

## LEVERAGING WEB-HOSTING TO IMPACT AND ENGAGE STAKEHOLDERS & CONNECT K-12 COMMUNITIES

### Schoolwires Background

- Over 1,000 districts across the country have partnered with Schoolwires to develop and host websites that play a critical role in engaging key stakeholders.
- Schoolwires consistently enjoys industry-leading overall satisfaction rates averaging over 98% and annual client retention rates of over 97% for our subscription services.
- Schoolwires is committed to providing K-12 districts with easy-to-use technologies that will improve communication and efficiency while fostering stronger community involvement in support of student success.
- From putting interactive, internet-based teaching tools into the hands of teachers to informing and engaging the community at large in support of the district, Schoolwires makes it easy for districts to manage web-based content and activate their communities
- Engaging parents, teachers, and students has become a strategic and academic imperative; Schoolwires suite of online solutions can transform the way administrators, teachers, students, families and all district stakeholders communicate, collaborate and come together to drive collective success.

### Web-Hosting as an E-Rate Eligible Service

*We share the concern, which many school districts have, that, the FCC and USAC are questioning the instructional and educational value of web hosting -- and are proposing to eliminate web hosting from the list of E-Rate eligible services.*

- The NPRM/Proposed 2011 E-Rate ESL is seemingly inconsistent with the Federal Government's provision of stimulus funding for innovative technologies that improve student learning and outcomes, improve teacher effectiveness, and turn around our lowest-achieving schools.
- The NPRM/Proposed 2011 E-Rate is also in conflict with what districts and school leaders consistently tell us—that the district and school websites and the infrastructure that supports them (web hosting) are instrumental in attracting and retaining families, teachers and administrators and in connecting district communities—and of course in energizing and improving teaching and learning outcomes through parental engagement, extending learning time beyond typical classroom hours and individualizing and transforming classroom learning.
- In the National 2009 Speak-Up Research Study by Project Tomorrow, “60% of the parents value the district's website as their top choice for driving student achievement.”
- Websites are the primary vehicle of communication with the community and help educators meet the challenging education goals issued by the Federal Government by facilitating effective communication between educators, parents, and students.
- Districts are using web hosting to get critical information out to parents and other key stakeholder groups (on emergencies, school activities, district/school/classroom information, supplemental learning content, etc).
- Web hosting is a critical “hub” for other technology programs and communication devices.

