Proposal for American Indian Model Schools

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American Indian Model Schools

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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. Over 9,500 schools have selected SchoolMint to streamline all aspects of school choice and enrollment, including 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.

School Finder
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

Apply
- Choice, Charter, Magnet & District Applications
- Transfer Requests
- Lottery & Assignments
- Waitlist Management

Register
- Registration Packets, Forms & Payments
- Re-Enrollment

REPORTING & INSIGHTS

COMMUNICATIONS

Solution Overview

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

"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 Directo*r,
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

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

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

A Complete School-wide Solution for American Indian Model Schools

Thank you for your time and consideration of SchoolMint!'s unparalleled strategic enrollment platform I have enjoyed learning about American Indian Model Schools and your requirements for the project.

I am confident we have the best solution for your needs. Here is an overview of the strategic initiatives we are helping districts address.

Manage the flow of families.

Dashboards show administrators exactly where families are in the process. And with built-in communication tools, they can send families a nudge or deadline reminder through instant text or email notifications.

- Engage with 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

So long paper. And the frustrations that come with it.

Eliminate paper forms by turning all enrollment documents into smart, web-based packets. Easily customizable through our award-winning interface, our smart forms can accommodate even the most complex requirements with intelligent fields and conditional logical. Now, more than ever before, you can deliver a smooth, equitable and transparent experience for your families.

- Support an accessible application process (in up to 20 languages, available on mobile and web)
- Provide a friendly user interface to save parents time and minimize redundant inquiries
- 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

The most complex processes, simplified.

Transform lottery, waitlist, and offer assignment processes, and greatly simplify application gathering for families and administrators while simultaneously turning application data into the actionable insights you need.

- 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
- Communicate with parents easily through voice, text, & email messaging across multiple devices
- Allow full visibility for families through instant status updates to their student's application/waitlist status right from their phones

The power to plan.

Access reliable data in real-time to accurately assign seats, and unlock the predictive insights you need to plan ahead. For administrators, Application & Lottery Management dashboards generate a granular view of the number of students in each stage of the process. With the conversion funnel, admins can see students, in real time, as they progress through each stage of the enrollment cycle. And they can pinpoint where families fall off or stall.

- Track how many families are progressing through each step of the application process in real time
- Generate reliable, real-time data, analytics, and reports to inform key operational/budget decisions
- Gain insight into recruiting/retaining students at key grade-level transitions (e.g. 8th to 9th grade)
- Improve enrollment outreach & capture shifting population and choice trends earlier in the year

SchoolMint Feature Menu:

Product

Application Management
- With a single account, families can submit inquiry forms, applications for multiple children to multiple schools, rank their preference, track application status, respond to offers. Status tracking reporting updated in real time.
- Waitlist / Offer Management: Ability to manage waitlists and make offers for any and all school sites/grade levels.
- [Parent Experience - District Schools, Transfers, & Choice](#) (6:21 minutes)
- [Application Management & Reporting](#) (8:39 minutes)

Lottery
- Ability to build lotteries, manage waitlists and make offers for any and all school sites/grade levels. Includes Open Seat Tracking, Lottery Priorities, and quota management.
- [Lottery & Assignments](#) (5:29 minutes)

New Student Registration
- Ability to build and launch all new student registration forms to families.
- [Parent Experience - Registration](#) (7:58)
- [Registration & Re-Enrollment Packets](#) (5:17 minutes)
- [Registration Management & Reporting](#) (6:03 minutes)

Re-enrollment
- Ability to build and launch all re-enrollment forms to returning families.
- [Registration & Re-Enrollment Packets](#) (5:17 minutes)

Fee Collections*
- Ability to collect a one-time fee per packet (ex. Application fee for international schools, field trip fee, athletic fee, etc.)
* (4% + $0.30 per transaction fee)

Part of Purchased Package (no additional charge):
- Communications (email and text messages out of the box)
- Data Analytics and Reporting
- Sandbox environment for testing lottery configuration and scenarios
- Direct API Level Read/Write integration into (Chalkable, PowerSchool, Aeries)
-

School Finder
- Customizable school finder website
- [School Finder & Enrollment Website](#) (3:58 minutes)

Interest Tracker
- Tool to capture interest from different marketing outreach methods and report on the outcome of these efforts.
- [Interest Tracker](#) (5:18 minutes)

General Packets/Year Round Forms

- Ability to launch forms throughout the year to families (ex. Athletic registration forms, field trip forms, summer program enrollment packets, etc.)
- Year-Round Engagement & Retention (6:05 minutes)

Event Management & Appointment Scheduling
- The ability to connect event RSVPs and small group or individual scheduling for appointments.
- Events Management (2:04 minutes)

Language Translation
- SchoolMint's core platform text is available in English and Spanish at no extra charge.
- Additional languages including Arabic, Bengali, Burmese, Cape Verdean Creole, Chinese, French, Haitian Creole, Hindi, Khmer, Korean, Nepali, Portuguese, Russian, Somali, Swahili, Tagalog, Tigrinya, Urdu, and Vietnamese are available at an additional yearly fee.
- Custom translations for content outside of core platform text are charged separately as incurred.

Custom Branding and Landing Page
- Landing page and custom color scheme (CSS)

Print Templates
- Ability to print forms on original PDF docs (see details here)

Voice Calls
- Ability to send robo calls or recorded messages via phone call right from the system

Teacher Recommendations
- Ability to attach teacher recommendation as part of applications, registration , or general year round forms.

Ad Hoc Text Message Pack
- Package of 10,000 additional ad hoc text messages (after a customer has hit their allotted threshold of messages).

*Text messages are subject to usage fees and bands. Please inquire about the plan.

Proposed Pricing

Name	Type	Price	QTY	Subtotal
Re-Enrollment Management - Student Licenses Re-Enrollment Management	Recurring	$2.10	1,300	$2,730.00
SM Direct SIS Integration for Re-Enrollment Support for an integration with PowerSchool, Aeries, Chalkable, or Software Answers to sync Re-Enrollment data from SchoolMint into the SIS	One Time	$0.00	1	$0.00
SM Set-up, Implementation, Training (Virtual)	One Time	$1,092.00	1	$1,092.00

	Subtotal	**$3,822.00**
	Total	**$3,822.00**

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
Configuration	Your Implementation fee includes working with your account manager to complete the initial implementation for forms, priorities and lottery rules into SchoolMint. (After the initial implementation is complete and approved, subsequent changes to forms, priorities, etc. will be charged on an hourly consulting basis)
Forms	Your implementation fee includes building up to 15 custom forms based on editable PDFs or Word forms. Your administrators have the ability to build any number of additional forms on their own.
Imports	Your implementation fee includes a yearly import for re-enrolling students. Please note that this only applies to those customers that have purchase our re-enrollment module. Additional imports can be accommodated at an hourly consulting basis
Languages	SchoolMint offers language translation services through a third party provider as a convenience to customers serving families from diverse language backgrounds. These services include core platform and custom translations. **Core platform language translations:** SchoolMint's "core platform" refers to the family-facing text that comes with the product <u>before</u> users in your organization build out custom forms, communications, or other admin-created content. Core platform content is included in your subscription at no additional cost for English and Spanish. For other supported languages including Arabic, Bengali, Burmese, Cape Verdean Creole, Chinese (simplified and traditional), French, Haitian Creole, Hindi, Khmer, Korean, Nepali, Portuguese, Russian, Somali, Swahili, Tagalog, Tigrinya, Urdu, and Vietnamese, customers can purchase access to SchoolMint's core platform content for a flat annual Supported Language Fee. Note that this fee does <u>not</u> include the translation of custom, user-created content (see below). **Custom language translations:** SchoolMint charges an as-incurred Custom Translation Fee, priced per word, for any custom translation requests (including user-created forms, communications, or other content). Because custom translation falls outside the scope of SchoolMint's core platform, it is <u>not</u> automatically included for Spanish or as part of the Supported Language Fees described above. To ensure that families in your organization view all

	SchoolMint content in a particular language, it is essential to translate both core and custom content.
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.
Training and Consulting	Your implementation fee includes up to 5 hours of training in your first year conducted by SchoolMint Customer Success team – SchoolMint 101, Communications, Lottery, Registrations and Re-enrollment. Any additional trainings in the first year, or subsequent years is charged at our hourly consulting rate. Access to video and written training materials and webinars will always be available to you.
Hourly Consulting Rate	$150 / hr.