

Members present: Gordon, Lanotte, Laurilliard, Oriola, Mauro, Winchester
 Members absent Buhrmaster

Administrators Present: Salvaggio, Bourgeois, Shea, Grastorf
 Administrators Absent: _____
 Also Attending M. Leon, Faculty and Community Members

I. Welcome -

President Oriola called the Regular Meeting of the Niskayuna Board of Education to order at 7:01 p.m.

Welcome

II. Reports

A. The Superintendent reported on

- the opening of school year,
- meeting with Sage College around the development of a program of advanced certification for counseling.
- meeting with Union College regarding opportunities for some of our exceptional students
- meeting regarding University of Albany partnerships for STEM program
- E III and Brian O'Connor regarding the possibility of recording Board meetings, presentation to be a part of the meeting later this evening
- Ed Alston presentation on International Students
- Opening Day Celebration with Staff on September 3
- Full Day of PD on all things related to Common Core

Reports

Superintendent's Report

B. The Superintendent recognized Kevin Koste for his winning a gold medal at the Royal Canadian Henley Regatta in St. Catherine's Ontario, Canada. Mike Gilbert coach was in attendance and noted that Kevin also won gold at the US Rowing Club Nationals earlier in the year.

Superintendent Recognition

C. Board of Education and Committee Reports

The Board of Education was represented at

- Welcome Back Ceremony on September 3
- Robotics Club Luncheon Demonstration at GE Global Research
- FUAC – At the most recent meeting, six groups gave presentations on various topics. A lot of information was presented that needs to be processed.
- Visited 5 schools on walk-throughs. Many thanks to the custodial staff for their hard work.
- N-CAP meeting - Denise Leder is the new president. N-CAP received a Drug Free Communities Grant worth \$125,000 per year for each of the next 5 years. Paul Tonko will present a check at the Niskayuna town library on September 26. On November 13, there will be a key leaders meeting to hear about the grant. N-CAP is looking for a person to serve as a coordinator for this program. Ads will be on the NCAP website starting October 1.
- Learning about Education Enrichment Fund and looking forward to being more active on that committee.
- Capital Region BOCES meeting regarding Extra-classroom Activities Fund

Board of Education and Committee Reports

Upcoming: The Audit Committee will meet on September 27 at 8:00 a.m.

III. There were no comments from the community.

Comments from the Community

IV. Consent Agenda

Consent Agenda

Mrs. Mauro moved that the Board of Education, upon the recommendation of the Superintendent of Schools, approve the actions in the consent agenda of the items listed in items A-B of ASM IV. Mrs. Gordon seconded. Motion carried 6 - 0.

A. . . approve the Minutes of Regular Board Meeting of August 13 and August 30, 2013.

Minutes

B. . . approve the following personnel actions per ASM IV-B:

Routine Personnel

a. Administrative – Appointment – Permanent Status

<u>Name</u>	<u>Tenure Area</u>	<u>Probation Period</u>	<u>Cert. Status</u>	<u>Salary</u>
Meltzer, Marna	Asst.Principal/NHS	9/16/13-9/16/16	SDA-Perm	\$89,000.00

Meltzer

b. Instructional – Appointment – Permanent Status

<u>Name</u>	<u>Academic/Special Tenure Area</u>	<u>Probation Period</u>	<u>Cert. Status</u>	<u>Salary</u>
DeLuca, Christina	Bus. and Marketing/NHS	9/1/13-9/1/16	Initial	MA 1.46
Nunez, Allison	Sch.Social Worker/District	9/1/13-9/1/16	Perm	MA 6-60
Knox, Ian	Elementary/CRA	9/1/13-9/1/16	Initial	MA 2-43

DeLuca

Nunez

Knox

c. Instructional – Appointment – Part time

<u>Name</u>	<u>Assignment</u>	<u>FTE</u>	<u>Effective Date</u>	<u>Salary</u>
Purington, Jacob	Music/VAN	.65 FTE	9/3/13-6/27/14	MA 7-31
Kokernak, Susan	Music/GLE	.45 FTE	9/3/13-6/27/14	MA 5-45
Slingerland, Jared	Music/CRA,HIL,ROS	.70 FTE	9/3/13-6/27/14	MA 1-39
Springer, Christina	FACS/.2HS.3VAN.3IRO	.80 FTE	9/3/13-6/27/14	BA 1
Zelensky, Michael	Science/.2HS.2VAN	.40 FTE	9/3/13-6/27/14	BA 1
Zarrelli, Filomena	For. Lang./IRO	.20 FTE	9/3/13-6/27/14	MA 8
Helgerson, Katherine	ESL/IRO	.20 FTE	9/3/13-6/27/14	MA5-54.65

Purington

Kokernak

Slingerland

Springer

Zelensky

Zarrelli

Helgerson

d. Instructional – Appointment – Replacement

<u>Name</u>	<u>Assignment</u>	<u>Effective Date</u>	<u>FTE</u>	<u>Salary</u>
Matthews, Emily	Reading/ROS	9/3/13-6/27/14	1.0	MA 1.7
Cupp, Julie	Elem/GLE	9/3/13-12/31/13	1.0	MA 3-41.9
Burke, Caitlin	Sped/GLE	9/3/13-2/9/14	.8	MA 1
Colloton, Rachelle	Reading/GLE	9/3/13-1/30/14	1.0	MA 4
Galvin, Dina	Sped/GLE	9/3/13-2/9/14	add'l .2 FTE	
DeMarinis, Carlin	PhysEd/NHS	9/3/13-1/30/14	1.0	MA 1
DeBlase, Lauren	Elem/CRA	9/3/13-12/31/13	1.0	MA 1

Matthews

Cupp

Burke

Colloton

Galvin

DeMarinis

DeBlase

e. Non-Instructional – Appointment - Probationary

<u>Name</u>	<u>Assignment</u>	<u>Effective Date</u>	<u>Salary</u>
Autrey, Jeannie	Cook/IRO	9/3/13	\$18,000.00
Rush, Katrine	FSH/ROS-17.5hrs/wk	9/3/13	\$9.70/hr
MacNiven, Lucia	FSH/NHS-17.5hrs/wk	9/3/13	\$9.70/hr
Sahr, Leslie	FSH/NHS-17.5hrs/wk	9/3/13	\$9.70/hr
Vaccaro, Brian	SH/BIR- 17.5hrs/wk	9/3/13	\$9.70/hr
Wier, Wendy	FSH/NHS- 17.5 hrs/wk	9/3/13	\$9.70/hr
Barker, Brett	Head Cust./ROS	8/26/13	\$57,610.00
Persaud, Narendra	Cleaner/ GLE	9/3/13	\$28,336.00
Grassia, Michael	Cleaner/NHS 20hrs/wk	9/13/13	\$15.91/hr
Grassia, Michael	BusWasher/TRANS	9/9/13	\$11.25/hr

Autrey

Rush

MacNiven

Sahr

Vaccaro

Wier

Barker

Persaud

Grassia

Grassia

f. Non-Instructional – Adjustment

<u>Name</u>	<u>Assignment</u>	<u>Effective Date</u>	<u>Salary</u>	
Connelly, Guy	S/CA/HS 30hrs/week	9/3/13	Per Contract	Connelly
Ejili, Mirela	FSH 17.5 hrs/wk	9/3/13	Per Contract	Ejili
Hourigan, Carole	Secretarial Substitute	8/19/13	\$14.29/hr	Hourigan
McGill, Laurie	CA/SSS 29 hrs/wk	9/23/13	Per Contract	McGill
Piszczek, Julie	CA/VAN 29.5 hrs/wk	9/3/13	\$9.91/hr	Piszczek

g. Non-Instructional – Appointment -S/CA Transportation

<u>Name</u>	<u>Hours</u>	<u>Effective Date</u>	
Cruz, Lourdes	3.0	2013-2014 school year	Cruz
Davis, Noralyn	4.25	2013-2014 school year	Davis
Derkowski, Bonnie	4.0	2013-2014 school year	Derkowski
Grant, Georgia	4.75	2013-2014 school year	Grant
Malo, Korynn	4.0	2013-2014 school year	Malo
Martin Lorraine	5.0	2013-2014 school year	Martin
Olmstead, Jackie	4.5	2013-2014 school year	Olmstead
Pangburn, Kim	2.0	2013-2014 school year	Pangburn
Paniccia, Sandy	4.75	2013-2014 school year	Paniccia
Rodriguez, Nellie	4.25	2013-2014 school year	Rodriguez
Williams, Alisha	4.50	2013-2014 school year	Williams

h. Coaches-Volunteer

<u>Name</u>	<u>Assignment</u>	
Caouette, Ray	Football	Caouette
Bartell, Emily	Girls Soccer	Bartell
Frary, Whitney	Girls Soccer	Frary
Moran, Elizabeth	Cross Country	Moran
Riley, John	Cross Country	Riley

i. Appointment of Approved Staff – These staff have received fingerprint clearance from SED

<u>Name</u>	<u>Assignment</u>	
Capitummino, Timothy	Substitute Teacher	Capitummino
Champitto, Ashley	Substitute Teacher	Champitto
Costakis, Leah	Substitute Teacher	Costakis
Dauphinais, Sarah	Substitute Teacher	Dauphinais
DeJulio, Courtney	Substitute Teacher	DeJulio
DeSarbo, Victoria	Substitute Teacher	DeSarbo
Devlin, Meghan	Substitute Teacher	Devlin
Gailor, Lauren	Substitute Teacher	Gailor
Kuehne, Jessica	Substitute Teacher	Kuehne
Lennon, Kristy	Substitute Teacher	Lennon
Pipino, Jessica	Substitute Teacher	Pipino
Rosenberger, Kristina	Substitute Teacher	Rosenberger
Sheffer, Darlene	Substitute Teacher	Sheffer
Spooner, Marie	Substitute Teacher	Spooner
Sudduth, James	Substitute Teacher	Sudduth

j. Resignation – Instructional

<u>Name</u>	<u>Assignment</u>	<u>Effective</u>	
Rockwell, Michael	TA/NHS	8/27/13	Rockwell
MacDonald, John	ESL/District	9/1/13	MacDonald

k. Resignation – Non-Instructional

<u>Name</u>	<u>Assignment</u>	<u>Effective</u>	
Brzezinski, Linda	FSH/ IRO	9/1/13	Brzezinski
Williams, Lisa	CA/SSS	8/27/13	Williams

l. Termination – Non-Instructional – Civil Service Law Section 73

<u>Name</u>	<u>Assignment</u>	<u>Effective</u>	
Truax, Cindy	Cleaner	9/12/13	Truax

V. Instruction

Instruction

Dr. Shea commented on enrollment of the district, and noted current figures at each of the schools so far this year. She also explained the District Elementary Class Size Enrollment Management Plan that is put into place when a grade is at district-guideline capacity at a particular elementary school and new students move into the district for that grade and school. "First Friday" figures will be available to the Board at the next meeting.

Enrollment

A. Susan Salvaggio spoke about the opening days of school. This is a transition year. Special attention is being paid to transportation as First Student begins the year, and scheduling at the high school, as Kristen Connor has stepped in as Master Scheduler in Rebecca Gleason's stead. The superintendent attended Freshman Orientation at the high school, as did the new Assistant Principal of the High School, Marna Meltzer. We are currently looking for a new technology teacher due to late resignation. We have an increased number of ESL students this year. With changes in last year's state assessments, we also have a greater need for AIS (Academic Intervention Services) within the district.

Opening of School

B. Mr. Winchester moved that the Board of Education, upon the recommendation of the Superintendent of Schools, approve the Niskayuna Rowing trip to the Boston, Massachusetts area on Saturday, September 21, 2013 per ASM V B – REVISED. Mrs. Mauro seconded. Motion carried 6-0.

School Sponsored Student Trip – Crew to Massachusetts

C. Mr. Winchester moved that the Board of Education, upon the recommendation of the Superintendent of Schools, approved the REVISED NHS Business Organization and Management trip to Disney World in Orlando, Florida from March 22 – 24, 2014 per ASM V C. This is a dates-only revision of the original trip approved by the Board of Education at the June 11, 2013 Board of Education meeting. Mrs. Gordon seconded. Motion carried 6-0.

School Sponsored Student Trip Revision – NHS Business and Organization to Disney World

D. Mr. Edward Alston, Director of K-12 Foreign Language for Niskayuna School District presented information on the potential implementation of an International Student Program. This program would accept tuition paying students with F-1 Visas. The application is in place. However, the Board must settle the question of what the tuition will be. The Board discussed

International Student Program Discussion

some questions that arise relating to the possibility of instituting this program.

Mr. Winchester moved that THE BOARD OF EDUCATION adopt the most recent state education tuition rate (currently \$12,700) for tuition for up to 10 foreign students for 2013-14 school year. The Board chose to table the motion until the September 24 meeting and will discuss tuition to be set for this program for the purposes of application at that next Board meeting.

- E. Dr. Shea discussed the impact of Regents Reform Agenda at Niskayuna. She appealed to the Board of Education with a statement of need for an additional .4 FTE. With changes that are mandated by New York State, it is important to monitor state reports and the APPR Portal, and it is critical that the data we provide is correct. New mandates are data driven, with no time to analyze what the data points to instructionally. The intent is to build capacity, hopefully in a short-term. One Board member voiced concern about adding any FTE into anything that does not have direct student impact. For this FTE, request was made for a job description and how this will alleviate the issue. The Board will discuss this further in executive session.

Impact of Regents Reform Agenda

VI. Business

Business

- A. Mr. Winchester moved that the Board of Education upon the recommendation of the Superintendent of Schools approve the following tax rolls, tax rates, tax levies and tax warrants by town for the 2013-2014 school year as outlined below in ASM VI A. Mrs. Gordon seconded. Motion carried 6-0.

Approve Tax Rates

1. Be it resolved that the tax rates per \$1,000 of assessed valuation for 2013-2014 will be as follows:

	Homestead	Non-Homestead
Niskayuna #2, #4, and #5	\$ 18.3408	\$ 24.2500
Glenville #15	\$ 20.7104	\$ 26.9180
Colonie #4	\$ 28.5422	\$ 38.2197
Clifton Park #1	\$ 34.0734	\$ 44.0898

2. Be it further resolved that the school taxes are extended for the tax rolls of this district for the school year 2013-2014 in the amount of \$52,979,818.

3. Be it further resolved that the taxes, so extended against the taxable real property within the district as appears on the tax rolls, are hereby levied.

4. Be it further resolved that the Board of Education is to execute the proper warrants for the tax rolls and after the warrants are executed to deliver the same to the tax collectors of the district in the following amounts (see attached):

VII. Personnel

VIII. General

General

- A. Alston III and Mr. Brian O'Connor discussed what would be needed in order to videotape Board of Education meetings. See attached for outline of considerations. Some Notes: It would be difficult to have students broadcast the meetings due to time of Board meetings, as well as students being involved in other extracurricular activities. Other volunteers may be available.

Videotape Board of Education Meetings

Outside organizations offer this service, but would incur cost to the district. Grants may be a possibility to cover at least initial costs. Mr. Winchester may investigate some of these possibilities with a potential goal of trying to do this at least during the budget season.

- B. Addressing Public Requests for Information will be tabled until next board meeting. – Please place on the beginning of the agenda when a greater portion of the community will be in attendance.

Addressing Public Requests for Information

IX. Other

Other

- A. Upcoming: 60th Anniversary Committee. Mr. Winchester volunteered.
- B. It was noted that, by statute, Board members must visit each school in the district during the year.

60th Anniversary Committee

Board Visitation Statute

X. Executive Session

Executive Session

Mr. Winchester moved to convene to Executive Session to discuss student matters made confidential by federal law, and a matter leading to the potential discipline, suspension, dismissal, or removal of a particular person. Mrs. Gordon seconded. Motion carried 6-0.

(Return to Public Session)

XI. Authorization of the Recommendations from Executive Session

Authorization of Recommendations from Executive Session – CSE, CPSE, 504

- A. Mr. Winchester moved that the Board of Education approve the recommendations from Executive Session from the CSE, CPSE and 504 committees and agreed upon amendments. Mrs. Gordon seconded. Motion carried 6-0.
- B. Mr. Winchester moved that the Board of Education, upon the recommendation of the Superintendent of Schools, authorize a .4 FTE administrative position to address data analysis and data reporting related to common core and APPR requirements. Mrs. Gordon seconded. Motion carried 6-0.
- C. Academic Advisory dates will be established for 2013-14.
- D. A Board of Education sub-committee, comprised of Mr. Buhrmaster, Mrs. Mauro and Mrs. Lanotte has been formed to examine 2013-14 compensation for Unaffiliated and Cabinet employees.
- E. Mrs. Mauro moved that the Board of Education, upon the recommendation of the Superintendent of Schools, authorize a \$500 expenditure from the Education Enrichment Fund for a ½ page article in the upcoming Niskayuna Community Foundation newsletter. Mrs. Gordon seconded. Motion carried 6-0.
- F. The Board of Education, upon the recommendation of the Superintendent of Schools, agreed to initiate a kickoff of the Education Enrichment Fund with a letter to staff with October payroll, referencing the 60th Anniversary of the District. This letter will be signed by both the Superintendent and the Board of Education President.

Approve .4 Administrative Position

Academic Advisory Dates for 2013-14

Board Sub-committee on Compensation for Cabinet & Unaffiliated

Authorize expenditure for article in NCF newsletter

Letter to Staff for Education Enrichment Fund

XII. There being no further business, Mrs. Gordon moved to adjourn the meeting at 11:44 p.m. Motion carried 6 -0.

Adjourn

To: Board of Education
 From: Matt Bourgeois, Assistant Superintendent for Business
 Via: Susan Kay Salvaggio, Superintendent
 Re: Revised - 2013-2014 Tax Warrants

Recommended Motion: Move that the Board of Education upon the recommendation of the Superintendent of Schools, approve the following tax rolls, tax rates, tax levies and tax warrants by town for the 2013-2014 school year as outlined below in ASM VI A

- Be it resolved that the tax rates per \$1,000 of assessed valuation for 2013-2014 be as follows:

	<u>Homestead</u>	<u>Non-Homestead</u>
Niskayuna #2, #4, and #5	\$ 18.3408	\$ 24.2500
Glenville #15	\$ 20.7104	\$ 26.9180
Colonie #4	\$ 28.5422	\$ 38.2197
Clifton Park #1	\$ 34.0734	\$ 44.0898

- Be it further resolved that the school taxes are extended for the tax rolls of this district for the school year 2013-2014 in the amount of \$52,979,818.
- Be it further resolved that the taxes, so extended against the taxable real property within the district as appears on the tax rolls, are hereby levied.
- Be it further resolved that the Board of Education is to execute the proper warrants for the tax rolls and after the warrants are executed to deliver the same to the tax collectors of the district in the following amounts:

(Over)

School Tax Amounts to be Collected by Town

		Homestead		Non-Homestead		Total School Taxes
		Taxable Assessed	School Taxes Homestead	Taxable Assessed	School Taxes Non-Homestead	
		<u>Value</u>		<u>Value</u>		
Niskayuna	Local	1,590,003,436	29,161,935.02	371,849,366	9,017,347.13	\$38,179,282.15
	Local-STAR Capped		155,257.93		197.03	\$155,454.96
	Local - Total		29,317,192.95		9,017,544.16	38,334,737.11
	STAR - Total		3,424,216.93		2,793.00	3,427,009.93
	Total Warrant	1,785,168,034	32,741,409.88	371,972,666	9,020,337.16	\$41,761,747.04
Glenville	Local	144,687,112	2,996,527.96	16,388,522	\$441,146.24	\$3,437,674.20
	Local-STAR Capped		57,560.43			57,560.43
	Local - Total		3,054,088.39		441,146.24	3,495,234.63
	STAR - Total		419,923.64		-	\$419,923.64
	Total Warrant	167,742,392	3,474,012.03	16,388,522	441,146.24	3,915,158.27
Colonie	Local	57,321,315	1,636,076.44	60,849,904	\$2,325,665.08	\$3,961,741.52
	Local-STAR Capped		28,078.55			28,078.55
	Local - Total		1,664,154.99		2,325,665.08	3,989,820.07
	STAR - Total		215,730.92		-	\$215,730.92
	Total Warrant	65,863,385	1,879,885.91	60,849,904	2,325,665.08	\$4,205,550.99
Clifton Park	Local	63,416,646	2,160,820.75	13,189,747	\$581,533.31	\$2,742,354.06
	Local-STAR Capped		51,638.11			51,638.11
	Local - Total		2,212,458.86		581,533.31	2,793,992.17
	STAR - Total		303,292.57		-	\$303,292.57
	Total Warrant	73,833,296	2,515,751.43	13,189,747	581,533.31	\$3,097,284.74
Summary:						
	Local		36,247,895.19		12,365,888.79	\$48,613,783.98
	STAR		4,363,164.06		2,793.00	\$4,365,957.06
	Grand Total		\$40,611,059.25		\$12,368,681.79	\$52,979,741.04

(See Note)

Note: Total tax levy = \$52,979,818. Difference of \$76.96 is due to rounding.

District's state aid for 2013-2014 is estimated to be \$18,516,034

Impact of 2% Cap on STAR Exemption Calculation

	Exemption	2013-2014	Uncapped	Maximum	Amount of STAR
	<u>Amount</u>	<u>Actual Tax Rate</u>	<u>STAR Savings</u>	<u>STAR Savings</u>	<u>Payment Avoided by</u>
					<u>NYS per Exemption</u>
<u>Niskayuna</u>					
Basic STAR	30,000	18.3408	550.22	533.00	17.22
Senior STAR	63,300	18.3408	1,160.97	1,069.00	91.97
<u>Glenville</u>					
Basic STAR	27,600	20.7104	571.61	515.00	56.61
Senior STAR	58,240	20.7104	1,206.17	995.00	211.17
<u>Colonie</u>					
Basic STAR	21,580	28.5422	615.94	550.00	65.94
Senior STAR	45,530	28.5422	1,299.53	1,102.00	197.53
<u>Clifton Park</u>					
Basic STAR	23,140	34.0734	788.46	682.00	106.46
Senior STAR	48,830	34.0734	1,663.80	1,368.00	295.80

Executive Summary

To: Susan Kay Salvaggio, Superintendent
From: Edward Alston III, Brian O'Connor
Subject: Recording Board of Education Meetings
Date: September 11, 2013

In order to record meetings and make them available for community members to view at a later date, there are several basic requirements:

- The necessary recording equipment.
- Someone to operate the camera at each meeting.
- Time to cut and edit the footage for broadcast.
- A method of broadcast, either via local cable channels or the Internet.
- Technical support for each of the steps in this process.

There are two options available to the district to meet these requirements. The first option would be to work with district staff and the high school Broadcasting Club, using previously purchased equipment. The second option would be to contract with an outside vendor, who would provide a solution requiring little to no intervention on the part of the district.

Using District Staff and Students

There are obvious benefits to the use of students and staff to record Board of Education meetings. There is little or no up-front cost, as the district has much of the equipment needed for this approach, thanks to the creation of the High School TV Studio. It would encourage student engagement, and highlight the excellent work the Broadcast Club has done over the last several years.

However, there are significant roadblocks to a district operated recording system. It can be difficult to find students who are available to record events after school, and the frequency and length of board meetings would create an even bigger challenge. It is also easy to underestimate the time needed to cut and edit footage. Without a staff member dedicated to this process, it could be days or weeks before a recorded meeting would be available for broadcast.

Perhaps the biggest challenge would be finding a method of re-broadcast. While there are public access channels that would be willing to work with us, this is an imperfect solution. Because our district covers several different towns and cities, no single channel is able to reach all residents. Broadcasting via cable also would limit availability of the board meetings to a specific time, making it less likely we would reach all of our target audience. The better option for providing access to the video would be via the Internet, but the

District does not currently have the necessary storage capacity or bandwidth needed to accomplish this.

Finally, this process would require technical assistance on the part of the district IT department from start to finish. There are significant technical hurdles particularly in sharing video via the Internet, but even the seemingly simple process of recording and editing video can easily go awry. This would put an additional strain on already limited district resources.

Using an External Vendor

By working with an external vendor, the district can avoid most of these issues. This would come with a cost, but I think it is important to note that there is a cost to an internal solution as well, although not as easily quantifiable as an external contract.

To illustrate this option, we have solicited a quote from Swagit Productions to record, edit and host board meetings for the district. Their solution, which is detailed in the attached proposal, would cover all aspects of this process, including installing equipment, scheduling automated recordings, editing footage, and hosting the final product on their servers. Because of the resources available to them, the Swagit solution would also enjoy some key benefits over a district solution:

- Automated recording, requiring no district staff time.
- Encoding in all of the most popular video formats, allowing for playback on virtually any device.
- Indexed videos, allowing agenda items to be used as a link to open the pertinent section of the meeting video.
- 24/7 technical support.

The cost for this particular system is two-fold, including a one-time fee of \$8,569 for equipment and installation, and an ongoing cost of \$350 per month.

Recommendation

Given the high-profile nature of the board meetings, it would be important to ensure that once the district commits to providing access to video of the meetings, these videos would be available consistently and in a timely fashion. This would be difficult to accomplish when relying solely on students to complete the process. It would inevitably require district staff to assist with some or all of the process. Because of this, any district-operated solution would result in a significant hidden cost, primarily in staff time.

We would therefore recommend a more thorough investigation into the options available from outside vendors, in order to find the most cost-effective way to accomplish this goal. The attached proposal from Swagit is an example of the service we could expect from an outside vendor.



[Niskayuna Central School District PROPSAL]

DATE: August 2013

Swagit Productions, LLC
850 Central Pkwy E., Suite 100
Plano, TX 75074

August 19, 2013

Niskayuna Central School District
ATTN: Ed Alston
1239 Van Antwerp Road
Niskayuna NY 12309

Dear Mr. Alston,

Swagit Productions, LLC, would first like to thank you for your time and the opportunity to earn Niskayuna business. In an overpriced, complicated and hands-on video industry, Swagit has created an affordable, simple and **hands-free** solution that offers the most current advancements in video streaming technology.

Swagit's primary goal is to bring governments an easy solution and provide improved transparency to your constituents without the additional workload. A company that first specialized in turnaround streams for television stations and newspapers, Swagit has grown significantly to a diverse client list that consists of a variety of government entities including: cities, counties, states, school districts, newspapers, television stations, etc.

Below is a list of just some of the unique advantages of our **EASE™** solution.

- Completely **hands-free** recording, uploading and archiving
- Indexing and time-stamping
- 24/7 Support and Customer Service
- An open API, which allows for seamless integration with any agenda management software
- No training needed
- Unlimited storage
- 98.99% uptime
- Latest software upgrades, no upgrade fees

Sincerely,

Natascha Ross
Northeast Sales Representative
Swagit Productions, LLC
(P) 214.432.5905
nross@swagit.com

[PROPOSAL: Company Profiles]

EXECUTIVE SUMMARY / COMPANY HISTORY

Swagit Productions, LLC is a privately held company headquartered in Plano, Texas. Founded in 2003, Swagit is a progressive company that is pioneering the broadband multimedia communication service industry by providing clients a **hands-free** approach to always being connected to end-users' information needs. In combining Swagit's EASE™ and Cosmos™ solutions, clients are offered the most comprehensive **hands-free** experience possible.

Swagit specializes in providing streaming media solutions to cities, counties, states and school districts. Furthermore, Swagit is a complete video production entity: including services such as post-production, studio and recording booth sessions.

Swagit began with a mission to supply clients an affordable solution to stream their own content in an overpriced, complicated, hands-on video industry. What began as a company that specialized in turnaround streams for cities, counties, states and school districts, Swagit has grown significantly and provides an open API which allows for integrations with all Agenda/Document Management Solutions. This lets our clients choose the 'best of breed' Agenda Management Solution for their unique needs.

With Swagit's EASE™ streaming video solution, clients are able to stream their public content live and on-demand through the jurisdiction's website. HTML5 compatibility makes getting to the content even easier and more convenient as viewers are able to access all of the video content via their computer, smart phone or tablet. Archived meetings are indexed and broken up into clips per each agenda item for a greater end-user experience.

Cosmos™ is Swagit's broadcast solution comprised of two to four cameras and pro-video switching equipment that allows either Swagit engineers to control the cameras remotely or on-site camera control by government staff. It is the Cosmos™ solution combined with EASE™ that allows for clients to be able to outsource all of the production and video streaming/indexing to Swagit Productions, LLC for a completely end-to-end, **hands-free** solution.

The Swagit network stretches across North America guaranteeing that you and your constituents are always connected. Our network insures fast connect times from the closest point-of-presence (POP) to an end-user's location. In addition, Swagit's network is fully redundant giving clients the peace of mind of redundancy and keeping with the Swagit motto of "Always Connected."

POINTS OF DIFFERENCE

- Swagit's EASE™ solution is a completely **hands-free** and requires no staff time or resources
- Larger video with Swagit's solution (up to 70% larger) and FLASH video format, the most commonly viewed format on the web. Swagit also utilizes HTML5 for streaming to mobile devices such as the iPhone and iPad.
- Swagit's open API allows integrations with any agenda management solution
- Swagit is the only government streaming provider that has developed its own content delivery network, ensuring quick and reliable connections for your constituents
- Unlimited storage for Specialty content
- Swagit's unique **hands-free** solution typically qualifies as a sole sourced solution allowing for quick deployments
- **100% Client Retention**

[PROPOSAL: Service - EASE™]

EASE™ – Extensible Automated Streaming Engine

The Extensible Automated Streaming Engine (EASE™) is a software framework comprised of foundation and extension modules that work together to automate many otherwise manually intensive tasks. This completely hands-off solution meets the current and future needs of your entity without creating any additional work for the city's clerks or webmasters.

- **Video Capture and Encoding**
EASE™ Encoder records content according to your broadcast schedule and transfer the recorded audio/video to the Swagit Content Network via a secure Virtual Private Network (VPN) connection, making it available for live and/or on-demand streaming.
- **Indexing and Cross Linking**
Using your published meeting agendas as a guide, Swagit's Managed Service Division (SMSD) index's the meetings without any work from the city. SMSD will annotate your content by adding jump-to points with specific item headings, giving users the greatest flexibility to find the specific content they need. With these jump-to points, users can step through video by searching for or clicking specific items.
- **Agenda Management Integration**
If meeting packets or other related information is available online, SMSD will link them directly to the video player for easy access.

Swagit's EASE™ solution integrates with all Document/Agenda Management solutions.

- **Archiving**
Client audio/video can be stored securely on the Swagit Content Network indefinitely. Fault tolerance and high availability is assured through replication of audio/video content to multiple, geographically redundant, Storage Area Networks (SAN). Our standard packages include 80GB of storage, enough for approximately three full years of city council meetings.
- **Presentation**
By navigating through the video library, users can view a list of meetings chronologically and once in a selected meeting you can unleash the power of the jump-to markers to search for specific points within individual audio/video clips.
- **Delivery**
In order to deliver on-demand content to end users in a format that is native to their computer's operating system, Swagit can deliver content in all major streaming video formats: Flash, Windows Media, QuickTime and Real. Swagit is proud to support Flash as its default format, which has proven itself as the format of choice from such vendors as YouTube, Google Video, ABC and NBC/Universal.

Currently, Flash has a 99% ubiquity rate amongst all the platforms. Swagit can provide Windows Media format (70% ubiquity) however, using Windows Media format may exclude Apple users.*

EASE™ – Extensible Automated Streaming Engine

Swagit also streams in HTML5 providing content to mobile devices such as the iPhone, iPad and other mobile devices.



- **Monitoring**
Swagit is monitoring all aspects of the Swagit Content Network to ensure its health and availability. This monitoring extends to cover remote Swagit EASE™ Encoders deployed on client premises. In the rare event of trouble our engineers are promptly notified so that they may dispatch a swift response in accordance with our support procedures.
- **Statistics**
Swagit collates log files from our streaming servers monthly and processes them with the industry recognized Google Analytics. Google Analytics generates reports ranging from high-level, executive overviews to in depth quality of service statistics. These reports help to highlight growth trends and identify popular content.

- **Support**
Beyond our proactive monitoring and response, Swagit offers ongoing, 24/7 technical support for any issues our clients may encounter. While our choice of quality hardware vendors and a thorough pre-installation testing phase go a long way toward ensuring trouble free operation of our EASE™ Encoders, we do recognize that occasionally unforeseen issues arise. In the event that our engineers detect a fault, they will work to diagnose the issue. If necessary, next business day replacement of parts will be completed. Swagit offers continual software updates and feature enhancements to our services and products for the life of your managed services contract.

EASE™ – Extensible Automated Streaming Engine

AT&T U-verse® Integration

Many Public Access, Educational and Government (PEG) channels now have the opportunity to reach a new group of broadcast subscribers via AT&T U-verse® TV service. To reach these subscribers, U-verse® requires a 480x480 pixel Windows Media VC-1 stream at 1.25Mbs. Our EASE™ encoder is not only capable of creating a live U-verse® compatible stream, but it can also simultaneously encode a video stream, of your choosing (i.e. Flash, Windows Media, QuickTime, Real, etc.), for Internet distribution.

AT&T U-verse® and Swagit Productions, LLC both have headquarters located within the Dallas, Texas area. This allows the two companies to work together seamlessly for the betterment of government transparency. The partnership combined with Swagit's 'hands-free' streaming solutions, helps increase accessibility of government programming. Additionally, adding another form of distribution for content using a single solution not only saves money, but also makes things easy.

The City of Allen was able to deploy their content to AT&T U-verse® TV by leveraging their existing partnership with Swagit. "We have been using Swagit for on-line video on-demand since 2004 and have been very happy not only with the integrity of the product, but also with the quality of customer service," said ACTV Executive Producer Mark Kaufmann. "With the recent addition of Live streaming services, the opportunity opened to connect to AT&T's U-verse® TV network. We knew it was the right decision as we are constantly trying to find creative, cost-effective ways to reach more viewers."



PRICING – EASE™ Up-Front Costs

Swagit's EASE™ encoders offer broadcasters and other administrators the ability to stream live events to cable television providers (i.e. AT&T U-verse®), over the Internet through a high speed connection, or to mobile devices such as iPhones, iPads or Androids. Furthermore, the unit can record and archive all media for on-demand viewing as well.

Item Description	Type	Costs (Up-Front)
Hardware/Software	1U	\$ 3,869.00
1U Rackmount Encoder, Encoder Software Installation, System Burn-In		
Branded Video Library Design, Branded Player Design		
Remote Install (Typically 3 hours)		
Licenses for Software/Tools (Flash Media, EASE™, WOWZA, HTML5, Microsoft OS)		
Viewcast Osprey Video Capture Card w/Simulstream Software	260-e	\$ 950.00

Item Description	Total Costs (Up-Front)
1U Rackmount- Hardware/Software/Provisioning, Viewcast Osprey	\$ 4,819.00

* Price and hardware model are subject to change after 90 days without prior notice.

PRICING – EASE™ Monthly Managed Services

Swagit's Extensible Automated Streaming Engine (EASE™) solution meets all current and future needs for government *without* creating any additional work for staff. EASE™ is a hands-free tool that eliminates the need for client staff members to spend time on indexing, editing or time-stamping video content. Each EASE™ package includes *On-demand* archiving, a 24/7 LIVE Stream via Internet and PEG, video podcasting through iTunes, streaming to Apple devices (ex: iPad & iPhone) and up to 120 hours of additional specialty content each year. Client also has the ability to upload media via FTP as an option if live streaming is not applicable.

Service Description		Costs (Monthly)
Package 1	(EASE™) Up to 35 indexed meetings a year (no live stream)	\$ 350.00
Package 2	(EASE™) Up to 35 indexed meetings a year (includes live stream)	\$ 550.00

(OPTIONAL) Services/Upgrades – Individual Pricing	Costs
24/7 Live Stream – Around the clock SD stream of PEG Channel	\$ 250.00/month
Additional Edited and On-Demand indexed meetings (Per additional meeting)	\$ 150.00/meeting
Remote Switching (Approved Broadcast Systems Only) *	\$ 135.00/event
AT&T U-verse® Service (If not bundled with other offers)	Call for Quote
Storage per additional year (If beyond 36 month window)	\$ 180.00/year
Programming, Development or Design Implementation	\$ 120.00/hour
Closed Captioning Services (If not bundled) **	Call for Quote
Onsite Encoder Installation (To include travel costs)	Call for Quote

We offer a Price Match Guarantee for all "apples-to-apples" services.

* Must have *approved broadcast system(s)* and *reliable Internet Connection*. (Up to 3hr event)

** Service is priced on per event hour, including any breaks/executive session time, and requires proper closed captioning hardware. Event hour is rounded up to the nearest half hour.

[PROPOSAL: Product - Cosmos™]

COSMOS™ – Broadcast System

Built upon years of industry experience, Cosmos™ is a complete package of cameras and pro video-switching equipment that enables any client to fully outsource the production and operation of a multiple camera broadcast system to Swagit.

During the meetings or events, Swagit personnel will operate the Cosmos™ system remotely from their facility in Plano, Texas. The Cosmos™ system enables Swagit to control and switch from camera to camera depending on events taking place. When bundled with Swagit EASE™, Cosmos™ can offer a full end-to-end “hands-free” solution that requires no client staff involvement for the operation, broadcast and streaming of an event or meeting content.

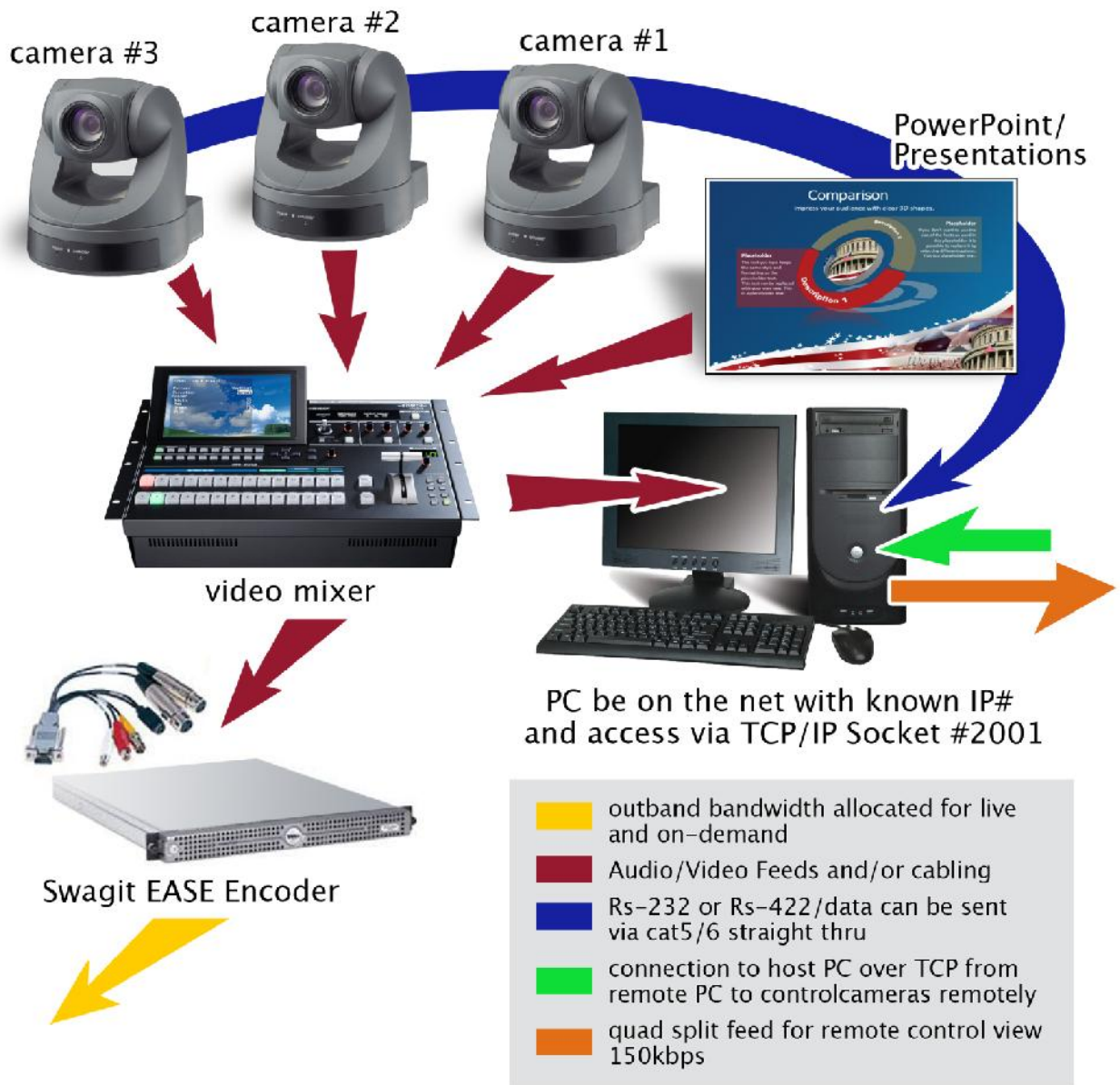


Cosmos™ enables detailed direct camera positioning (pan, tilt, zoom, focus, and more), preset-positions, and video settings (white balance, backlight, brightness) for the robotic cameras. Additionally, Cosmos™ communicates with the switcher to allow direct operation of the 'wipe' function from the camera control GUI. With this powerful package you or Swagit can control all your cameras individually and switch video sources on a video switcher locally or remotely. Cosmos™ is an invaluable integration of camera-control with switcher operations for use with live production setups like city chambers, churches, meeting rooms, and more.

Cosmos™ includes 2-4+ robotic (computer-controllable pan/tilt/zoom) cameras and you can choose from two main types: either single-chip (Sony EVI-D70) or 3-chip (Sony BRC-300) depending on your needs and budget. These popular Sony robotic cameras have excellent video quality and performance. The EVI-D70 and BRC-300 has the ability for panning through wide angles of motion, tilting through large ranges with superb optical zoom, and dual video output of Y/C and composite. They also support both RS232 and RS422 (long distance over 1000 meters) control signals. In addition the EVI-D70 cameras can be mounted either 'up' or 'hanging upside down' for your convenience (they have built-in reversal of the picture and left/right/up/down motion controls).



COSMOS™ – Diagram



COSMOS™ – Case Studies

Cosmos™ Case Study 1: Addison, Texas

Addison's unique solution for a challenging problem was Cosmos™. Addison faced three key problems; 1) the town did not have the staff resources to operate broadcasting and streaming equipment, 2) the town doesn't have a PEG or any other broadcasting station, and 3) the town wanted a complete hands-free end-to-end solution for displaying town meetings online.

Swagit's solution for the town provides complete hands-free remote operation of a multiple camera broadcast system, including a video switcher and audio mixer. In addition to the remote broadcast system (Cosmos™) and with the inclusion of Swagit's Extensible Automated Streaming Engine (EASE™), Swagit is able to control, broadcast and stream town meetings without the need for any Addison staff. It is all done from Swagit's headquarters in Plano, Texas.

Addison citizens expect the best and latest technology on their town's website. Adding the on-demand feature will improve citizens' accessibility to videos of town council and planning commission meetings and improve access to agenda information for these public meetings.

Cosmos™ Case Study 2: Richardson, Texas

The City of Richardson began live broadcasting of City Council meetings and work sessions as part of a wide-ranging transparency in government initiative that is included in the City Council's 2009-2011 Statement of Goals. The live broadcast is available to Time Warner Cable subscribers on channel 16 and streamed on the City's Web site, www.cor.net.

The City contracted with Swagit Productions, LLC as the video streaming service provider according to Richardson's Chief Information Officer Steve Graves. "We have installed two wall-mounted cameras in the City Council Chamber and the work session room," Graves said. "During the meetings, Swagit personnel will operate them remotely from their facility and can zoom in and switch from camera to camera depending on who is speaking. The broadcast signal goes through a switch that sends it to Swagit and also to our cable television channel."

Graves explained that the live Web cast is routed through a City computer server and is recorded as it is being sent to Swagit. "If for some reason the live Internet connection is lost, we have a saved copy that can be posted on our site," he said.

Testimonial from City of Richardson, TX: (<http://richardson.tx.swagit.com/play/09222009-48/0/>)

As a work session or Council meeting is streaming live on the Web, Swagit employees tag each agenda item. At the conclusion of the meeting, they create an index on the City's Web site and visitors can choose to view individual agenda items rather than watch the entire video. Council and work session meetings will be archived on the site for up to two years. The City's cable channel 16 will replay taped broadcasts.

PRICING – Cosmos™ Up-Front Costs

QTY	Item Description	Costs
3	Sony- EVI-D80- high quality CCD cameras (48 degree view, 65 degree view option with D100) *	
3	Sony- WM-30B- Wall Mount for Sony EVI-D80	
4	Sony- EVI DS-Cable- to daisy chain cameras	
1	Dell Vostro 260 with Windows 7, Intel Core i3 CPU (3.30GHz 3MB Cache), 3GB Ram	
1	S-Video + Audio extender via CAT5	
1	Compact scan converter to convert visual output from a PC to TV	
1	Datavideo SE-600 KIT –NTSC Video Switcher with TLM-702 Dual 7" Monitor and monitor holder (HS-500 option)	
2	Osprey 260e Without Simulstream	
1	Cosmos™ 5.3 software	
1	APC UPS Remote Power Switch and Management	
1	17" Widescreen Black LCD for Optiplex	
1	All Cable, Connectors and Hardware necessary for installation	
1	Labor required to install, hook-up and provisioning	
Total Costs for One- Camera <u>and</u> Installation **:		\$ 3,750.00
Total Costs for Three- Camera System <u>and</u> Installation **:		\$ 24,647.00

* Different camera types are available with different horizontal resolution – D80, D100 and BRC-300

** There may be additional installation costs incurred based on the building/fire code for the jurisdiction, any unknown cabling requirements or impediments to the installation such as fire walls, lack of a drop ceiling, conduit requirements, etc., along with other accessibility issues. For final installation costs we would need to engage in further discussions, receive a detailed site plan of rooms involved along with pictures or possibly conduct a physical site visit.

Cameras can be controlled locally by the client or remotely by Swagit's staff.

View how everything comes together: <http://richardson.tx.swagit.com/play/09222009-48>