



Website Content Management System & Mass Communications Provider

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Why Change?

- While FinalSite has stated that any existing BlackBoard contract terms will be honored, support channels for the product have and will continue to change.
- Through incentives, FinalSite is attempting to move all existing BlackBoard customers over to the FinalSite platform (pricing incentive ends without commitment by 6.30.23).
- Customer service, communication, and reliability with BlackBoard has been decreasing over the past 6 months, including periods of complete outages.
- FinalSite conversion and contracting costs are at or above other providers, so a full exploration of comparable options was completed.

Vendors Considered by Demo/Meeting/Proposals



- UnifiedHome
- SchoolMessenger
- CatapultK12
- Finalsite/Blackboard
- Edlio
- Blackbaud
- Linq (Comms by Brightarrow)

Persons Included in Evaluation:

District Webmaster, Communications Director, Communications Executive Assistant, Community Outreach Coordinator

Evaluation Tools:

Matrix of Capabilities, Design Options, Accessibility, Ease of Use, Support, Conversion Timeline, Costs, Customer Satisfaction (references)

Finalists Pros/Cons

FinalSite

Pro: Greatest options for customization, layout shifts, larger company/more resources. App interfaces well with SIS. More flexibility with conversion timeline and dual systems.

Cons: Limits on users, sizes, and files. Higher cost. More itemized/add-on costs. Accessibility tool concerns with included product.

CatapultK12

Pro: More hands on- personalized service, no limits on file sizes and users. References indicate easy to use interface. 20+ years of experience, service districts even larger than us. Fast response time for support issues.

Cons: Less layout control of homepage. App is not as robust.

Final Recommendation

CatapultK12

- Very Responsive
- Financially Stable Throughout Contract
- Additional Platform Adds Available
- Depth of Experience in Large District & Public Schools
- Positive References
- Unlimited Support for All Staff Users
- Experience with new SIS (they have customers now using it- no integration concerns)

Cost Comparison

	Blackboard	Finalsite (Before June 30, 2023)*	Finalsite (After June 30, 2023)**	CatapultK12
Content Management System Website	\$33,550.00	\$34,320.00	\$35,640.00	\$26,528.00
CMS Integrated Staff Directory	\$0.00	\$3,500.00	\$3,500.00	\$0.00
CMS Advanced Translation Services	\$0.00	\$2,500.00	\$2,500.00	\$0.00
CMS Startup Fees + Design Templates	\$0.00	\$18,750.00	\$34,500.00	\$27,913.00
CMS Page Conversion Fees	\$0.00	\$0.00	\$136,000.00	\$0.00
Mass Communications System	\$22,500.00	\$22,500.00	\$22,500.00	\$39,865.00
Mass Communications Startup Fees	\$0.00	\$0.00	\$0.00	\$3,475.00
Branded Mobile Applications	Previous Cost \$22,140.00	\$19,550.00	\$19,550.00	\$8,738.00
Mobile Applications Startup Fees	Canceled SY22-23	\$4,550.00	\$4,550.00	\$9,150.00
Accessibility Tool	\$13,500.00	\$15,600.00	\$16,200.00	\$8,652.00
Accessibility Tool Startup Fees	\$0.00	\$0.00	\$0.00	\$721.00
Total Year SY23-24	\$69,550.00	\$121,270.00	---	\$125,042.00
Total Year SY24-25	\$69,550.00	\$99,890.00	\$274,940.00	\$83,783.00
Total Year SY25-26	\$69,550.00	\$101,810.00	\$101,810.00	\$83,783.00
Total Year SY26-27	\$69,550.00	\$103,730.00	\$103,730.00	\$83,783.00
Total Year SY27-28	No Contract	\$105,650.00	\$105,650.00	\$83,783.00

Questions?