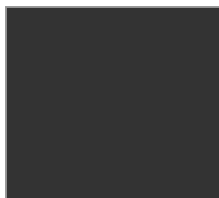


ContentM K12: A Progressive Web Content Management Solution for Progressive Schools

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ALLOFE | SOLUTIONS



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Abstract

Overview

With the spread of the global technological revolution, taking advantage of the immeasurable benefits of the Internet and the World Wide Web is essential for the K-12 schools of today. Schools are growing in very important ways to keep up with those rising demands. The first is a drive to improve communication, and the second is recognizing the overwhelming benefits of using information technology to facilitate that communication. Most K-12 schools have taken steps to bring about a technological revolution for their administrators, staff, and students. They have recognized that it is becoming essential for them to find the time and the tools to implement an optimal web site for timely and useful content propagation. Many schools and districts now have a web site for practical information such as class and lunch menu scheduling, contact information, and announcements. However, many do not have the available resources or technical staff to keep the web site fresh and continually updated with the latest information on a regular basis. Thus in the absence of a dependable site all requests for information get redirected to the main office. That means more work for the administrators and staff, as they become responsible for manual processing and dissemination of a large amount of marginal information and communication. What is needed is a way in which district staff or teachers could easily update and contribute their individual pieces of relevant information on the school web site. Since not all educators are technically oriented, this functionality would need to be available through simple and intuitive point and click interfaces. It would need to enable non-technical users to update content without ever having to understand the technology underlying it, while expending the same amount of time and effort that they would for sending an e-mail. It is also important for the technology administrators to have the power to assign relevant levels of capability on the site. This way each staff member and teacher could update just their relevant individual content without being affected by other areas, while administrators retained full control. ContentM K12, the newest K-12 edition of Allofe's ContentM Web Content Management Software product, can help schools accomplish all of the above goals with tremendous ease.

What is ContentM K12?

ContentM K12 is a powerful, enterprise level web content management solution specialized for use by schools and districts, designed with a focus on comprehensive features and powerful functionality combined with immense simplicity of use. It helps public school districts and private schools to design, create, update and maintain

their web sites and all related dynamic information with complete ease. With this system, completely non-technical users can create a full district level website replete with school and teacher sites and all related information. Featuring a diverse range of modules such as dynamically generated school directory pages, Board meetings and agendas, school calendars, surveys and forms, athletic schedules & rosters, transportation routes, school and PTA web sites with individual school information, teacher web pages, and class pages with up-to-date assignment and scheduling information, ContentM K12 can help generate unlimited useful information on a web site. It combines comprehensive functionality with complete usability in a tool that is both robust and easy to master. ContentM K12 utilizes AllofE's versatile modular program structure to provide schools with a customized set of content-entry interfaces which allow non-technical users to quickly enter standardized custom content and process it into a published web site. Users can create a site, create pages and a navigation structure for the site, and modify the content of the pages and menus, all from one intuitive interface. It's as simple as navigating to a page, just as someone would when viewing the site, and picking an action from the ContentM Control Panel above. Editing a page is just like using a word processor, and users can quickly generate a page with information about multiple entities such as Administrators or Schools by simply entering some relevant information about each entity to be included on the page. The application generates the entire web site complete with navigation structure, layout, and design. Updates to web pages are as straightforward as editing a word processing document. Built-in templates help upgrade the look and feel of the site with ease and simplicity. All templates are designed to give the site a fresh, progressive look that will attract forward-thinking parents and students.

The system will also include AllofE's newest usability feature, which will allow users to switch smoothly between a fully navigable site preview to a fully editable page view, without losing any of the options for editing the site structure or menu. This intuitive interface represents AllofE's continued drive to adapt their products to meet user needs.

Features and Benefits

Who Benefits?

Simply put, everyone associated with K-12 schools benefits from this. This comprehensive system includes a wealth of modules to serve user needs on every level, from a casual to an advanced user, and benefits all levels of management within an educational institution.

District and School Administrators

Administrators can monitor and update content, keeping all district information on the web site up to date, from online curriculum guides to separate school web sites to board meetings. They can also allocate content creation responsibilities to the appropriate staff members, track content updates made by other users, and set up approval processes to ensure content security. The ability to allocate tasks to the appropriate information contributors, while ensuring all stakeholders are aware of the changes being made, brings the web site update procedure to a new level of process efficiency.

IT Professionals

IT departments retain full control of the site, security and permissions for the users, and the content and its publishing process. However, they also benefit greatly from a reduction in IT bottlenecks due to 'busy-work' by empowering non-technical users to be able to contribute relevant content to the web site through different modules and easy, intuitive interfaces. Content creation is distributed to the relevant people in order to make site maintenance easier, but advanced options such as html editing, stylesheet management, and menu structure changes, site publishing, and archival can be constrained as needed.

Teachers

Teachers can maintain class pages, individual teacher pages, and assignment information on the district or school web site, allowing them a centralized venue for communicating with students. They can also manage content for their school's web site, their PTA's web site, and of course their own contact information.

Students

Students have access to a wealth of information via district and school web sites, including class announcements and homework materials, important calendar events and dates, and links to valuable educational resources outside the site. Students can also become part of the site creation process by helping to update the pages for the extracurricular activities and school funded clubs they are involved in.

Parents

Parents reap the very important benefit of access to information about the methods and content of their children's education. Among other things they can view the curriculum taught in their child's school, check the athletic schedule to get important dates for their child's sports team, track practical information such as lunch menus, bus routes, and school announcements, and keep up to date with their local PTA branch.

Athletics Departments

Sports teams, coaches, and athletic support organizations such as school bands and cheerleading squads, gain a powerful coordination tool in ContentM K12. Team profile pages, news feeds, and announcements can easily be incorporated into a school site. Perhaps best of all, ContentM K12 can keep a calendar of athletic events

such as tryouts, games, and practices, which is available via the web site to anyone who needs scheduling information.

Human Resources

ContentM K12 can make any academic institution's applicant tracking efforts both more effective and less time-consuming. Using intuitive information-entry interfaces, HR professionals with no technical knowledge can create a professional-grade page for prospective employees, stating relevant information such as job requirements, employment philosophies, and current available positions. Application forms can even be published on the site as documents or as online forms, making them more accessible to a multitude of prospective employees.

The ContentM K12 system is expected to set a new standard for user-friendly content management systems, and to give school districts the opportunity to create and maintain web sites that are up-to-date, attractive, and easy-to-use. AllofE feels that this will ultimately benefit everyone associated with their academic clientele, from administrators to students, by empowering them to create a centralized storehouse of all their vital information.

How Does It Help?

Content Control

- Administrators and IT professionals have complete control over content via approval processes and full monitoring capabilities.
- Set up school sites which integrate seamlessly with the district site so that visitors who want school-specific information know exactly where to find it.
- Allocate content responsibilities to the people who know the most about the content they are updating, without requiring them to learn any technical skills.

Information Management

- Disperse important information and announcements via the district web site, such as canceling of classes or rescheduling of board meetings.
- Have an easy centralized source for academic calendar information, contact information, and more.
- Provide anytime / anywhere access to valuable educational resources for parents and students alike.

Curriculum

- Keep curriculum information completely up to date.
 - Have a ready reference for curriculum information.
 - Give parents the tools to learn more about where their children go to school, what the curriculum requirements are, and what is being done in each class.
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Classes Online

- Help teachers keep students up to date by setting up a web page for classes they are teaching, to which they can add assignments, due dates, and other scheduling information.
- Students and parents alike can access class pages to find out about new assignments, due dates, test dates, and schedule changes.

PTA Sites

- Allocate appropriate responsibility for PTA site content to the PTA members who know the most about each type of content.
- Keep parents and teachers up to date with each school's PTA announcements and information in one centralized location.

Practical Concerns

- Access academic calendar information and athletic calendar information through the district's web site.
- Easily find practical information such as lunch menus, bus routes, and academic or athletic schedules.

Extracurricular Activities

- Use the site to help coordinate extracurricular activities such as athletic teams and student organizations.
- Disperse valuable information about scheduling of meetings and practices, club officers or team leaders, and relevant contact information.
- Make the site part of the education process by empowering students to make their own updates to their team's or organization's web page.

Comprehensive Scheduling

- Integrated calendaring in every area, with links or embedded calendar sections on any page.
 - Calendar-driven lunch menus which allow users to set recurrence so they don't waste precious time adding the same menu for multiple days.
 - District calendars for district-wide events such as board meetings, enrollment dates, Inservice and other Professional Development events, and holidays.
 - Athletic calendars for coordination of games, tryouts, and practices for each team.
 - Activity calendars which help each organization in each school to schedule meetings, elections, and other events.
 - School calendars for school-specific events such as pep rallies or spirit week, first day of classes, picture days, and school carnivals.
 - Keep each school's weekly timetable of classes online so that parents and students can easily refer to it at any time.
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Customizable Directories

- Keep contact information up to date easily for teachers, administrators, and board members.
- Provide each person working in the organization with a university-grade profile page that is part of the main site.
- Give parents a ready reference for who they need to contact and how best to contact them.

Board of Education Pages

- Provide easily updated profile pages for each member of the Board.
- Place the Board's philosophy and mission statement online where it can be seen and appreciated.
- Allow Board members to upload meeting minutes to the site easily so that parents, teachers, and administrators can access them at any time.

Endless Resources

- Place a variety of resources on the site for both parents and students, organized and labeled so that they are easily accessible.
- Post lists of links to outside sites that parents or students may find useful.
- Publish college preparation and application information.
- Keep up to date information about student services such as the school nurse, special needs provisions, etc.
- Provide valuable resources for at-risk students and their parents.
- Provide recommended reading to enhance students' learning experience, and to allow parents to help them learn.

Ready-Made Forms

- Place forms on the site for a variety of purposes such as contacting the district, pre-graduation evaluations, surveys, class evaluations, and applications for enrollment, scholarships, or awards.
- Place links to the forms to whichever pages are most relevant.
- Customize forms to have additional fields or fewer fields, or just use the ready-made templates provided.
- Forms are fully integrated with the site so that they have the same streamlined look and feel.

HR and Professional Development

- Set up a page for the school's or district's professional development program with relevant links to PD events and applications.
 - Provide prospective staff members with a professional-grade HR page outlining employment criteria and available positions.
 - Allow prospective teachers, administrators, and support staff to apply online, saving time and money.
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AllofE and Content Management

Our Experience with Content Management

ContentM is AllofE's flagship product. Its modular component based infrastructure makes it one of the most customizable, expandable, and adaptable Content Management applications on the market. This infrastructure also forms the basic architectural standard for all the products that make up AllofE's Academic Platform offering. The true achievement in ContentM, however, was to take a powerful and complex application and make it completely usable for a non-technical user. A step ahead of other content management solutions, ContentM made full use of the 'black box' principle of functional abstraction, allowing users to change their content with the click of a button while never having to write, understand, or even see, a single line of code. This did not occur by chance. AllofE Solutions is founded on the philosophy of focusing on R&D in order to stay at the forefront of the web software industry. Our research told us that what people needed in a content management application was not just something powerful and technologically advanced, but something they could use simply and intuitively without expending resources on several hours of training.

As ContentM matured with the help of new innovations by AllofE along with continued communication with our clients about their needs, the system continually evolved to higher standards through the addition of new features & functionality, better interfaces, and a more scalable underlying architecture. By generalizing the ideas which made ContentM so successful, we discovered we could use the system's paradigms as the basis for a multitude of new web based systems for managing all kinds of data. By adapting the ContentM infrastructure to new situations and contexts, AllofE was able to create customized solutions for online testing, calendaring, form building, and many other uses. This ability to see the big picture, and to bridge the gap between tried-and-true ideas and new innovations, is part of what puts AllofE at the forefront of web based technology.

Since it was first built, ContentM has revolutionized the web content management processes of a multitude of clients in diverse areas. We have several continuing clients who have benefited greatly from ContentM.

- Blue Springs School District implemented ContentM shortly after an exceedingly beneficial implementation of AllofE's RMtraK room scheduling system. They are now able to disperse site content responsibility across departments and user levels, allowing teachers to manage their own home pages and class pages. The site gives students access not only to their school calendars and lunch menus but also to their class homework assignments. Each school is given the ability to manage their own content for
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their individual calendars, PTAs, and lunch menus. And all content can be previewed prior to ever appearing on the site, helping to ensure accuracy.

- William Jewell College implemented ContentM when they found they needed a system that could efficiently and effectively manage their web content, event registrations, alumni information, and online giving under one solution umbrella.
 - The KU School of Architecture and Urban Design, one of several schools at the University of Kansas to implement ContentM, benefits from the dissemination of site content responsibility, which has reduced site maintenance costs by allowing users without technical knowledge to maintain their own information. Their school portal system integrates ContentM seamlessly with their other applications via a common architectural platform, resulting in a scalable school-wide portal for all users including administrators, staff, faculty, and students.
 - Washburn University chose ContentM to transform its existing web site into an up-to-date, easily manageable portal to communicate with current and future students, faculty and staff, and alumni. The new site offers personalized content portals for all users as well as visitors and community. ContentM provides the university with the ability to easily manage up-to-date and accurate site content. It dynamically displays calendar events on their home page, manages menu structures and page content through a user friendly rich text editor interface, and automatically generates site maps and site searches.
 - Bethany College implemented ContentM when they needed a centralized system to manage their entire college web site including all schools and departments and a student portal to provide all-around information quickly and effectively without depending on the Technical resources. The new system allows Bethany College to easily maintain up-to-date site content with no html or programming knowledge required.
 - The University Of Kansas School Of Pharmacy came to AllofE with the requirement of an integrated solution to meet several different needs. With ContentM, the KU School of Pharmacy can now manage their large mass of content with ease, in a presentable and appealing manner. This application also allows for easy management of site updates and modifications as content is evaluated and changes. Comprehensive calendaring provides for all of the school's scheduling needs in conjunction with RMTraK, which eliminates room-scheduling conflicts. The KU School of Pharmacy can now make changes to their site and schedules in a timely, cost-efficient manner while proudly displaying their modern, visually-enhanced site design to all visitors.
 - The KCK Unified Government of Wyandotte County needed a way to manage thousands of pages effectively and efficiently in a cost-effective manner with very little training. They commissioned AllofE to build them a customized
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version of the ContentM Web Content Management System. With this customized Content Management System, Wyandotte County will benefit from one centralized site management interface; user friendly functionality so that anyone can update the content; and custom modules to manage meeting agendas and minutes. The new system provides the county with a tool to quickly and easily manage site content and automatically generate menu structures, searches, and other navigation features.

- In addition to serving academic and government institutions, ContentM is fully outfitted to handle corporate content of all kinds, and is equipped with a robust multiple-level security system that allows worry-free handling of sensitive financial data and personnel information.

We have worked with each client to ensure they get the optimal value from their system, customizing each implementation to reflect the unique characteristics and infrastructure of the organization using it. In the process we have not just gained a strong relationship with those clients, but have also gained a unique insight into a broad range of content management issues and how to solve them, and a clear big-picture view of the structures and processes required to create a superior Content Management solution.

In addition to being familiar with broader content management issues, AllofE has a special depth of experience implementing content management solutions in the academic industry. More than half of our current ContentM clients are universities and K-12 school districts. In the process of working with these clients we have developed a wealth of tools and refinements within ContentM which help to tailor it to the unique needs of the academic industry. With this specialization in mind, we continually take into account the needs of academic-industry users when making expansions and improvements to the existing ContentM system and in our latest enterprise of customizing ContentM for the benefit of K-12 schools.

Our Unique Strengths

AllofE has gained several key advantages after working extensively in the academic web software industry. Some of these include:

Complete Customization

AllofE tries to adapt its products and solutions completely to suit the unique requirements of an organization and its specific processes. The existing process is mirrored as closely as possible in the online environment so that the transition from a manual system to the software driven process is completely quick and painless.

Ease of Use

All AllofE products are designed with non-technical users in mind, taking every situation into account, and ensuring that the interfaces are completely simplified and

intuitive for new, uninitiated users, and help and support are available in a variety of different forms.

Scalability

One of a very important area of focus for our R&D effort is towards designing completely scalable product architectures. Should a client organization require expanded functionality or a new module for the existing software, or want to integrate with other available products, AllofE is able to provide a very quick and cost-effective solution. The highly adaptable infrastructure of data, security, and functionality on which we base our products allows for unlimited expansion and improvement. If *they* can imagine it, we can create it.

Integrability

Every AllofE product is completely compatible with every other, and has full support for integration. We can provide a stand-alone version of any of our products, but if we implement multiple products that share common data or a common process, they align seamlessly with one another in order to ensure the most efficient system performance.

Specialization in Technology for Education

Our relationships in the academic field enable us to gain an understanding of information management requirements within the sector and develop applications that create value for our clients in educational institutions by addressing needs for streamlining their processes. AllofE works closely with organizations in the academic sector to create integrated, end to end seamless web-based products that serve a diverse and broad range of their information management needs. The Academic Platform, a collaborative enterprise suite of products for the Education Industry, is AllofE's solution to information management for schools, school districts, universities, libraries, museums, and any other academia or research oriented organization. An open and scalable architecture based on our Common Library Infrastructure, our web-based Academic Platform consists of several applications, tools and products to provide a host of services to help enhance academic computing needs and meet a multitude of management needs such as:

- Curriculum Management
 - Standardized Lesson Planning
 - Online Virtual Testing with Automatic Grading
 - Student Assessments Tracking
 - Professional Staff Development
 - HR Functions and Application Tracking
 - Individual Evaluation Planning (IEP) for special education students
 - Web Content Management
 - Student Portals
 - On-Line Form / Survey Generation and Data Analysis
 - Digital Image Library Management
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- Room & Resource Scheduling
- Calendars Management
- Asset Tracking
- User Management
- And much more.....

Focus on the Future

At the core of AllofE's philosophy is R&D. We believe that research and development is the key to serving our clients in the best way we can. Our enthusiasm for incorporating new technology, improving current technology, and doing all we can to meet client needs, has taken us to the forefront of the web software industry, making us one of the rare companies who set the trends rather than following them. This puts us in the privileged position of being able to provide clients with more than just a software product. We provide years of industry experience, detailed knowledge collected with care, and complete focus on what is best for each client. Perhaps most important of all, we provide the knowledge of how to put all those assets to work for maximal client benefit.

Adaptability and Awareness

Perhaps the chief characteristic that makes AllofE unique is that it is a truly nimble company. We are focused on our solutions, our clients, and what will be best for them, and we are fully aware of the context of each task we perform, which allows us to always perform efficiently and effectively.

Service

AllofE's relationship with its clients and its prospective clients is completely service oriented. That means that our marketing philosophy is oriented toward quality before quantity. We prefer to make our products perfect for our clients rather than selling indiscriminately. AllofE strives to be a software company which adapts their products to their clients rather than making the clients adapt to the product, and our R&D team is always searching for what we can do to improve a problem with software use, functioning, or interpretation that can truly bring about a pioneering change in the product outlook.

What Technology Is Supported?

We focus on open platform architecture technology solutions, providing portability across most common enterprise platforms such as MS Windows, UNIX, Linux, and Apple / Mac. All of our products and solutions offer cross-platform functionality which can be optimal in as many contexts as possible. The versatile component-based architecture of our software makes it easily adaptable to cross-platform compatibility, and we devote continuing research to expansion in that area.

SUPPORTED SERVER AND CLIENT OS:

- Unix
- MS Windows
- Linux
- Apple / Mac

SUPPORTED INTERNET BROWSERS:

- Internet Explorer
- Mozilla Firefox
- Opera
- Other standard WC3 compatible browsers

SUPPORTED DATABASES

- Oracle
- MS SQL Server
- My SQL
- MSQL
- Interbase
- MS Access

About AllofE

AllofE (www.allofe.com) is a technology firm specializing in Enterprise Web products and custom applications across a number of vertical markets and industry segments that include Education, HealthCare, Financial, Transportation, Corporate, Construction & Engineering, Sports & Athletics, Printing & Publishing and Telecommunications.

AllofE's broad industry expertise extends to functional areas such as:

- Content Management
 - Asset Tracking and Management
 - Auction Management
 - Scheduling and Resource Management
 - Online Training and Certification Systems
 - e-Procurement and e-Commerce
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- Customer Relationship Management
- Job Costing and Tracking
- Project Management

In the academic sector, AllofE specializes in the areas of Web Content Management, Curriculum Management, Online Assessments/Testing, HR Applicant Tracking, Academic Calendars/Scheduling and Staff Development.

Allofe invests very heavily in R&D to keep pace with the latest trends in web technology and constantly trying to find the most efficient, cost-effective and high quality enterprise-wide solutions. Current research areas include:

- Rich Web Applications including effective UI design and AJAX
- Data Mining and Analysis
- Cross Platform Applications
- Search algorithms and crawling, optimization strategies
- Data Mining and Warehousing
- Security at Functional and Object Level for Web based Applications
- Backend Systems Integration design for interoperability and scalability
- Component based Application Server architecture

For more information about AllofE please visit:

www.allofe.com

www.academic.allofe.net

www.studio.allofe.net
