

Proposal for San Leandro Unified School District

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The SchoolMint Story

Products Made for Progress

Tools that make any educator more efficient. That put the student experience first. And that build a brighter future for our nation's schools. That's the SchoolMint platform of products.

Products for Strategic Enrollment + Student Behavior Management

From school search to applications, lotteries, registration, and re-enrollment, every stage of the enrollment cycle is easier and more intuitive with our Strategic Enrollment Management products. And with our Student Behavior Management products, tardy management and positive behavior reinforcement are ushering in powerful, positive change across campuses and in the classroom.

SchoolMint offers a SaaS (software as a service) strategic enrollment management platform for PreK-12 charter and district schools. We partner with school systems to transform the enrollment experience for the diverse families they serve, as well as for the school administrators who manage these processes.10,000 schools have selected SchoolMint to streamline all aspects of school choice and enrollment, including school search, outreach & marketing, applications, lotteries, waitlist management, registration, and year-round communications and forms.

Tools for sustainable enrollment management.

Tools that make any educator more efficient. That put the student experience first. And that build a brighter future for our nation's schools. That's the SchoolMint platform of products.

SchoolFinder

A revolutionary enrollment search tool, SchoolFinder allows districts and school networks to shine light on the information families need. Transforming all your school data into one, easy-to-navigate mobile website, SchoolFinder is where families research and make their decision. Ideal for school choice, open enrollment, or magnet school environments, this tool can improve participation, grow community engagement, and drive enrollment.

Application & Lottery Management

An innovative online enrollment platform, Application & Lottery Management greatly simplifies student application gathering. Fair and transparent, this tool was trusted to process over 1.8 million applications in 2018 alone. District and schools use Application & Lottery Management to accurately assign seats and unlock the predictive insights they need to plan ahead.

Re-enrollment & Registration Management

Bring the entire registration process (for new and returning students) into the 21st century with Registration & Re-enrollment Management. By transforming their process online, districts and schools increase access for low-income and minority population while saving time and money.


Retain
• Year-Round Events
• General Forms, Surveys & Communications
• Payments
Outreach
• Enrollment Website
• School Finder
• Interest Tracker
• Outreach Events & RSVPs
REPORTING & INSIGHTS
COMMUNICATIONS
Apply
• Choice, Charter, Magnet & District Applications
• Transfer Requests
• Lottery & Assignments
• Waitlist Management
Register
• Registration Packets, Forms & Payments
• Re-Enrollment

Solution Overview

Revolutionize the school search process:

- Accommodate the needs of different families, honor where they are in the search process - offer multiple ways of researching and exploring
- Guide families to the schools that match their interests
- Profile *all* there is to offer, control the content and narrative about each school
- Help families compare school details, make their final choice and apply

Achieve Enrollment Goals through More Effective Marketing and Outreach:

- Attract prospective families and track their interest before they even walk in the door
- Easily manage parent outreach and events with automated or scheduled messages and RSVPS
- Access reports to see which outreach and marketing efforts are working to achieve enrollment goals
- Increase public awareness of the strengths of your network and schools

Deliver an Equitable and Transparent Enrollment Experience for Families:

- Support an accessible application process (in up to 20 languages, available on mobile and web)
- Communicate with parents easily through voice, text, & email messaging across multiple devices
- Give parents real-time access to their student's application/waitlist status right from their phones
- Provide a friendly user interface to save parents time and minimize redundant inquiries

Transform Your Lottery, Waitlist, and Offer Assignment Processes:

- Design customized lotteries including complex priorities/preferences & weights by school or grade
- Manage every aspect of your lottery process with transparency, including a complete audit trail
- View dynamically-updated waitlists and send offers to eligible students with the click of a button
- Optimize offer assignments for families applying to and ranking preferences for multiple schools

Streamline Application and Registration Management for School Administrators:

- Create and collect application forms including document uploads, signatures & recommendations
- Improve data integrity and avoid duplicative and incorrect data entry from manual processes
- Reduce costs associated with print, postage, and storage of excess documentation
- Maintain data accuracy with SchoolMint-SIS data integrations

Our Customers



What Our Customers Say

"SchoolMint has helped us make the student enrollment process more equitable and accessible."

— Charles Wilson, *Executive Director, Enrollment & Registration Management,*
Oakland Unified School District

"With SchoolMint during the application phase of enrollment we've really just had a lot of success because we can see exactly who's applying, where they're from, and what grades they are in.

— Kate McCoy | *Executive Director*,
New London Public Schools

"The level of customer service has exceeded my expectations.helped us make the student enrollment process more equitable and accessible."

— Wendi Russell | *CTE Director*,
Vancouver Public Schools

"Our schools are able to better manage the application process from start to finish (because of SchoolMint). Plus, it makes the process significantly easier and more intuitive for our families. I would recommend SchoolMint to any charter management organization."

— Charlie Wolfson | *Director of Project Management*
Alliance College-Ready Public Schools

"We were impressed with the ease with which parents could navigate the SchoolMint system."

— Holly Ferguson *|Chief Policy & Strategy Officer*,
Highline Public Schools

A Solution for School Search San Leandro Unified School District

Thank you for your time and consideration of SchoolMint!'s SchoolFinder, a revolutionary search tool for districts and school networks. I have enjoyed learning about San Leandro Unified School District and your requirements for the project.

The Problem that SchoolFinder Addresses

SchoolFinder empowers families with a single repository of reliable school information, a source of truth in a world increasingly invaded by social media posts. With the ability to research, discover and apply to schools from a cell phone navigating school choice is accessible to everyone and the pathway forward clear.

Together we will enable families to navigate the educational marketplace, connect with schools, and fully understand their options so every student has the opportunity to enroll in a school that is best suited to their interests and needs.

1. Improve Participation

- Educate families about their options
- Remove barriers of time and money faced by working or low-income families

2. Cost Effectively Control the Narrative

- Easily maintain *up to date* comprehensive school profiles
- Drive interest, family satisfaction, and enrollment

3. Grow Community Engagement

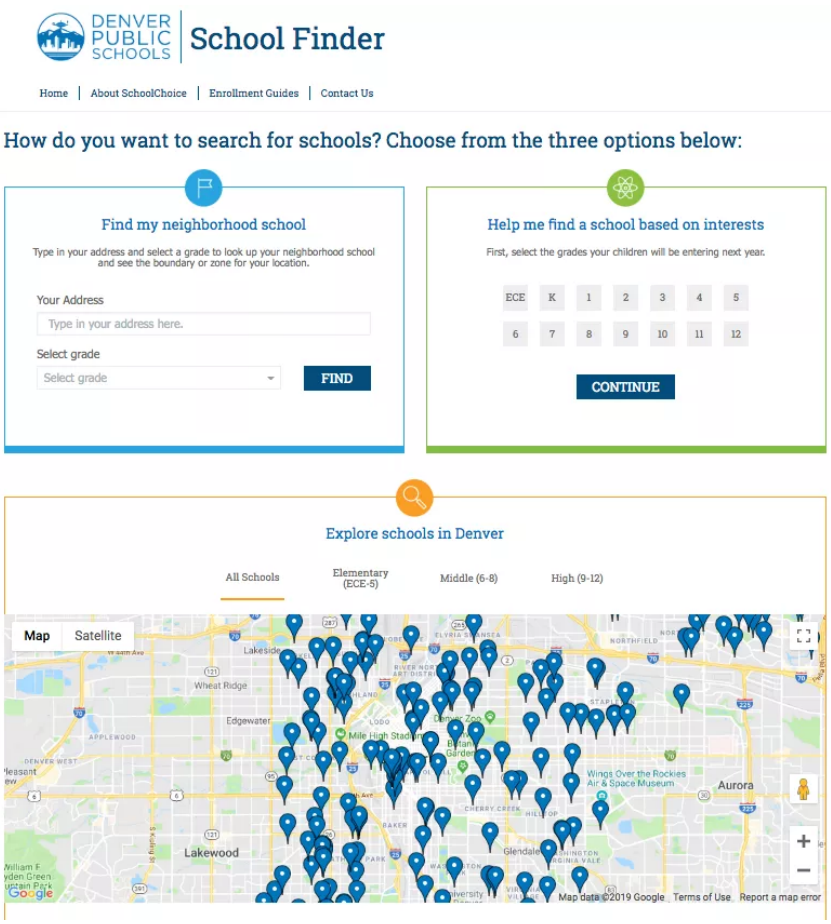
- Empower families with equitable access
- Provide information in multiple languages

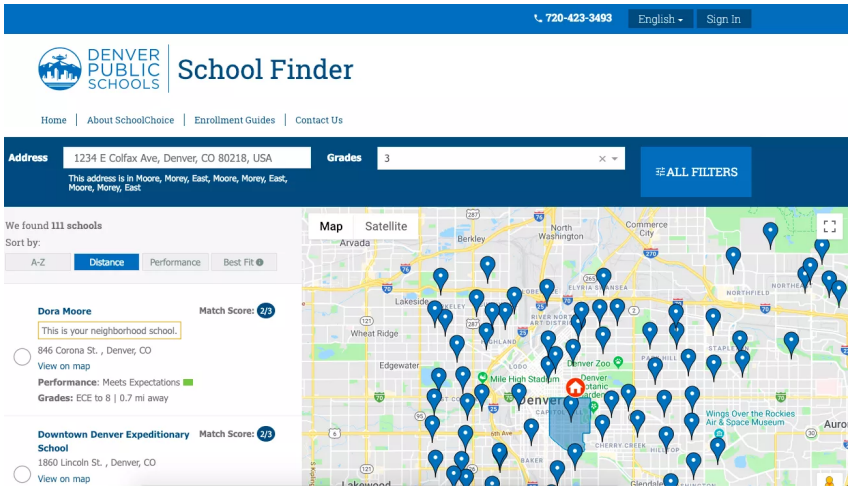
Examples and A Detailed View

Example School Finders:

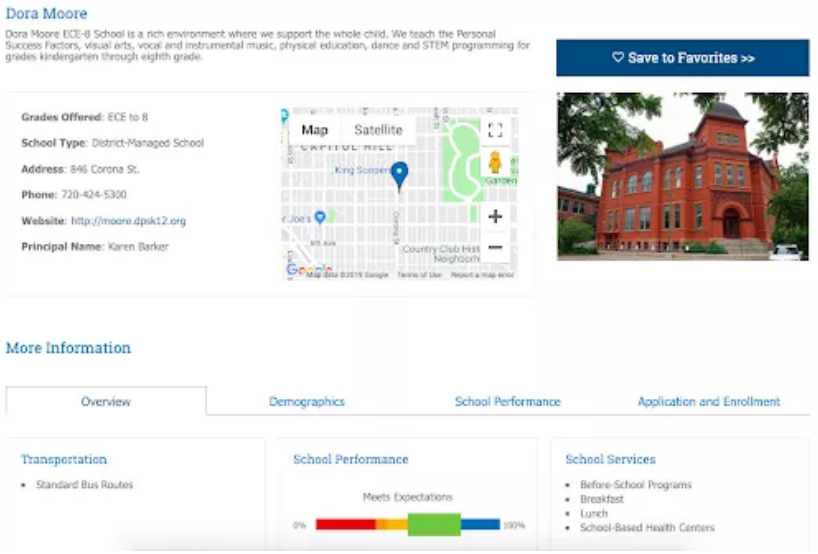
- Oakland Unified
- Petaluma City Schools
- Denver Public Schools
- Camden Public Schools

SchoolMint's SchoolFinder allows districts to improve families' access and understanding of what is being offered at all types of schools across the district, including magnet schools, other programs/schools of choice, and neighborhood schools. SchoolFinder makes it easier to access parents where they are with the information they need. The guided search component is a great way to drill down to a list of schools based on interests, and the clear presentation and organization of school profile information — better organized than most school websites — offers a pleasant user friendly experience. Until now, there hasn't really been a platform for schools to build their own resumes. SchoolFinder provides a repository of high-level profiles that provides quick, clear insight into what each school is all about.

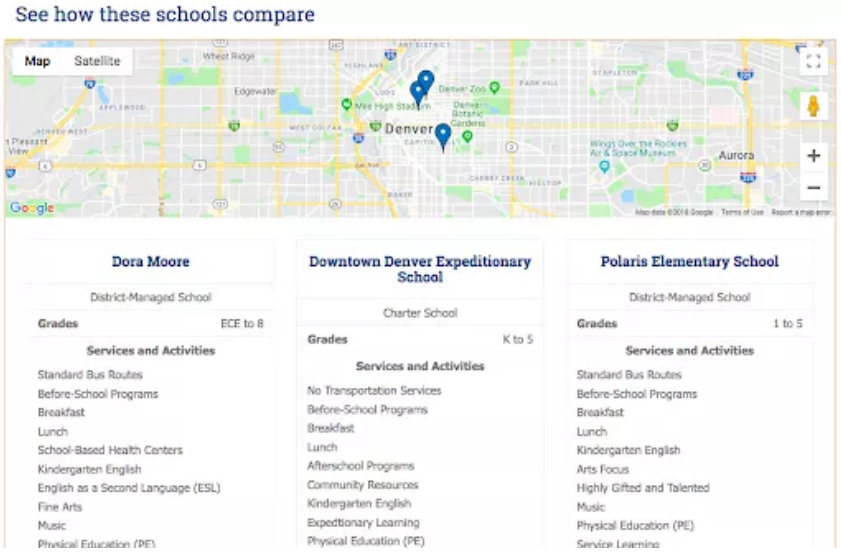
Homepage with custom logo, color, and font and three types of search to cater to diverse parent needs: • Guided search: parents search for schools based on address, grade level, and a set of questions about specific interests (e.g., academic programs, before and after school services, sports, clubs) and what is most important to them. • Neighborhood search: parents search for schools based on address and grade level. • Map search: parents see a map with pins they can click on to access the school profiles.	
On the search results page, integration with KML files and Google Maps to designate your neighborhood school (school of residence). Parents sort results alphabetically, by best fit, or by location.	



School profiles display information in a beautiful and user friendly way. Parents learn about each school, and schools have the chance to market themselves.

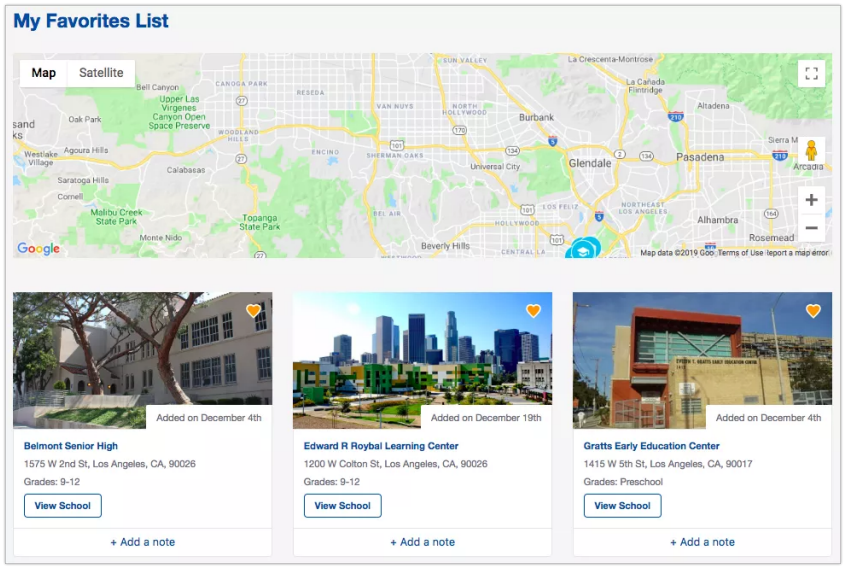


Parents can select up to three schools to compare side-by-side across metrics determined by the district.

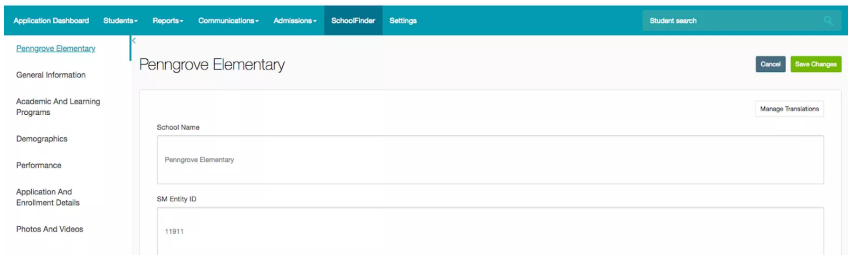


Parents can save schools to a list of *favorites* that they access when they

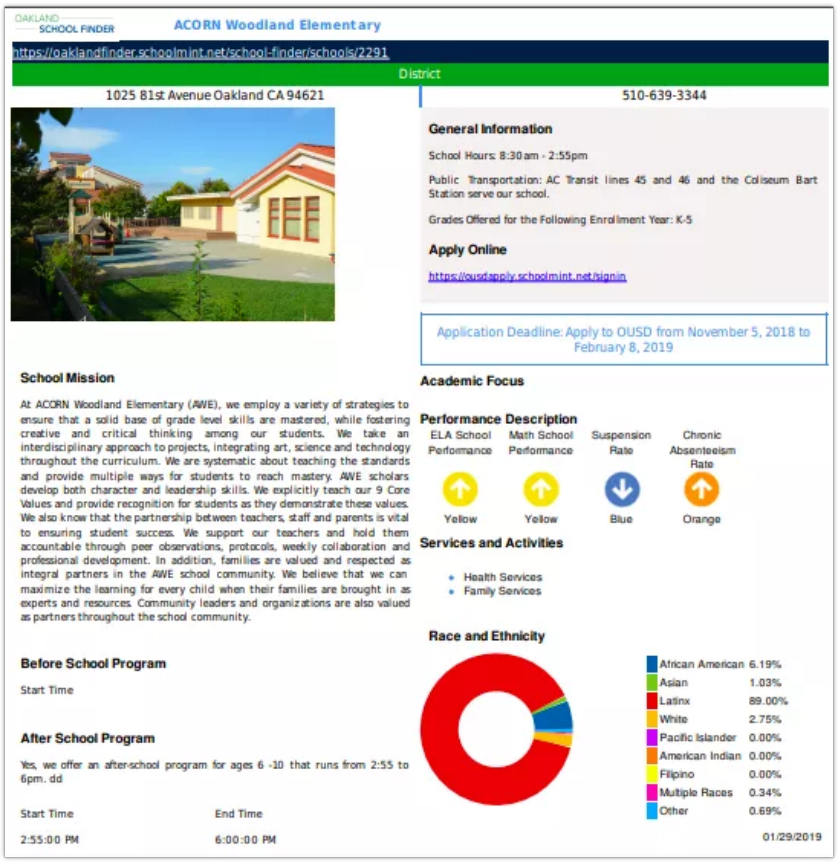
select schools to apply to in SchoolMint.



- We provide translations of all platform and user generated content. We use a third party service that employs human translators.
- Content management system
  - District-level admins determine the layout of school profiles: what data they want to display and how they want to collect the data.
  - School-specific admins enter data.
  - Workflow tools for admins to submit and approve content, receive email notifications, add profiles, and export data.
  - Admins can manage their translations in the content management system either by translating content themselves or via the Google Translate API.

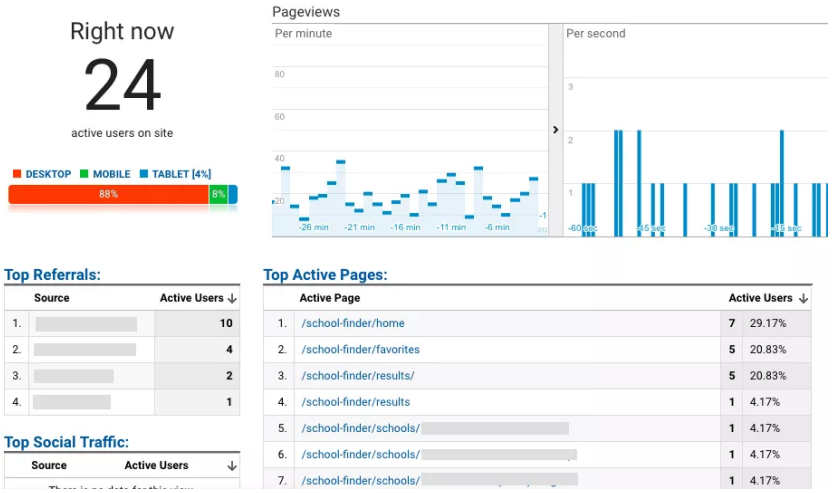


Schools can print PDF versions of profiles to give to families at open houses. Families can also print PDF versions of profiles if they prefer paper to screens.

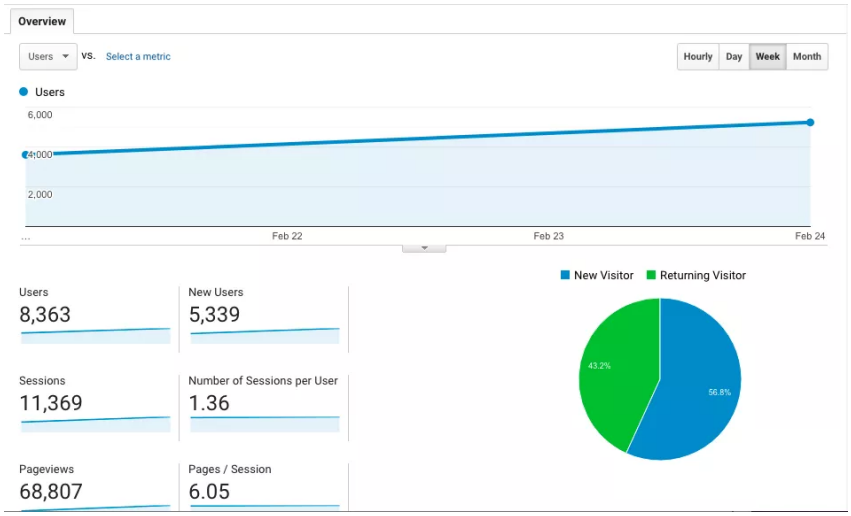


Includes access to Google Analytics to track how users interact with your organization's School Finder.

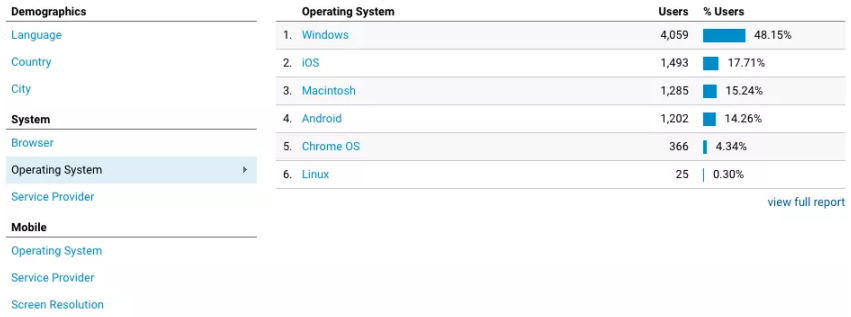
This dashboard depicts a real-time snapshot of site traffic and engagement.



This dashboard is an overview of SchoolFinder analytics.



This chart presents SchoolFinder analytics by operating system.



This chart presents SchoolFinder analytics by user language.



SchoolMint Proposed Solutions

Full Package
Customer Example: https://oaklandfinder.schoolmint.net/school-finder/home
Profile configuration and design • Configure school profile layout • Specify profile content and organization • Set custom logo and colors • Design one-page printable PDF layout
User and content management • Create school and district level users • Manage content updates across user types with change request & approval notifications • Make content updates in real time • Manage side-by-side language translations using Google Translate
Search • Search schools by address or on a map • Flag assigned school/s based on address • Sort results alphabetically or by distance • Compare profiles side by side • Guided search and sort by ‘best match' • Save profiles to favorites
Application+Lottery Customers • The option to display *Open Seat* availability to families

Proposed Pricing

Name	Type	Price	QTY	Subtotal
School Finder - Implementation Fee	One Time	$4,450.00	1	$4,450.00
SchoolFinder	Recurring	$5,700.00	1	$5,700.00

Subtotal	**$10,150.00**
Total	**$10,150.00**

Implementation, Support and Training

Items	Description
Phone Support	8 AM to 5PM CST
Email Support	24/7 (< 24 response time for critical issues)
Dedicated Account Manager	Your account manager will be your main point of contact for initial implementation, training and on-going support
Custom Exports	SchoolMint can build custom exports based on your specifications. Throughout the year, you can request quotes. Total cost is based on your requirements.
Hourly Consulting Rate	$150 / hr.

Information Sheet

Below you will find important information that we need to successfully ensure on-boarding and implementation of SchoolMint. Please complete the following section for an efficient and effective on-boarding experience.

Target Start Training Date:

Target Go-Live Date:

Main Contact	Title
Email	Direct Extension of Cell Phone

Billing Contact	Title	Email	Direct Extension or Cell phone

Billing Address	Shipping Address (if different than Billing)