



CRCSD-SY24/25-0071

District Wide Communications & Website Platform

Issue Date: 7/23/2025

Questions Deadline: 7/30/2025 05:00 PM (CT)

Response Deadline: 8/6/2025 05:00 PM (CT)

Event Information

Number: CRCSD-SY24/25-0071
Title: District Wide Communications & Website Platform
Type: Request for Proposal
Issue Date: 7/23/2025
Question Deadline: 7/30/2025 05:00 PM (CT)
Response Deadline: 8/6/2025 05:00 PM (CT)
Notes: The Purchasing Office of the Cedar Rapids Community School District requests your proposal for services. All prices are to be bid F.O.B 2500 Edgewood Rd NW, Cedar Rapids, IA 52405. Do not include Federal or State Tax in costs submitted.

The Purchasing Office and/or Board of Directors reserve the right to reject any and all proposals or any part thereof, and to waive informalities and to enter into such contract or contracts as shall be deemed in the best interest of the Cedar Rapids Community School District, in the County of Linn, State of Iowa.

Notice is hereby given that sealed proposals will be received electronically before **5:00pm on August 6th, 2025**, for a **District Wide Communications & Website Platform** as requested by the Cedar Rapids Community School District. The District will only accept bids submitted through the District's Online E-Procurement portal system (IonWave). Email, fax or hard copy submittals are not acceptable.

Suppliers are solely responsible for correctly submitting their response into the electronic system (IonWave). The District bears no responsibility for delays or errors in submittal of response by the supplier.

Technical proposals will be unsealed on **Wednesday, August 6th, after 5:00pm CST (our clock)**.

Technical proposals will be evaluated promptly after unsealing. Vendors whose technical proposals meet the District's requirements may be invited for another round of in-person interviews, scheduled for **Friday, August 15th**. Proposal results will not be given over the telephone or prior to award. Proposals may be withdrawn any time prior to the scheduled deadline of proposal submission; no proposal may be modified or withdrawn for a period of sixty (60) calendar days thereafter.

Ship To Information

Contact: ELSC - Central Receiving Warehouse
Address: Warehouse
ELSC
2500 Edgewood Road NW
Door #11 - Deliveries
Cedar Rapids, IA 52405

Billing Information

Contact: Accounts Payable
Address: Accounts Payable
ELSC
PO Box 879
Cedar Rapids, IA 52406
Phone: 1 (319) 558-2301
Email: accountspayable@crschools.us

Bid Activities

RFP RELEASED	7/23/2025
QUESTIONS DUE TO CRCSD	7/30/2025
PROPOSALS DUE TO CRCSD	8/6/2025
SANDBOX ACCESSIBILITY FOR CRCSD STAFF	8/7/2025
PROPOSAL INTERVIEWS	8/15/2025
RFP AWARD NOTIFICATION	9/9/2025

Bid Attachments

Sex_Offender_Document (1).pdf Sex Offender Document Certification	View Online
Purchase_Order_Terms_&_Conditions.pdf Purchasing Terms & Conditions	View Online
Conflict of Interest Form.pdf Conflict of Interest Disclosure Form	View Online
CRCSD Insurance Requirement Letter.pdf CRCSD Insurance Requirement Letter	View Online

Requested Attachments

- SIGNED CONFLICT OF INTEREST DISCLOSURE FORM
(Attachment required)
- CERTIFICATE OF INSURANCE FORM
- SEX OFFENDER CERTIFICATION
(Attachment required)
- ADDITIONAL SUPPORTING DOCUMENTATION

Bid Attributes

1	<p>INTRODUCTION</p> <p>The Cedar Rapids Community School District (CRCSD) invites qualified vendors to submit proposals for a <u>District-Wide Communications and Website Platform</u> that will unify how the District communicates with families, staff, and the broader community. The goal is to implement a single, integrated solution that supports consistent branding, streamlines workflows, enhances engagement, and eliminates reliance on fragmented tools currently in use across schools and classrooms.</p> <p>CRCSD seeks to partner with a provider that aligns with the District’s commitment to operational efficiency, accessibility, innovation, and transparency. This RFP outlines the required services, submission guidelines, and evaluation criteria. Vendors are expected to provide detailed information regarding pricing structure, user training and support, data privacy and compliance, stakeholder engagement strategies, and a proposed implementation and transition plan.</p>
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2 CRCSD BACKGROUND

The Cedar Rapids Community School District (CRCSD) is the third-largest public school district in Iowa, serving nearly 15,000 students across more than 30 schools, including elementary, middle, and high schools, along with specialized programs and alternative learning sites. The District employs approximately 3,000 staff and is committed to providing an equitable, inclusive, and future-ready education for every learner.

The District strives to create a connected community where students, families, staff, and stakeholders are informed, engaged, and aligned. However, the District's current communication systems are highly decentralized. Schools and classrooms currently rely on a patchwork of tools such as SchoolMessenger, Remind, TalkingPoints, Seesaw, S'more, Juicebox websites, and more, resulting in inconsistent experiences for families, duplicative costs, and limited oversight at the District level.

CRCSD recognizes the need for a **consolidated communications and website platform** that can unify messaging from the District office, individual schools, and classrooms. The future state the District is pursuing includes:

- Consistent branding and tone across all levels of communication
- One centralized platform for sending messages via email, text, phone, and app notifications
- Automated translation for multilingual families and support for two-way communication
- Real-time analytics to monitor message delivery and engagement
- A redesigned, accessible, and mobile-friendly district website
- Streamlined workflows and system integration with Infinite Campus, our student information system

This Request for Proposal (RFP) represents a significant step forward in the District's communications strategy. CRCSD is seeking a vendor to partner with to simplify communication, enhance family trust, and deliver an efficient, reliable platform that meets the needs of a large and diverse K–12 district.

3 RFP TIMELINE & SCHEDULE

Wednesday, July 23rd	RFP released for solicitation
Wednesday, July 30th	Questions due to CRCSD
Thursday, July 31st	Responses to questions returned to vendors/consultants
Wednesday, August 6th	Proposal submission deadline
Thursday, August 7th	Sandbox Demo Accessibility available to CRCSD Panelists
Friday, August 8th	In-Person Interview Invitations sent by 3pm
Friday, August 15th	Proposal in-person interviews
Monday, September 8th	Board Meeting
Tuesday, September 9th	RFP award pending board consent

4 INTERVIEW FORMAT

Once all proposals have been unsealed and reviewed on Wednesday, August 6th , invitations for interviews will be extended to vendors for further evaluation of response. Interviews will be extended at the discretion of the District and **not all respondents will be invited for an interview.**

If an interview is requested, **attendance in person is required.** Any proposer not available for interview may not be considered as a complete response by the District.

Interview invitations will be sent via email by 10:00am CST, Friday August 8th, 2025.

Interviews will be conducted on Friday, August 15th, 2025

Format for the interview will be as follows:

- **Duration - 90 minutes total**
- **Location - In-person interviews will be held at 2500 Edgewood Road NW, Cedar Rapids, Iowa 52405 - Cedar Room A**
- **Each vendor will have 30 minutes to present, followed by up to 60 minutes for CRCSD staff Q&A.**
- **No communication will be given regarding the award of the bid until after board approval. See timelines/key dates section.**

5 COMPANY BACKGROUND

Provide an overview of your company's history, mission, and experience in K-12 education.

(Required: Maximum 4000 characters allowed)

6 CENTRALIZED MESSAGING FUNCTIONALITY

Describe how your platform functions as a centralized communication system for messaging at the district, school, and classroom levels.

(Required: Maximum 4000 characters allowed)

7 TEMPLATE MANAGEMENT & CUSTOMIZATION

Describe the process for creating, managing, and using message templates at both the District and school levels. Include whether templates can be customized and if permissions can be role-based.

(Required: Maximum 4000 characters allowed)

8 MULTI-CHANNEL MESSAGE DELIVERY

Explain how your platform enables messages to be sent across multiple channels (e.g., email, text, voice, app notification, and social media) through a single action or interface.

(Required: Maximum 4000 characters allowed)

9 SUPPORTED MEDIA TYPES

Provide a list of all media types your platform supports within messages, including text, photo, video, audio, documents, and attachments. Specify any file size limitations, if applicable.

(Required: Maximum 4000 characters allowed)

10 BRANDING SUPPORT ACROSS DISTRICT

Describe how your system supports district-wide branding while allowing individual schools to maintain some identity within a shared template system.

(Required: Maximum 4000 characters allowed)

11 VISUAL STANDARDS MANAGEMENT

Describe how CRCSD can manage and control visual standards across schools using your platform.

(Required: Maximum 4000 characters allowed)

12 AUTOMATED TRANSLATION CAPABILITIES

Share an overview of your automated translation capabilities for emails, texts, and voice messages.

(Required: Maximum 4000 characters allowed)

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3** TWO - WAY COMMUNICATION IN PREFERRED LANGUAGE

Describe the ability for two-way communication with families in their preferred language, including whether replies are translated back into English.

(Required: Maximum 4000 characters allowed)

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4** SUPPORTED LANGUAGES FOR AUTO-TRANSLATION

List the languages your platform supports for auto-translation.

(Required: Maximum 4000 characters allowed)

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5** INFINITE CAMPUS INTEGRATION & REAL-TIME SYNC

Describe how your system integrates with Infinite Campus and maintains real-time contact sync.

(Required: Maximum 4000 characters allowed)

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6** PRIMARY/SECONDARY CONTACT SYNC

Confirm your platform's ability to pull and sort primary and secondary contact info by family/student.

(Required: Maximum 4000 characters allowed)

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OTHER SYSTEM INTEGRATIONS

List other data systems your platform can integrate with (e.g. Google Workspace, Clever, ClassLink).

(Required: Maximum 4000 characters allowed)

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USER PERMISSIONS & ROLE-BASED ACCESS

Describe your permission-based access system. Include how roles differ for District Admins, principals, teachers, and support staff.

(Required: Maximum 4000 characters allowed)

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USER CAPACITY & PROVISIONING

Confirm whether your system can support 1,500+ unique user logins and how user provisioning is handled.

(Required: Maximum 4000 characters allowed)

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MESSAGE SCHEDULING, RECURRING MESSAGING, & EMERGENCY ALERTS

Describe your platform's message scheduling features, including support for recurring messages and automation (e.g., attendance-triggered messages, unread message follow-ups). Additionally, describe how the platform supports urgent or time-sensitive communications such as weather-related closure, delays, or emergency alerts, and whether these can be pre-configured, templated, or triggered by defined conditions.

(Required: Maximum 4000 characters allowed)

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WORKFLOW & DATA-DRIVEN MESSAGING

Explain how workflows or triggers can be set up based on data (e.g., unread messages, student absences).

(Required: Maximum 4000 characters allowed)

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ANALYTICS & REAL-TIME REPORTING

Describe your real-time analytic capabilities, including what data is available (open rates, clicks, delivery status, etc.).

(Required: Maximum 4000 characters allowed)

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DATA SEGMENTATION & REVIEW

Explain how data can be segmented and reviewed by building, user, or message type.

(Required: Maximum 4000 characters allowed)

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FERPA COMPLIANCE & DATA SECURITY

Describe how your platform meets FERPA compliance and secures student/family data.

(Required: Maximum 4000 characters allowed)

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SINGLE SIGN-ON (SSO) & AUTHENTICATION

Confirm whether your platform supports Single Sign-On (SSO) and list supported authentication methods.

(Required: Maximum 4000 characters allowed)

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WEBSITE HOSTING & REDESIGN SERVICES

If applicable, describe your ability to host and redesign CRCSD's district and school websites.

(Required: Maximum 4000 characters allowed)

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MOBILE APP FEATURES & CUSTOMIZATION

Explain your mobile app offerings, including customization, notification control, and parent user experience.

(Required: Maximum 4000 characters allowed)

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SANDBOX DEMO ACCESS & ORIENTATION

As part of the evaluation process, the District requires vendors to provide a fully functional sandbox environment for key CRCSD Stakeholders to interact with and test the proposed communication platform system. The sandbox must be accessible no later than Thursday, August 7th, by 5:00pm CST and for a minimum of 7 days - through Thursday, August 14th. The sandbox should replicate the full functionality of the proposed communication platform, allowing District staff to explore and assess user experience, communications workflows, reporting features, and system integrations. Failure to provide a working sandbox environment by the specified deadline may impact final evaluation and selection.

(Required: Maximum 4000 characters allowed)

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SANDBOX REQUIREMENT ACKNOWLEDGEMENT

By acknowledging this statement, the vendor confirms their commitment to providing a fully functional sandbox environment for CRCSD staff to test and evaluate the proposed banking system. The sandbox must be accessible no later than Thursday, August 7th by 5:00 PM CST and that failure to meet this requirement may impact the final selection decision.

☐ I acknowledge the sandbox requirement.

(Required: Check if applicable)

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IMPLEMENTATION TIMELINE & ONBOARDING

Describe your standard implementation Timeline and onboarding process for a district the size of CRCSD.

(Required: Maximum 4000 characters allowed)

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SAMPLE IMPLEMENTATION PLAN

Provide a sample implementation plan and milestones.

(Required: Maximum 4000 characters allowed)

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TRAINING OPTIONS

Describe the training options available for end users (e.g., on-demand, virtual, in-person).

(Required: Maximum 4000 characters allowed)

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ONGOING SUPPORT & CONTACT STRUCTURE

Provide information about ongoing support models, response times, and dedicated points of contact.

(Required: Maximum 4000 characters allowed)

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COMPLETE COST BREAKDOWN

Provide a complete cost breakdown for your proposed solution, including: Licensing or subscription fees, setup or implementation costs, training and onboarding, website redesign (if applicable), mobile app (if applicable), ongoing support/maintenance. The District intends to enter into an initial three-year agreement, with the option to renew annually for up to two additional one-year terms. Include pricing for each year of the proposed contract term.

(Required: Maximum 4000 characters allowed)

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COST STRUCTURE

Indicate whether your pricing is based on student enrollment, number of users, or a flat annual rate. If pricing varies across the initial term or potential renewal years, outline the structure accordingly.

(Required: Maximum 4000 characters allowed)

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DISCOUNTS & COOPERATIVE PURCHASING

Indicate if your company offers multi-year pricing discounts, early commitment incentives, or cooperative purchasing contract options (e.g., Sourcewell, AEPA, OMNIA, NASPO, TIPS). If pricing is available through a cooperative contract, please include the contract name and number, along with the discount or benefits it provides.

(Required: Maximum 4000 characters allowed)

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K-12 REFERENCE #1

Include the following:

- District Name
- Primary Point of Contact
- Title/Role of Contact Person
- Email Address
- Phone Number
- Length of service provided for this school district.

(Required: Maximum 4000 characters allowed)

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K-12 REFERENCE #2

Include the following:

- District Name
- Primary Point of Contact
- Title/Role of Contact Person
- Email Address
- Phone Number
- Length of service provided for this school district.

(Required: Maximum 4000 characters allowed)

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K-12 REFERENCE #3

Include the following:

- District Name
- Primary Point of Contact
- Title/Role of Contact Person
- Email Address
- Phone Number
- Length of service provided for this school district.

(Required: Maximum 4000 characters allowed)

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FORMER K-12 REFERENCE

Include the following:

- District Name
- Primary Point of Contact
- Title/Role of Contact Person
- Email Address
- Phone Number
- Length of service provided for this school district.

(Required: Maximum 4000 characters allowed)

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TERMS & CONDITIONS

- The District reserves the right to reject any and all proposals.
- Proposals must be submitted by the deadline stated in this RFP. Late submissions will not be considered.
- Vendors must submit proposals electronically through CRCSD's online bidding platform, IonWave. Paper, faxed, or emailed submissions will not be accepted.
- Proposals will be evaluated based on the criteria outlined in the RFP, and the District may enter into negotiations with one or more vendors following initial review.
- CRCSD reserves the right to amend or withdraw this RFP at any time. Any changes will be communicated through the IonWave platform.
- The District may negotiate contract terms with the selected vendor(s) before finalizing an agreement.

- This RFP does not obligate CRCSD to enter into a contract or pay any costs incurred in the preparation of the proposal.
- All costs incurred in preparing the proposal are the sole responsibility of the vendor. CRCSD is not liable for any expenses related to proposal development or submission.
- CRCSD is not required to select the lowest-cost proposal. The award will be based on the best overall value to the District, considering all factors outlined in the evaluation rubric.
- The District reserves the right to enter into negotiations with multiple vendors before making a final selection.
- The anticipated contract will begin with a three (3) year term, with the option to renew for up to two (2) additional one-year periods based on mutual agreement and satisfactory performance.
- Either party may terminate the agreement with written notice, in accordance with the termination clause of the final contract.
- The selected vendor must comply with all applicable federal, state, and local laws and regulations, including but not limited to FERPA (Family Educational Rights and Privacy Act), accessibility requirements, and data privacy/security standards.
- Vendors must treat all District communications data, contact information, user activity, and operational records as confidential and may not disclose any information without written consent from CRCSD.
- The selected vendor must deliver the services outlined in their proposal, ensuring reliable, timely, and accurate communication functionality, system integration, and support.
- Any service outages or major performance issues must be promptly reported to CRCSD, along with a plan for resolution and system restoration.
- The vendor shall indemnify and hold harmless CRCSD, its employees, and agents from any claims, liabilities, damages, or expenses arising from the vendor's performance or failure to comply with applicable laws and contract terms.
- Any disputes arising from the contract shall first be addressed through direct negotiation. If unresolved, disputes will be managed through mediation or arbitration as mutually agreed in the final agreement.
- In the event of contract termination or non-renewal, the vendor shall assist CRCSD in transitioning services to a new provider to ensure continuity and minimal disruption to communication functions.
- The selected vendor must provide reporting as required by CRCSD, including analytics on message delivery, user activity, and system health.
- CRCSD reserves the right to audit the vendor's performance and compliance with all agreed-upon contract terms and service-level expectations.
- In the event of any conflict between the vendor's submitted terms and conditions and those outlined by Cedar Rapids Community School District (CRCSD) in this RFP, CRCSD's terms and conditions shall prevail. By submitting a proposal, the vendor agrees that CRCSD's terms take precedence and supersede any conflicting language provided in the vendor's documents, unless otherwise negotiated and agreed to in writing by both parties.

Supplier Information

Company Name:

Contact Name:

Address:

Phone:

Fax:

Email:

Supplier Notes

By submitting your response, you certify that you are authorized to represent and bind your company.

Print Name

Signature