

Mass Messaging/Communication RFP

Invitation for Bid

All Bids are due on February 10, 2021

Blue Springs School District
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Blue Springs School District is seeking a qualified vendor to provide mass messaging services to each school and the entire district. This request for proposal details requirements for responsible firms to provide a communication system that will enable mass messaging in the form of *voice, text/SMS, and email* to be sent by designated BSSD employees to multiple groups of community stakeholders for the purpose of school/system related announcements or emergency communications. Prospective vendors must submit a completed bid by the deadline which demonstrates the ability to provide the functional, technical, and general requirements outlined by the school system including any needed installation, configuration, training, and support. Appropriate technical documentation should be included with the bid. With this proposal the district expects to increase and maintain productivity in stakeholder contact for day to day and emergency communications.

Request for Qualified Bid Submissions

The Blue Springs School District is requesting bids from interested parties and qualified Mass Messaging companies for installation, configuration, training, and support.

The Blue Springs School District plans to select the most qualified company to enter into a contract for the mass messaging system referenced herein.

Bid Proposal Content Requirements

Each submitted bid proposal packet must include the following:

- Contact information for current clients in the state of Missouri that will provide information regarding level of satisfaction, performance, quality of support and technical issues
- Narrative description of mass messaging features including anticipated message completion time frame, satisfaction survey/data collection
- Pricing details

Scope of Work

The selected vendor shall provide a mass messaging service to include the capability for BSSD employees to communicate with stakeholders via voice, text/SMS, and email. Real time reporting, multiple communication options and grouping, and expedited delivery of emergency messages are expected. Additionally, the service must include the capability to individually email secure documents.

Desired Features

Automated Synchronization of Groups/Lists with Data System

The selected system should integrate with current system infrastructure with a minimum of management (i.e. PowerSchool, Google Apps, etc.). The ideal system should pull data from attendance records to auto-dial homes, to report absences on a set schedule without further manual entries from BSSD personnel. Growth potential should exist by commitment to industry

standard integration structure to allow for data transfers from other systems such as PowerSchool.

Multiple Mediums of Communication

The ideal system will provide a menu of notification mediums (e.g. call senders could select, voice, email or SMS). Further integration should streamline message origin to include other media outlets (e.g. facebook, twitter) to allow for a single post to distribute to all selected publications.

End User Communication Options

The ideal system will allow for message recipients to select notification avenues dependent on call origin or category. For example, a parent may want only a text message to report absences, a voice message to a given phone number for PTA reminders, and messages on all services (email, phone and text) in case of school closure.

Back-end Operations

The ideal system will provide for various levels of administrative access based on defined criteria. Users would be able to access system data online to create lists and access call status. Live support is available to assist users at all times. System callers can tag messages with set categories (emergency, school closure, event reminder) to allow for diversification of message priority. Robust online help provides documentation for all user functions.

Provider Infrastructure and Service

Physical infrastructure allows for temporary local loss of power. Service qualities will be assessed by customer testimonials.

Add-on Options

Details and pricing options for additional features such as a district App, Bullying hotline, website hosting, etc.

PRICE QUOTE	
Unit Price (per student)	
Implementation	
Discount	
Total for first year	
Amount for additional Year	
Firm	
By	
Date	