ConexED Proposal
Presented to West Valley College
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Pricing Proposal – West Valley College

Data and Assumptions

Full-Time Equivalent Students (FTES)* for West Valley College annual traffic: ~6,693*
*per 2018 Student Success Scorecard: https://scorecard.cccco.edu/scorecardrates.aspx?CollegeID=493

Offer for 1-year unlimited use subscription:

ConexED component pricing:

- Campus Calibrate One-Year License: $1.25 per FTES
  - 6,693 x 1.25 = $8,366.25
- Cranium Café: $3.25 per FTES
  - 6,693 x 3.25 = $21,752.25

[optional] Student Information System (SIS) annual integration cost: $5,000

Cranium Cafe + Classrooms one-year license: Included in equity cohort membership
* this covers all student service groups, with the exception of tutoring and instruction

Kiosk/Queuing platform: included free of charge with Campus Calibrate subscription

Total: $30,118.50
Pricing Proposal – Mission College

Data and Assumptions

Full-Time Equivalent Students (FTES)* for Mission College annual traffic: ~6,122*
*per 2018 Student Success Scorecard: https://scorecard.cccco.edu/scorecardrates.aspx?CollegeID=492

Offer for 1-year unlimited use subscription:

ConexED component pricing:

Campus Calibrate One-Year License: $1.25 per FTES
- 6,122 x $1.25 = $7,652.50

Cranium Café: $3.25 per FTES
- 6,122 x $3.25 = $19,896.50

[optional] Student Information System (SIS) annual integration cost: $5,000

Cranium Cafe + Classrooms one-year license: Included in equity cohort membership
* this covers all student service groups, with the exception of tutoring and instruction

Kiosk/Queuing platform: included free of charge with Campus Calibrate subscription

Total: $27,549.00
Pricing Proposal – West Valley-Mission Community College District

Data and Assumptions

Full-Time Equivalent Students (FTES)* for West Valley-Mission Community College District annual traffic: ~12,815*
*per 2018 Student Success Scorecard:

Offer for 1-year unlimited use subscription:

ConexED component pricing:

  Campus Calibrate One-Year License: $1.25 per FTES
    - 12,815 x $1.00 = $12,815.00
  Cranium Café: $3.25 per FTES
    - 12,815 x $2.25 = $28,833.75

[optional] Student Information System (SIS) annual integration cost: $5,000

Cranium Café + Classrooms one-year license: Included in equity cohort membership
  * this covers all student service groups, with the exception of tutoring and instruction

Kiosk/Queuing platform: included free of charge with Campus Calibrate subscription

Total: $41,648.75

Note: Cost savings of $16,018.75 for bundling as a district.
Welcome to ConexED

We’ve spent thousands of hours with college and university faculty and staff to create a product that is truly in tune with your higher education needs. Our goal is to improve students’ every day, face-to-face communication with all members of their academic support teams, while revolutionizing your institution’s ability to collect and analyze the data you need.

Our full suite integrates three main systems:

- **Campus Calibrate** helps students schedule meetings anywhere on campus, as well as virtual meetings for those working remotely. It also creates a queue that students can check from their phones, for those times when more than one student needs to meet with the same support personnel.

- **Cranium Cafe** connects students with instructors, tutors, and support staff for remote, video-based meetings, easily allowing for screen-sharing and other features that replicate an in-person office visit.

- **Classrooms** provides a virtual meeting space for up to 100 participants, allowing students to attend classes, workshops or classrooms remotely while retaining a quality classroom experience.

Inspired by our customers’ need for a streamline appointment management system, Campus Calibrate enables students to self-schedule for all on-campus and Cranium Cafe video meetings for all student services offered by your college as well as register for orientation and workshops using the Classroom meeting space. Educators/ Counselors/ Advisors/Tutors can create customized intake forms, schedule available drop-in office hours, manage their departments, and sync their appointments in one calendar.

**Features:**

- Informed Consent Forms
- Accessible for all students
- Group Management
- Schedule meetings on campus or online
- Calendar/Scheduler syncing to Outlook, Google, Office 365
- Reason codes specific to each group for intake and reporting
- Alert System
- SIS & Student ID integration
- Student look-up
- Customized forms for in-take, student survey, and post meeting

**Reporting within Campus Calibrate:**

Data collected from Campus Calibrate can be pulled for analysis. These in-depth reports can be used for grants, funding and accreditation.
Reports include:

- **Master Appointment Report**: Customizable query for all appointment
- **Appointment Intake Report**: Report based on student intake forms and reason codes (Ideal for SSSP reporting)
- **Student End of Meeting Report**: Report on end of Meeting Survey forms
- **Staff Review Report**: Report on Staff Review Form
- **Statistics Report**: Usage Statistics for The Group
- **Online Status Report**: When and how long users were online for the group
- **Searchable chat history and archived transcripts**
- **Instant meeting playback with real-time data and analytics**

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**Cranium Cafe** is the first Academic Communication System (ACS) built to connect students to their academic support team (instructor, counselor, tutor, advisor) regardless of ability or location.

**How it Works:**

Using secure authentication, students easily connect instantly with their academic support team via video conferencing that’s fast, simple, and convenient. ConexED’s ACS services are appropriate for a variety of institutional models and support online or on-campus students.

Students can connect in several ways:

- On demand, via the ‘knock-on-door’ button
- Schedule an appointment in advance through the cafe card
- Join a group session in the classroom
- Chat that instantly converts to a meeting with reason codes included

Once inside the cafe, both students and the support team can utilize a variety of assets to enhance their collaboration including:

- Document upload/share
- Whiteboard
- Screenshare
- Google Docs collaboration
- Document edit pad
- Recording and Archiving
- Speech to Text
- Closed Captioning
- Virtual Lobby
Classrooms extend the cafe experience to larger audiences and are appropriate for workshops, small groups beyond 11 participants, large classes, and webinars.

Specific Classroom features:

- Up to 100 participant video meeting platform
- Customizable in-take and pre-registration forms
- Real-time polling and questioning
- Hand raising notifications
- Canvas LMS course roster integration
- Embed Classroom archive video to webpages and LMS

FERPA • HIPAA • Accessibility:

FERPA and HIPAA

All communication between the application, database, and authentication servers is conducted using secure connections. We ensure that no one will have access to a students’ educational records, and no information will be disclosed from those records, without the written consent of the student. In keeping with FERPA, the only exceptions are school officials who may release particular information for audit and evaluation of federal- and state-supported programs. [http://www2.ed.gov/policy/gen/reg/ferpa/index.html](http://www2.ed.gov/policy/gen/reg/ferpa/index.html)

We follow or exceed all industry standards for security and encryption:

- Software encrypts and secures all files
- All files hosted on Amazon Web Services’ (AWS) S3 Service
- Server certificates signed by a recognized Certificate authority (DigiCert)
- Server certificates use 256-bit SSL encryption

Accessibility

Accessibility is one of ConexED’s core values and highest priorities. Universal design is tightly integrated into our research and development, testing, and updates.

Some of our accessibility features include:

- Real-time closed captioning
- Compatible with screen readers such as JAWS or VoiceOver
- Does not interfere with operating system or browser accessibility features like sticky keys, magnifiers, screen readers, cursor sizes, or virtual keyboards
- Whiteboard is compatible with assistive technologies via the MSAA interface
• Cues assistive technology using semantic HTML5 elements such as <nav>, <aside> and <footer>, as well as ARIA landmark roles such as “navigation,” “complementary,” “main,” and “contentinfo”
• Conforms to WCAG 2.1 Level AA
• Conforms to 21st Century Communications Accessibility Act of 2010 (CVAA)
• Registered with FCC as a Provider of Electronic Messaging Services and a Provider of Interoperable Video Conferencing Service

We make resolution of accessibility issues our highest development priority: We will respond to issues discovered or reported by users within one business day with a written action plan and timeframe to resolve the issues.

Complete VPAT (Voluntary Product Accessibility Template): http://blog.conexed.com/accessibility/

Training and Support:

ConexED provides virtual and/or on-campus training as part of the on-boarding process.

The ConexED onboarding and training team specializes in designing a customized implementation plan for each group during multi-session, two day on-campus training. Individual and group consultations provide a prescriptive approach to an effortless transition, ensuring a successful implementation. On-Campus training would consist of a two-day workshop environment and online training would be over multiple days but cover the same topics.

Example of topics covered for each group within your campus:

• Student experience
• Create ConexED account, locate staff and schedule appointment/knock on door
• Browser requirements, audio and video setup
• Cafe Card setup and personalization
• Walk-in function
• Campus Calibrate, our appointment management system
• Cranium Cafe in-office appointment vs. Classroom meetings
• My Documents vs. Meeting Documents (Document upload, sign, share)
• Share Screen
• Virtual Lobby functions and features
• Archive (sharing and accessing)
• Group reports
• Front desk application - scheduling, cancelling, student check-in
**On-boarding steps:**

| Step 1: Admin high overview meeting to go over the structure of the ConexED instance | • High overview of creating Department shells and active Groups within the shell  
• Appointment Management System and Group customization of Informed Consent legal statement, Intake Forms, Reason Codes, End of Meeting Surveys, Staff Review Forms  
• Overview of the Admin Access and other account role types  
• Front Desk application for group scheduling  
• ConexED - Canvas LTI functions and features  
• Beset practices and examples of the Cafe Card webpage integration |
|---|---|
| Step 2: Admin training and active customization of the school’s ConexED instance | • Create Departments & Groups within ConexED (replicate how your school is structured)  
• Create / Add the Informed Consent, Intake forms, End of Meeting Surveys, and Staff Review Forms  
• Reason Code setup  
• Assign Group Manager roles  
• Add staff and front desk agents to the created Groups |
| Step 3: Staff and Front Desk training | • Setting and personalizing the online status  
• Walk-in function  
• Scheduling function and connection to Outlook  
• Document upload / sign / share  
• Share Screen  
• Virtually Lobby functions and features  
• Classroom meetings (how to set up a workshop and run a Classroom meeting verses a Cranium Cafe in-office appointment)  
• Archive (sharing and accessing)  
• Group reports; how to access and update Intake Forms, End of Meeting Surveys, and Staff Review forms  
• Scheduling, canceling, checking in a student through the Front Desk application |
| Step 4: Go live | • Enable the ConexED - Canvas LTI  
• Integrating the Group Cafe Cards within the student services webpages |

**Confidentiality Statement:**

This Proposal is proprietary, and its contents remain the property of ConexED. All information and materials submitted with this proposal shall be kept confidential and may not be used in any manner other than for the purposes of evaluating whether to award ConexED a contract pursuant to the proposal. No information or materials submitted hereunder may be shared or disclosed with any other third party without the prior written consent of ConexED. This proposal will remain in effect for 30 days from the date of the proposal. Thereafter, pricing and other terms are subject to change without notice.