

PROCUREMENT and CONTRACTS DEPARTMENT
San Diego Unified School District
2351 Cardinal Lane - Bldg. M
San Diego, California 92123

REQUEST FOR INFORMATION
WEB CONTENT MANAGEMENT AND PORTAL SYSTEM

SUBMITTAL DEADLINE DATE
2:00 p.m. on
THURSDAY, AUGUST 19, 2004

RESPONSES ARE TO BE RETURNED TO:

SAN DIEGO UNIFIED SCHOOL DISTRICT
PROCUREMENT AND CONTRACTS DEPARTMENT
2351 CARDINAL LANE
SAN DIEGO, CALIFORNIA 92123-3799
ATTENTION: RALPH THARP/CONTRACT SPECIALIST

THE PURPOSE OF THIS REQUEST FOR INFORMATION (RFI) IS TO SOLICIT INFORMATION, AS REQUESTED HEREIN, TO ASSIST THE DISTRICT IN DRAFTING A REQUEST FOR PROPOSAL (RFP) FOR THE DESIGN OF A DISTRICT WIDE WEB PORTAL. THE DISTRICT WILL NOT BE AWARDING A CONTRACT AS A RESULT OF THIS RFI. THIS RFI IS FOR INFORMATION GATHERING PURPOSES ONLY. ALL INFORMATION PROVIDED BY RESPONDENTS SHALL BE AT NO COST AND WITHOUT OBLIGATION TO THE DISTRICT.

FOR ANY QUESTIONS REGARDING THIS REQUEST FOR INFORMATION PLEASE CONTACT:
RALPH THARP, CONTRACT SPECIALIST
(858) 496-8017

REQUEST FOR INFORMATION
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WEB CONTENT MANAGEMENT AND PORTAL SYSTEM

Purpose

The purpose of this Request for Information (RFI) is to gather input and obtain information and guidance in proceeding with the development and implementation of a web content management and portal project described herein. The district intends to evaluate the information submitted by respondents to:

1. Explore web content management and portal solution options.
2. Construct a comprehensive scope of work for this project and to develop a Request for Proposal (RFP) to be issued subsequent to the collection and evaluation of the information submitted by respondents to this RFI.
3. Determine an approximate cost for the purposes of budgeting and securing appropriate funding.

Following review of respondents' submissions, respondents may be asked to participate in an information exchange forum with the district. Gathered information will potentially be used to guide the district in preparing a subsequent RFP.

The District will not be awarding a contract as a result of this RFI. This RFI is for information gathering purposes only. All information provided by respondents shall be at no cost and without any obligation to the District.

Confidentiality: The District is subject to the Public Records Act, California Government Code Section 6250. As such, all information submitted by respondents in response to this RFI is subject to disclosure to the general public.

Responses

Please keep your response to five pages or less (not including supporting documentation), and address each section outlined below:

1. Qualifications

Briefly describe your company, products and services, unique qualifications, previous projects of similar size and scope and other information you deem relevant.

2. Comments

Please provide your evaluative comments on the project description and requirements outlined in this document. What additional information or clarification would you need in order to provide a detailed project solution proposal? Feel free to provide further suggestions or advice regarding the design, implementation, management, technology, etc. of this contemplated project.

3. Approach

Based on the project information provided by the District to date, briefly describe the approach you would recommend and why.

4. Cost and Schedule Estimates

Based on the project information provided by the district to date, please provide an estimated cost (range) breakdown and schedule/timeframe of the approach recommended above. Discuss any cost tradeoffs and schedule considerations you feel we should be aware of. In your submitted cost estimates please include any on going annual maintenance or other reoccurring costs associated with this type of project.

Note: It is hereby understood that costs submitted by respondents are best estimates only. Said cost estimates are submitted for the sole purpose of helping the District to assess the budgetary implications of this project. Respondents will not be held to cost estimates provided in this RFI.

5. Contact

Please provide the name and relevant contact information for the individual who will act as the primary point of contact for district inquiries related to this project.

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Disclaimer

This RFI is being issued for information gathering and budgetary planning purposes only and does not constitute a contractual solicitation. Responses will not be returned. Respondents are solely responsible for all expenses associated with preparing and responding to this RFI.

Requests for Clarifications

Companies requesting clarification of any areas of this RFI shall submit all such requests to the following dedicated District e-mail address – cmsrfi@sandi.net. The District will respond to all such submitted questions. Answers to any questions will be transmitted, by e-mail, to all interested respondents.

**All companies desiring to respond to this RFI and to be notified of any updates are to send an e-mail notifying the District of their participation interest. Said e-mail is to be sent no later than Monday, July 26, 2004 to the following District e-mail address:
cmsrfi@sandi.net**

The e-mail address submitted by your company will be used by the District to contact and notify your company regarding any changes, updates, clarifications, etc. pertaining to this RFI.

Project Description

1. Introduction

San Diego City Schools (SDCS) is requesting information from vendors/contractors with experience in planning, designing, developing, implementing and supporting web-based content management and educational portal systems. The purpose of the project is to is:

- 1.1 Enhance communication.
- 1.2 Provide timely and accurate information dissemination between the front office, school sites, administration, teachers, parents and students.
- 1.3 Facilitate student and adult learning.
- 1.4 Provide access to district applications and resources.
- 1.5 Provide datamart to enable generation of dynamic administrative reports.

2. SDCS Background

Serving more than 138,000 K-12 students, San Diego City Schools is the second largest school district in California, and the eighth largest urban district in the United States. The district is made up of a diverse socio-economic and ethnic student body. Twenty-nine percent of the students are English learners, and more than 64 languages other than English are used as the home language. With a \$1.1 billion annual budget, the district employs more than 17,700 employees (representing at least 14,500 full-time equivalent positions), and is comprised of more than 200 educational facilities.

Governed by a five-member board, and under the leadership of Superintendent Alan D. Bersin, the district is following a back-to-basics plan to improve student achievement in the classroom. SDCS is improving student achievement by providing: a) challenging coursework in reading, writing and mathematics, b) modern facilities and resources that enhance learning and, c) opportunities for parent, teacher and community involvement.

3. Current Situation

The district currently hosts thousands of web pages across five servers maintained by the IT department. Until the recent implementation of district web standards and guidelines (online at www.sandi.net/depts/web_svcs/library.html), no formal plans or procedures were in place for web development. Aside from hosting, there are few resources available to schools, offices, departments, programs and other district-related entities that wish to have a web presence. The resulting disparate pages and sites are often difficult or impossible to use, contain outdated or inaccurate information, or otherwise fail to provide important information users expect to be able to find. Many of the sites are built by volunteers who quickly move on, leaving sites in limbo and posing a security risk when ftp accounts are left open. In addition, the vast majority of pages are static, requiring extra work as content is manually updated by re-typing, reformatting or converting data.

4. Goals

4.1 Plan, design, develop, implement, and support a web-based content management and portal solution that:

- 4.1.1 Presents pre-defined user groups--such as students, parents, staff, school communities, suppliers and the general public--with highly relevant district- and education-related information and resources.
- 4.1.2 Automates processes.

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Goals (continued)

Plan, design, develop, implement, and support a web-based content management and portal solution that:

- 4.1.3 Offers flexible workflow options, allowing specific content and functions to be associated with individual users or groups.
 - 4.1.4 Enables authorized non-technical users to create new sites and "own" and manage site content.
- 4.2 Replace existing sites with one of three main data-driven websites:**
- 4.2.1 District-level website for the general public with sub-sites for departments, offices, programs, issues, and initiatives.
 - 4.2.2 School-level websites for the general public with classroom and portal sub-sites for students and parents.
 - 4.2.3 District-level portal sites for staff only.

5. Purpose

5.1 Improve communication among parties involved or interested in the education process within SDCS.

- 5.1.1 Reorganize web content to provide quick, intuitive, 24/7 access to highly relevant information and resources.
- 5.1.2 Foster information sharing (e.g., best practices) among employees through enhanced collaboration and communication tools.
- 5.1.3 Provide real-time access to student data, along with flexible tools to manipulate, analyze and share information among groups such as teachers and administrators.
- 5.1.4 Provide flexible online communication structures (real time or asynchronous) for instruction, collaboration, coaching, learning groups and professional development.
- 5.1.5 Encourage involvement and information sharing through enhanced feedback mechanisms.

5.2 Improve communication between school and home.

- 5.2.1 Provide teachers and schools with tools that keep parents and students apprised of academic progress, assignments, school and class activities, teacher expectations, and related information.
- 5.2.2 Provide additional means for parents to communicate with teachers and school staff.
- 5.2.3 Increase opportunities for collaboration among students and teachers.

5.3 Improve efficiency and cost effectiveness of overall operations.

- 5.3.1 Increase productivity by providing staff with one central access point for job-related information, resources and job functions.
- 5.3.2 Integrate data and data systems to eliminate redundancies, thereby increasing accuracy and reducing data entry time and labor costs.
- 5.3.3 Streamline district processes through automation.

5.4 Improve quality, depth and timeliness of information provided

- 5.4.1 Eliminate content posting "bottleneck" by distributing information control and web content maintenance tasks, empowering staff to easily update web content without requiring extra equipment or technical expertise.

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Purpose (continued)

5.5 Increase and enhance learning opportunities.

- 5.5.1 Provide staff and students with access to interactive learning and training content
- 5.5.2 Provide flexible ability to organize portal content by user-defined categories, such as academic areas, instruction types, or professional development topics.
- 5.5.3 Provide educational tools, such as electronic portfolios and digital storage.

5.6 Inspire confidence in the district through professional presentation of information.

- 5.6.1 Present information in a consistent, professional manner through system-enforced standards.

6. Current Technical Environment

- 6.1** HR/Payroll: PeopleSoft HCM version 8.8
- 6.2** Financial/procurement: PeopleSoft Financial version 8.4
- 6.3** Student information: Zangle (<http://www.cinnovations.net/>)
- 6.4** Special Ed: 4GL (<http://www.4glschools.com/>)
- 6.5** Network: Novell v. 4.x
- 6.6** Databases: SQL Server 2000 running on Windows 2000 and/or 2003
- 6.7** Authentication (currently staff only): Active Directory
- 6.8** Web servers: IIS 5.0 and Netscape Enterprise 3.5 on Windows 2000 and/or 2003
- 6.9** ISP/Internet connection: 1.0 Gb; Minimum 3Mb at all site locations

6.10 Onsite Workstations

- 6.10.1 Student to Computer ratio = 4.75:1

6.11 PC

- 6.11.1 Windows 98 and above
- 6.11.2 Pentium 200 MHz processor +
- 6.11.3 32 MB of RAM
- 6.11.4 Sound card with speakers or headphones
- 6.11.5 CD-ROM drive

6.12 Mac

- 6.12.1 OS 8.6 +
- 6.12.2 Power PC 200 MHz processor +
- 6.12.3 32 MB of RAM
- 6.12.4 Speakers or Headphones

6.13 Software Browsers

- 6.13.1 PC: IE 5.0+
- 6.13.2 Mac: Safari

7. General Requirements

7.1 Presentation ("Look and Feel")

- 7.1.1 Presentation consistent with district branding requirements and style guide (TBD).
- 7.1.2 Consistent "look and feel" throughout sites.
- 7.1.3 Navigation items determined by administrator-activated content areas (or item suppressed if corresponding admin section data is null).
- 7.1.4 Current page navigation item differentiated and inactive.
- 7.1.5 "Breadcrumbs" indicate where user is in site.
- 7.1.6 Main/global navigation items appear in same location on every page.
- 7.1.7 "Wrapper" code accessible for developing and integrating new applications with same look and feel.

7.2 Performance

- 7.2.1 Maximum page download time when page called from SDCS network: 4 seconds.
- 7.2.2 All functions perform as expected in browsers Microsoft Internet Explorer 5+, Netscape Navigator 4+ on PC and Safari on Mac platforms.
- 7.2.3 Scalable hardware and software to our environment. Able to meet current and future district needs, especially during peak usage periods.
- 7.2.4 Functions performed through web-based interface may be accessed from any location (including from outside the district network).
- 7.2.5 Content accessible to individuals with disabilities (W3C Web Content Accessibility Guidelines - Priority 1 items)

7.3 Search/Indexing

- 7.3.1 Site search feature capable of advanced search functions, including user-friendly keyword/phrase/Boolean search, with ability to narrow results and/or expand or limit search to staff, public and school content areas.
- 7.3.2 Directory feature designed to search specific data portion. For example, search staff members by name, function, or location; Authorized results returned with print option.
- 7.3.3 Search returns secure content to authorized users, but not unauthorized users
- 7.3.4 Public page content accessible (and secure content not accessible) to public search engine bots or spiders for indexing

7.4 Analytics and Reporting

- 7.4.1 Non-technical user tool providing access to regular, detailed statistical reporting of traffic volume and patterns.
- 7.4.2 Default report provided, with flexibility to build custom reports based on flexible query tool.

7.5 Integration

- 7.5.1 Integrates with existing SQL data structures (Zangle, 4GL, PeopleSoft, Active Directory, Sharepoint?) where appropriate
- 7.5.2 Data does not need to be moved or duplicated to a proprietary repository.

7.6 Communication

- 7.6.1 Where instructions cannot be logically included in the interface, help links provide more in depth instructions for user reference
- 7.6.2 Where applicable, content available in appropriate formats for viewing online as well as for print.
- 7.6.3 Automated email notification triggered by submission of "Email me when this page is updated" form.
- 7.6.4 Email list management tools, including automated creation of email lists based on user roles.

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7.7 Content

- 7.7.1 Existing content at <http://www.sandi.net> transferred into management components (see Administration Components) for assignment to display on appropriate site(s) based on user role.

8. Portal Front-End Requirements
(Includes portals for staff, parents, students)

8.1 General

- 8.1.1 Personalized greeting (e.g., Welcome, Bob Smith!)
- 8.1.2 Content/components displayed based on user roles/permissions
- 8.1.3 Upload function allows browsing local files to select.

8.2 Portal Access

- 8.2.1 Portal accessed through simple login form available on school and district websites.
- 8.2.2 Single sign-on enables entry to district functions requiring authentication, including linked applications, online email, user groups, etc.
- 8.2.3 Authentication opens user portal page based on user's assigned role(s) (e.g., student, parent, teacher, admin staff, etc.)
- 8.2.4 Automated management of username/passwords (forgotten, reset password, etc.)

8.3 Portal Content

Content Containers

- 8.3.1 Coming Up: Displays list of upcoming events, and link to events calendar
- 8.3.2 My Groups: Displays list of linked groups user subscribes to, includes "Manage my groups" link
- 8.3.3 News: linked news headlines/teaser text

8.4 Groups

- 8.4.1 Provide means for online collaboration. For staff, groups might be based on:
 - a) location: staff at a particular school, department, building, etc.;
 - b) functional roles: all principals, new teachers (e.g. e-cadre forum), instructional leaders, etc.;
 - c) a specific project, initiative, goal.For students and parents, groups might be based on common projects, activities or interests.
- 8.4.2 Security for non-district staff (volunteers, partners, foundations)
- 8.4.3 Filters obscene posts

8.5 Components

- 8.5.1 Threaded message board
- 8.5.2 Searchable message archive
- 8.5.3 Resource links
- 8.5.4 View/download/upload shared documents
- 8.5.5 Calendar or hooks to exchange
- 8.5.6 Survey/poll
- 8.5.7 Event/Meeting scheduling
- 8.5.8 Chat
- 8.5.9 Means to search/view all user groups and group descriptions
- 8.5.10 Manage groups: subscribe, unsubscribe, create new
- 8.5.11 Manage group settings:
- 8.5.12 Message options: individual, digest, none
- 8.5.13 Email notification option (e.g., new file uploaded)
- 8.5.14 Group admin functions: Moderated - y/n
- 8.5.15 Notify (y/n) on user subscribe, unsubscribe, upload, post
- 8.5.16 Set user permissions: subscribe, view, post, upload

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8.6 For staff, add:

- 8.6.1 "Check email" link accesses MS Outlook Web Access (OWA)
- 8.6.2 Application links (Peoplesoft, exchange, Zangle etc)
- 8.6.3 Preferences: select from available content containers
- 8.6.4 Additional job-related information and resources
- 8.6.5 Content currently at <http://www.sandi.net/indices/staff.htm> presented based on user role
- 8.6.6 Classified ads

8.7 News

- 8.7.1 Submission of press releases populates relevant news containers on district, staff and school sites; triggers automated email distribution to press contacts.

9. Administration Requirements

9.1 General

- 9.1.1 Interface populated with admin components based on workflow and user role(s).
- 9.1.2 Intuitive interface allows average, non-technical users to effectively manage content with minimal (2 hours or less) training.
- 9.1.3 If a component is not enabled, front-end output is suppressed completely.
- 9.1.4 Version control "locks" content areas during edit; "unlocks" on submission
- 9.1.5 Users have access to minimum of one level of version rollback
- 9.1.6 Authorized user may define header and footer that dictate "look and feel"
- 9.1.7 Deletion request triggers alert/warning requiring confirmation to continue
- 9.1.8 Flexible sort options for displayed list items

9.2 Permissions/Roles

- 9.2.1 Flexible roles (e.g., Contributor, Editor, Publisher, etc.) and permissions may be assigned to users for access to specific sets of content and functions (e.g., viewing, originating, editing, deleting, approving and submitting content, documents, groups, events, etc.)
- 9.2.2 Assignment of roles and permissions is hierarchical (e.g., "super user" may authorize a user--such as a department head--to assign roles and permissions to a limited number of users--such as department staff--at his/her discretion. The department head may authorize a staff member to further authorize roles and permissions for staff outside the department, and so on).
- 9.2.3 Capacity to automate assignment of user roles and permissions through batch processing based on existing data (e.g. employee title, classification, user location, etc.)

9.3 Access

- 9.3.1 Access contingent on permissions associated with user's assigned role(s).
- 9.3.2 Interface accessed through "Manage Web Content" link on user's portal page
- 9.3.3 Automated management of username/passwords (forgotten username, password etc.)

9.4 Manage Documents

- 9.4.1 Upload, sort, delete MS Office files; assign display location, start and end dates.
- 9.4.2 Option to convert uploaded MS office docs to pdf format for posting; forces conversion for public posting.

9.5 Manage Images/Banners

- 9.5.1 Authorized user may upload, sort, delete image or banner image files; assign display location, start and end dates.

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9.6 Manage Pages

- 9.6.1 Authorized user may create, edit, delete, organize pages.
- 9.6.2 Edit page title
- 9.6.3 Edit meta information: page description and keywords

9.7 Manage Images

- 9.7.1 Image upload function enforces file type and maximum file size.

9.8 Manage Image Gallery or Galleries

- 9.8.1 Create, edit, manage online image galleries.
- 9.8.2 Components include gallery title, gallery description, image file upload, image caption, and automated creation and named thumbnail preview image.

9.9 Manage Text (Edit Mode)

- 9.9.1 Browser-based text editing environment
- 9.9.2 Line returns retained as entered.
- 9.9.3 Formatting options limited to applying pre-determined styles (e.g., heading levels, emphasis, publication title, etc.)
- 9.9.4 Functions to insert named internal, external, and email links; table; list; image, image caption
- 9.9.5 Preview function displays component integrated at page level as it will appear in browser

9.10 Manage Dated Messages

- 9.10.1 Create, edit, delete date-specific messages (e.g. news, announcements, job openings, scholarship opportunities, etc.) that are not events (see "Manage Events," below).
- 9.10.2 Components include: title, description, display sort order, number of items to display, start date, expiration date, archive (y/n)

9.11 Manage Standard Messages

9.12 Manage Events

- 9.12.1 View, add, edit, delete events.
- 9.12.2 Form content managed by admin managed forms
- 9.12.3 Automated workflow options for event submission.
- 9.12.4 Events populate calendars based on roles.
- 9.12.5 Support for multi-day events.

9.13 Manage Workflow

- 9.13.1 Advanced workflow capabilities (e.g., conditional branching, parallel routing, sub workflows)
- 9.13.2 Means to define and automatically carry out hierarchical submission/edit/approval process for posting content.
- 9.13.3 Means for non-technical users to create workflow within defined scope (e.g. department head has authority to delegate functions among employees without consulting a technical admin)
- 9.13.4 Means to define and automatically carry out event contingencies (e.g., upon employee termination, transfer, or leave of absence, employees user account is automatically suspended)
- 9.13.5 Means to define and automatically carry out parallel routing for procedural tasks requiring input or authorization from more than one party.
- 9.13.6 Add, edit, delete, publish events time- and date-stamped and recorded for reporting.
- 9.13.7 Event-triggered alert email notifications. (e.g., notify appropriate individual(s) that content needs approval/rework/update, that content has been published/deleted, etc.)

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9.14 Manage Content Containers

- 9.14.1 Organize related information to be displayed as a unit
- 9.14.2 Create, edit, delete content containers.
- 9.14.3 Content Container builder tool to specify container title, add/delete/edit and sort items including text, links, and documents.
- 9.14.4 Permissions include option to display by default or make available as user option.

9.15 Tools

- 9.15.1 FAQ builder
- 9.15.2 Basic form builder that can be used for surveys, polls, or feedback forms. Options for maximum number of submissions per user, handling results (online or via email or both)
- 9.15.3 Quiz builder with options for self-testing (immediate feedback after each question, after submission of complete quiz) or submitting for manual grading
- 9.15.4 File upload function enforces file type and maximum file size based on permissions; uploaded files scanned for viruses

10. Staff Portal Requirements - Teacher Role

10.1 Student Assessment Datamart

- 10.1.1 Provide teacher/administrator access to student assessment data along with tools to manipulate data and run reports.

10.2 Container: Tools for Teachers

- 10.2.1 Link: Manage my webs
- 10.2.2 Link: Curriculum: Literacy | Math | Science
- 10.2.3 Link: Lesson plans
- 10.2.4 Link: Professional development
- 10.2.5 Link: My groups

10.3 Page: Manage Web Content

- 10.3.1 Edit personal information (pre-populated based on user account where possible) to populate classroom and school websites, including teacher name, background and contact information; changes update database at source.
- 10.3.2 For each class taught, manage class information (pre-populated based on user account where possible) and page elements to be displayed on classroom website, including: general message, image(s),
- 10.3.3 Class name, location, description
- 10.3.4 Homework assignments (description, due date)
- 10.3.5 Announcements
- 10.3.6 Class documents (e.g., syllabus, handouts, permission slips, forms, etc.)
- 10.3.7 Class events calendar
- 10.3.8 Image galleries
- 10.3.9 Additional content containers (could include assignment resources, online learning modules, videos, etc.)
- 10.3.10 For each class taught, manage student information (pre-populated based on user account where possible):
- 10.3.11 View class list
- 10.3.12 Edit seating chart
- 10.3.13 Access homework submitted by students
- 10.3.14 Associate grade/comments to students' electronically submitted homework
- 10.3.14 Post grades
- 10.3.15 Document attendance
- 10.3.16 View/add to student information/background notes (class schedule, past attendance, grades, etc.)
- 10.3.17 View/edit parent contact information

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10.4 Page: Literacy Curriculum

- 10.4.1 Curriculum map
- 10.4.2 Directory to search for books by reading level

10.5 Page: Mathematics Curriculum

- 10.5.1 Curriculum map
- 10.5.2 Math modules

10.6 Page: Science Curriculum

- 10.6.1 Curriculum map

10.7 Page: Lesson Plans

- 10.7.1 Provides access to lesson planning resources, including online (third-party) lesson plan builders, plan library, tips, link to California Learning Resource Network, etc.

10.8 Page: Professional Development

- 10.8.1 Provides access to professional development resources, including instructional videos, online courses, video conferencing, professional development tracking functions, and other resource links.

11. Classroom Portal Requirements - Student & Parent Portals

11.1 Classroom-level components

- 11.1.1 Class name, location, description
- 11.1.2 Homework assignments (description, due date)
- 11.1.3 Announcements
- 11.1.4 Class documents (e.g., syllabus, handouts, permission slips, forms, etc.)
- 11.1.5 Class events calendar
- 11.1.6 Image galleries
- 11.1.7 Teacher-determined class links (could include assignment resources, online learning modules, videos, etc.)
- 11.1.8 View class list/seating chart?
- 11.1.9 About the teacher
- 11.1.10 Contact teacher (contact information and form to submit message online)

11.2 For parents and students, add access to:

- 11.2.1 Homework assignments (complete list pulled from all classes)
- 11.2.2 Digital locker: upload, download and store complete or in-progress homework
- 11.2.3 Class schedule (links to classroom pages)
- 11.2.4 Grades (complete list pulled from all classes)
- 11.2.5 Attendance record (complete list pulled from all classes)
- 11.2.6 Online meal payments
- 11.2.7 About me (manage contact information)
- 11.2.8 Teacher comments (could include progress notes, assignment comments, etc.)
- 11.2.9 My calendar (populated based on student's classes; includes school events)
- 11.2.9 My groups
- 11.2.10 My links

11.3 For students, also add:

- 11.3.1 Blog/online journal
- 11.3.2 Course request

12. District-Level Content and Components

12.1 Sub-sites (one for each)

- 12.1.1 Office and Department

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- 12.1.2 Program
- 12.1.3 Issue
- 12.1.4 Initiative

12.2 Sub-site Components

- 12.2.1 Overview
- 12.2.2 Programs & Services
- 12.2.3 Forms
- 12.2.4 FAQ
- 12.2.5 Related Resources
- 12.2.6 Feedback link enables page visitors to report errors or make content suggestions

13. School-Level Content and Components

13.1 Home page content

- 13.1.1 Announcements: General message area to prominently display important information)
- 13.1.2 School (name) at a Glance: Lists phone, fax, general email, address, link to map/driving directions; key contacts; bell times; "What's to eat?" link to meal menus
- 13.1.3 School News
- 13.1.4 District News
- 13.1.5 Coming Up: lists upcoming events, links to events calendar
- 13.1.6 Image(s)

13.2 About page content

- 13.2.1 School performance and testing links
- 13.2.2 School background, history, etc.

13.3 News page

- 13.3.1 Lists news headlines & teaser text; headline links to detail page with full story

13.4 Events page

- 13.4.1 Interactive events calendar
- 13.4.2 Event title links to detail page

13.5 Curriculum page

13.6 Clubs & Activities page

- 13.6.1 List; Title links to detail page

13.7 Programs & Services page

- 13.7.1 List; Title links to detail page

13.8 Get Involved! Page

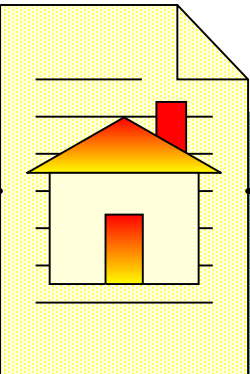
- 13.8.1 List; Title links to detail page

13.9 Policies page

- 13.9.1 Enrollment information
- 13.9.2 Health & Safety information
- 13.9.3 Additional school policies
- 13.9.4 Relevant district policies

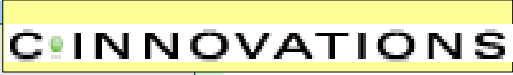
13.10 Contact page

- 13.10.1 List phone, fax, general SDCS email (e.g., unit@mail.sandi.net or unit@sandi.net), address, link to map/driving directions; Highlights key contacts (e.g., principal, vice-principal, instructional leaders, etc.); link to school staff directory page



San Diego City Schools Web Interface

Data Warehouse
Student Assessment and Performance Reporting (Data Mart)



Applications

