRACT GUIDELINES

1. WHAT IS THE PURPOSE AND SCOPE OF THE SERVICE?

(Describe in detail any services to be provided or materials to be purchased)

Apptegy provides a software platform that allows school districts to unify all communication. This platform is unique in that it was built from the ground up by one team (Apptegy has never been part of an acquisition which is highly uncommon these days). This way, it creates a great experience for both our internal staff and our families and community at large. Specifically, this platform will facilitate the following services:

- Websites for the district and all schools
- Mass notification system (text messages, calls, email)
- Newsletters
- Custom mobile app built specifically for our district
- Two-way communication for parents/guardians and teachers/coaches

All communications are translatable (two-way) and accessible.

2. AMOUNT OF SERVICE?

(Set forth the monetary value of the proposed agreement and quantities and/or amounts of time required to be devoted to the contract and describe where services are to be provided as specified in Schedule "B")

The associated costs are as follows:

Year 1 (2024-2025) - \$48,812.50

Year 2 (2025-2026) - \$183,250.00

Year 3 (2026-2027) - \$186,915.00

Total Three-Year Cost - \$418,977.50

3. WHO IN THE SCHOOL DISTRICT IS SERVED?

(Describe whether services are to be provided directly to students, to staff, etc.)

Staff, parents/guardians, students, community members

4. WHO WILL PROVIDE SERVICES?

(If individual providers are contemplated, set forth the names and qualifications of the service providers)

Apptegy

4a. WILL THE CONTRACTOR BE UTILIZING ANY SUBCONTRACTORS OR VOLUNTEERS IN FURTHERANCE OF THIS AGREEMENT?

IF YES, PLEASE LIST ALL OF THEIR NAMES AND CONTACT INFORMATION.

None

5. **WHAT WILL BE COMMUNICATED TO DISTRICT PERSONNEL, PARENTS, OTHERS ABOUT PROGRESS AND RESULTS OF THE SERVICES?**
(How specifically will the contractor report to the School District (or parents, if applicable) about their progress towards achieving the goals of the contract?)

Apptegy will communicate directly with the communications and technology departments and help us share information with the larger community when desired.

6. **HOW WILL THE SCHOOL DISTRICT JUDGE THE QUALITY OF SERVICES?**

(Set forth the method which will be used to evaluate contractor's performance)
We will use both qualitative and quantitative means to measure the performance. Qualitatively, we are looking for our families to feel more engaged and hope that they will have an easier time finding information that is needed.
Quantitatively, we will measure the adoption rate of the mobile app, of the two-way messaging system, and the total number of messages sent.

7. **INDIVIDUALS RESPONSIBLE FOR ADMINISTERING THE CONTRACT.**

Vendor Name: Apptegy, Inc.
Vendor Address: 2201 Brookwood Drive, Suite 115
Vendor Phone No.: 501-613-0370
Vendor Business Status: (corporation, non-profit individual, unincorporated)
Vendor Contact Name: Matthias Wehnert
Vendor Contact Email: matthias.wehnert@apptegy.com
Tax ID No.: 82-1382684

School District Administrator Name: Christopher M. Carvalho
School District Administrator Title: Director of Technology
School District Administrator Phone No.: 914-376-8090
School District Administrator Email: ccarvalho@yonkerspublicschools.org

8. **ARE THE SERVICES PURSUANT TO A GRANT AGREEMENT?
IF YES, WHAT IS THE GRANT, AND WHAT ARE THE GRANT REQUIREMENTS
RELATED TO THIS AGREEMENT?**


No

9. **WILL THE CONTRACTOR BE RECEIVING ANY STUDENT DATA OR OTHER
DATA FROM YONKERS PUBLIC SCHOOLS?
IF YES, PLEASE DESCRIBE. IF STUDENT DATA IS BEING SHARED, PLEASE
PROCEED TO QUESTION 10 BELOW.**

Yes - for the purposes of mass notification and classroom rostering, student, guardian, and staff data will be shared. Apptegy is Ed Law 2-D compliant and currently works with over 200 school districts in New York.

10. WILL THE STUDENT DATA BE USED FOR THE PURPOSE OF DEVELOPING, VALIDATING, ADMINISTERING STUDENT AID PROGRAMS, OR IMPROVING INSTRUCTION? IF YES, PLEASE SPECIFICALLY DESCRIBE.

Not directly but we hope that an improvement in classroom and general communication will lead to improving instruction.

Performance Based Guidelines
Reviewed and approved by:

(Signature of School District administrator/employee)
Christopher M. Carvalho
(Printed Name)