

# Remember why you chose SOCS.

Chances are it's because SOCS makes it so easy to communicate with parents and students online. SOCS is a value that can't be beat by our competition. Don't be fooled by their cut-rate prices.

**Plus, we continually enhance SOCS based on your input ...**



## Social Sharing

Share web content on Facebook, Twitter, LinkedIn, StumbleUpon and many other social networks.

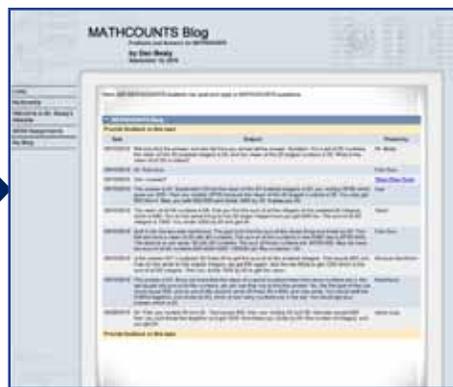
## Easy Image Upload

Image rotators and section headers easily upload and resize to fit.



New L9 Template

- SOCS Staff Pages
- SOCS Blogs
- SOCS Lockers



## Easy Edit

Edit content without leaving your website.

## Calendar Highlights

| Calendar Highlights |                               |
|---------------------|-------------------------------|
| <b>Tue</b>          | <b>January 11, 2011</b>       |
| 4:00pm              | JV Basketball--Byng (T)       |
| <b>Tue</b>          | <b>January 11, 2011</b>       |
| 6:30pm              | HS Basketball--Byng (T)       |
| <b>Wed</b>          | <b>January 12, 2011</b>       |
| 9:30am              | 6th Basketball--Stratford (H) |



## Video Serving

New L10 Template

We also offer valuable resources that help users get the most out of SOCS like User Group Meetings, online training guides and videos, and a support staff ready to answer any of your questions.



Simplified Online Communication System

800.850.8397 | [www.SOCS.net](http://www.SOCS.net) |



## FES Profile

Located in Lincoln, Nebraska, the Foundation for Educational Services (FES) is a private *non-profit* organization founded in 1986 specifically to provide management and technical services to other non-profits in the community. Since our inception we have designed, managed and hosted electronic services and software applications that serve libraries, municipalities, museums, foundations, education agencies and school districts nationwide.

SOCS (Simplified Online Communication System) is an extremely robust yet incredibly simple content management system specifically designed to suit the needs of school districts as well as other non-profit organizations. FES is the sole licensor supporting SOCS and currently has over 500 installations in several states across the nation.



SOCS incorporates the latest in programming language and technology to provide an exhaustive set of features and tools that suit the needs and abilities of the most novice of content contributors to those more sophisticated and creative. We host SOCS in the FES data center for our partners providing them full use of all SOCS functionality along with the additional benefits of redundancy centers in Omaha and Kearney, Nebraska, state-of-the-art back-up, security and disaster recovery. This significantly lowers the overall cost of ownership including staff hours, infrastructure and upkeep costs.

**FES Service Level Commitment:** FES shall use all reasonable efforts to ensure that the SOCS service is operating and available to customers 99% of the time in any calendar month. There may be periods of time that FES schedules maintenance on the SOCS network that requires an interruption of service. Customers will be notified in advance of scheduled maintenance and every effort will be made to schedule this maintenance outside the hours of 7 a.m. to 10 p.m. Central Time.

Beyond the application of our various services, it is our organization that clearly distinguishes us from our competitors. As a non-profit organization we can be dedicated to serving our clients without the concerns driven by the needs of owners, stockholders, and profits. Our Board of Directors consists of leaders in education and finance that are driven by a sense of purpose and not personal financial gain. Our executive management team has an average tenure of 20 years. Commitment of purpose and dedication of such magnitude is a boast no competitor can make and is summed up in our mission statement.

*“Our mission is to bring education within reach by providing value to the FES family of companies and our clients developed in an environment that fosters innovation, excellence and creativity that results in high quality products, services, and resources delivered in a cost-effective manner.”*

## Full Content Control



### **Full content control with the Licensee**

With SOCS you're in the driver's seat. SOCS provides the means for authorized staff, students and designated individuals outside the district to create moderate and publish web content without help from any other outside agency or individuals.



### **User-definable and managed moderation controls for content publication**

SOCS incorporates a proprietary hierarchy of managers, editors and correspondents. Managers assign individuals editor rights to manage and contribute to various sections and/or sub-sections and to access other features.



### **Unlimited content contributors**

All authorized staff and/or stakeholders may participate as contributors in an effort to achieve the communication goals of your organization.



### **Triggered email notification for content review**

Any individual with the authority to submit, but not publish content is designated as a Correspondent. When a Correspondent submits an article to SOCS, an email with a link to the article is automatically sent to a designated Editor to review, approve, and publish.



### **Delayed and scheduled content publishing**

The Editor of any submitted article can choose a date and time for the approved article to be published. For example, an Editor can read and approve an article on Tuesday and schedule a publish date and time in the future.



### **Security protection for private file and document viewing**

SOCS allows the user to easily insert sensitive documents into articles (e.g.: faculty-only documents) and secure them with a user name and password.

### **The ability to have multiple private sections and calendars**

Clients use private sections and calendars to restrict access to information that is pertinent only to certain individuals or groups. You can restrict section or calendar access.



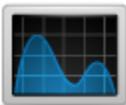
### **Automated and unlimited content archiving**

Articles can be scheduled to expire automatically and be removed from public view. Expired articles are automatically placed in a permanent, searchable archive.



### **Extensive searching capabilities for all past (archived) and present (live) content**

All content is searchable by the public via keyword or by browsing month by month. Users can search by author, section, keyword, approval status, publication date or article ID.



### **Extensive visitor traffic reporting**

Monitor how much visitors your site is getting with traffic reports verify by month, week, day, and even hour. They also specify which articles receive the most hits.



### **No content volume constraints**

SOCS provides schools and districts with an online portal and archive repository for ongoing news, documentation, calendaring, and general information without any volume restrictions.



### **ADA compliance**

The home page, articles, and all archive content of SOCS websites comply with guidelines set by the W3 Web Content Accessibility Guidelines for American Disabilities Act.

## Posting Content



### **Extremely intuitive, familiar and easy-to-use controls and tools**

Individuals with any level of word processing experience can contribute to SOCS via a Java applet called Edit Live—a system as familiar as Microsoft Word or other well-known word processing applications.



### **Image Gallery & Easy Image Upload**

Upload an image directly from any multi-media device. SOCS automatically resizes it for the web. Create a slide show with the image batch upload feature and have multiple image galleries in one article. Easily upload images to change the masthead, image rotator or section images.



### **Video Servicing**

SOCS offers an easy way to upload and manage videos on websites. Once videos are uploaded, any authorized user with article creation rights can embed videos into articles. Receive 10 GB of video storage.



### **SOCS Wiki & Easy Edit**

Multiple users can be assigned to an easy text editor that allows them to edit articles directly on the web page.



### **Article-based and moderated public feedback capability**

All articles submitted to your SOCS site can include a public feedback option. The Editor enables this function through a simple check box. By default, each public feedback submission is automatically emailed to the SOCS Manager(s) for approval or disapproval before posting.



### **User-definable content navigation sections**

All sections are defined by the Manager and may be modified at any time. Each defined section is visible to the reader only if content or articles reside in them. This means that visitors to the site will never click on a section and encounter a blank page or broken link.



### **The ability to support HTML-code-based content development**

Although content can be created using standard language and basic keyboard skills, SOCS can also support HTML. This allows more technically-adept contributors to express their talents.

## Staff Tools



### **Staff Pages**

Staff pages enables even the most novice user to choose from any of our easy-to-use templates to quickly post articles and pictures. Coupled with Lockers, staff pages become effective tools for collaborative efforts. Automated assignment enables easy set up for Managers and an unlimited number of staff pages you can post to a SOCS site.



### **Blogs**

The interactive feature of SOCS Blogs allows staff members to post regular entries of commentary and invite users to post comments.



### **Online Storage Lockers**

Users can store and share documents safely online in a central, secure location. Students can complete and submit homework, build up an electronic portfolio and share documents electronically with work/study groups.

## Communication Tools



### **Notifier reaches subscribers through text and email**

Send emergency or reminder messages directly to subscribers. Manage lists easily on our web-based, encryption-secured system. Target messages to selected lists and schedule delivery times. Send alerts via email and/or text. *Text is an additional charge and includes unlimited messaging to an unlimited number of subscribers.*



### **Interactive Calendar Highlights**

Highlight calendar events on the front page or a designated section in a scrolling list, a month view with hover-over pop-up events, or a horizontal week view. Interactive calendar feature provides automatic email reminders and change notifications to subscribers.



### **Point and click e-newsletter listserv**

The News Update function automatically creates an electronic newsletter from new and archived articles linking readers to the SOCS site and giving organizations a means of verifying reception and readership.



### **Template-based language translation**

SOCS allows readers to automatically switch the view to a literal translation into dozens of different languages including Spanish, German, French, Italian, Japanese, and Chinese.



### **Survey capability with reporting**

The SOCS customizable survey feature allows users to collect responses using narrative text or multiple choice via drop-down selection, radio buttons and check boxes. Survey results can be exported into a standard CSV file which may be sorted to suit the reporting goals of the survey.



### **Online Payment Processing**

SOCS offers schools the option of online payment processing for school lunches, sportswear, donations or anything that requires secure transactions.

## Additional Services-Optional



### **Parent Teacher Conference Registration**

Parents can quickly reserve a meeting time through this web-hosted online registration service. A password protected login provides access for administrators, teachers and parents. This service allows the set up of multiple conferences. Teachers and administrators can block out dates and times. Any registered user can print schedules, and administrators can send out email reminders to parents.



### **Google Mail for Education**

Schools wanting email services are recommended to sign up with Google Mail which provides a free service to K-12 schools. For a one-time set-up fee per domain, SOCS Support will assist you in setting up your domain and individual accounts on Google Mail. Any ongoing email support will be provided by Google. Many of our clients have chosen this option and are very happy with the service.



### **Online Forms**

Schools may choose from our generic forms library or have a customized form created in fillable PDF format. Forms may be linked to a database and/or payment processing application for online registration.

# SOCS Training and Support



## Secure Web Hosting

Your website will be hosted on our expansive secure facility. With SOCS your content is safe and secure. We host the system for you so you don't have to worry about maintenance, back-up or recovery. We use the latest safety and security features including redundant load-based servers and redundant, state-of-the-art firewalls.



## Creative Design Services

With our creative design services, your website will always look professional. Our design team has the experience and expertise to help you present your organization in the best public image.



## SOCS Client Training

Our SOCS Client Services team will personally ensure the success of every SOCS client throughout the training process and provide ongoing support. Initial Manager training teaches the vital functions of this role and establishes the training needs for each individual client. This is followed by training of Editors giving primary users the tools they need to hit the ground running.

- **Live Web Training** – Client Services also hosts live webinars to introduce new enhancements, support new users and offer refresher training to those who need it. This ongoing training is available to all SOCS users as part of their license agreement.
- **SOCS Insider** – The *SOCS Insider* is a secure online support portal for our partners containing training materials, and tutorials. *SOCS Insider* also hosts a listserv which we use to issue announcements, articles and tips via our email News Update.
- **Video Training** – Video tutorials walk users through the step-by-step process. It allows users to self-direct their learning on their own time. This resource is ideal for those just starting in SOCS or for those who just need refresher training.
- **Training Guides** – Easy to follow training guides for Managers, Editors and Correspondents enable users to quickly learn the fundamentals of posting content.



## User Group Meetings

Scheduled semi-annually, clients are invited to attend User Group meetings where new enhancements, best practices, training and networking take place at various locations throughout our marketplace at no cost to attendees.



## Live Phone Support

Client Services staff is available by phone 7:30 a.m. to 10 p.m. Central Time.

**Response Time:** All support calls are answered and problems are resolved at the time of the call, whenever possible.



## 24-hour access to the online support and reporting system

An electronic support ticketing system is accessible 24/7/365 for any designated SOCS user via the school's secure content development/administrative area (Central Services). It is also accessible from the secure *SOCS Insider* information portal.