



Centricity

Schoolwires Centricity² The Unifying Platform that Activates K-12 Communities

More so than ever, the success of your district pivots on your ability not just to connect your communities but to activate them. In fact, the more actively engaged your staff, teachers, students, parents and other stakeholders are, the greater your ability to implement your critical initiatives and achieve your key goals.

Schoolwires has taken the industry's leading website and community management platform to the next level and added new software capabilities to deliver the first community-based solution for activating K-12 communities –*Centricity²*. **Schoolwires Centricity²** is the revolutionary platform of the possible. It's where community connection, community engagement, and all of your essential technologies and tools come together around student, school and district success.



Market-leading Website and Community Management

Centricity² gives you next-generation website and community management capabilities for building your district's brand and more deeply and socially connecting with your communities. *Centricity²* enables you to communicate more effectively with stakeholders, to collect feedback quickly, and to build broad-based support for your district's key initiatives. With a unique emphasis on usability and adoptability, *Centricity²* delivers an unprecedented user experience for all your communities.



Breakthrough Community Engagement Engine™

Centricity² delivers a powerful Community Engagement Engine that activates 21st century learning, increases parental involvement and engages the entire district community. *Centricity²*'s Social Media Framework allows districts to 'snap-on' social media functionality to almost every aspect of the district's family of websites, engaging community members even further. And for the first time, districts will be able to measure the community's level of engagement by accessing a visual presentation of engagement metrics that goes beyond web analytics.



Future-ready Technology Ecosystem

Centricity²'s breakthrough Technology Ecosystem delivers an environment where technology and community come together to create even more value. *Centricity²*'s open API framework allows easy and seamless integration of your compliant systems, data and third-party applications into the platform. Turn-key integrations deliver immediate value for the user experience, driving wide adoption. District developers and strategic partners within the **Schoolwires** Community Network build apps that customize and extend the functionality of the platform to meet the unique needs of districts.

FEATURES OF **SCHOOLWIRES CENTRICITY²**

Website and Community Management

- Advanced Website Design Tools (includes Styler™, WYSIWYG, Image, CSS and Roundtrip editors)
- Minibase Data Management
- Multimedia Bundle (Clip Art Library, Photo Gallery and more)
- Broadcast & Content e-Alerts
- User & Role Management
- Integrated Site Search
- Insight (Integrated User Assistance)
- Integrated Web Analytics
- RSS Feeds
- Enterprise Calendar

Community Engagement Engine™

- Social Media Framework™
- Personal Workspaces
- Mobile Device Support
- Community Engagement Dashboard™
- Forms & Surveys
- Web 2.0 Tools (Blogs, Podcasts, Wikis)
- Membership & Group Management

Technology Ecosystem

- Open API Framework
- Turn-key Integrations (Synergy, Assist, Online Payment, LDAP)
- **Schoolwires** Builder™—an easy-to-use tool that allows districts to create their own custom apps.
- **Schoolwires** Developers' Network—an exclusive community where district developers share insights, access code, build custom apps and more
- **Schoolwires** "app store"—an ever-growing library of applications, templates, custom mini-bases and more designed by **Schoolwires**, district developers, and strategic partners

BENEFITS OF **SCHOOLWIRES CENTRICITY²**

- **Custom tailor your solution** to create a web presence that communicates the key messages and images that represent your district's brand.
- **Increase adoption and participation** among your teachers and staff with **Schoolwires** Insight, integrated user assistance that delivers point-of-need video tutorials and support.
- **Gain support among your constituents** for your district's key initiatives through the use of blogs, forums, surveys, user ratings and more.
- **Activate 21st century learning** and increase community engagement through the use of *Centricity²'s* Social Media Framework™.
- **Measure the level of engagement** among your communities through the Community Engagement Dashboard™, a visual presentation of engagement metrics that goes beyond web analytics.
- **Individualize each constituent's experience** by providing Personalized Workspaces for every community member to drive engagement even further.
- **Integrate online communication**, collaboration and all of your key technologies in one single, unified platform, increasing operational efficiency and productivity.
- **Equip users with single sign-on access** to the information, resources and people that are integral to their success.
- **Extend and customize** the functionality of your platform by creating your own custom apps with the **Schoolwires** Builder™ or by sharing apps through the **Schoolwires** "app store".

PC USER REQUIREMENTS

Supported Operating Systems

- Microsoft Windows® XP or XP Media Center Edition 2005
- Microsoft Windows® Vista
- Microsoft Windows® 7

Supported Browsers

- Microsoft® Internet Explorer 7.0 and higher
- Mozilla® Firefox® 3.x
- Apple® Safari® 3.x and 4.x (viewing only)
- Google® Chrome® 4.x (viewing only)

Recommended Browsers & Resolution

- Microsoft® Internet Explorer 8.0
- Mozilla Firefox 3.x
- 1024x768 resolution

Required Web Technologies

- Javascript, SSL, Java & Adobe® Flash Player 9 or 10

MAC USER REQUIREMENTS

Supported Operating Systems

- Apple Mac OS® 10.3 and higher

Supported Browsers

- Apple® Safari® 3.x and 4.x
- Mozilla® Firefox® 3.x
- Google® Chrome® 4.x (viewing only)

Recommended Browser & Resolution

- Mozilla® Firefox® 3.x
- 1024x768 resolution
- Required Web Technologies
- Same as PC Requirements

Announcements of future products, services or features referenced in this document are subject to change. Purchase decisions should be based upon products, services & features.

SCHOOLWIRES BEST-IN-CLASS SERVICES

- **Ensure adoption and participation** among staff with **Schoolwires** Training and Support Services including implementation, client support, training materials and a wide-range of professional services.
- **Get lights-out hosting**, with guaranteed uptime and 99.9% reliability. Offer your users improved quality and speed of access to the services you provide. For information on our Hosting Services, please visit: www.schoolwires.com/hostingservices
- **Gain insight, advice and best practices** through a close-knit online client community **ensuring your solution will meet your needs now and into the future.**

The first and only provider of community-based solutions that accelerate district and student success

