



**USER GUIDE**  
**Chapter I**  
***About Schoolwires®***

***Schoolwires Academic Portal***  
**Version 4.2**

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## About Schoolwires, Inc.

**W**elcome to the *Schoolwires*<sup>®</sup> family! *Schoolwires* offers an online website development tool connecting schools or organizations with students, families and communities. *Schoolwires* delivers simple technologies that help to improve communication, efficiency, involvement and achievement.

The company has been headquartered in State College, Pennsylvania since it was founded in April 2000 by Edward S. Marflak.

### Products and Services

*Schoolwires* delivers one of the easiest, most powerful and most affordable ways to create and manage your organization's website. Students, parents and teachers use the *Schoolwires Academic Portal* to share everything from homework assignments to athletic schedules, sign-up forms and event calendars.

Since our service is web-based, there is no hardware or additional software to buy, saving you time and money. We package the **Academic Portal** to enable you to get started quickly and easily.

### Mission

The *Schoolwires* mission is to become the nation's premier online educational network, connecting more schools and families than any other service. At *Schoolwires*, we are:

- Leading in the development, delivery and support of solutions that enable school districts to manage and share information with students and their parents.
- Helping schools to operate more efficiently; build stronger school communities and better prepare students for the future.
- Positioned to create and distribute education and motivational content of unsurpassed quality.

## Values

*Schoolwires* is committed to the following core values:

- Honesty and integrity
- Positive attitude and enthusiasm
- Promoting positive American values
- Respect and equality of opportunity
- Balance
- Creativity and imagination
- Determination and teamwork
- Relentless attention to detail
- Excellence

## Leaders

Edward S. Marflak is the Founder, President and CEO of *Schoolwires*. Ed has extensive experience in sales, marketing, technology development and business development. Prior to founding *Schoolwires*, Ed delivered strategic Internet consulting to national organizations such as Clear Channel Communications, The Pennsylvania State University and the American Bankers Association.

*Schoolwires* is led by a diverse and experienced group of individuals who are passionate about education, technology and the future. With backgrounds in technology, education, design and marketing, they come together to create synergistic solutions that inspire students and help schools to achieve.

## Contact Information

To learn more about *Schoolwires*, please visit us at <http://www.schoolwires.com>.

The mailing address for our corporate headquarters is:

Schoolwires, Inc.  
Suite 201  
200 Innovation Blvd.  
Innovation Park at Penn State  
State College, PA 16803

## About the Schoolwires Academic Portal

The key to the *Schoolwires* solution is our powerful communication platform, the **Schoolwires Academic Portal**. The system unlocks the power of the Internet by enabling schools to quickly tailor, manage and control their Internet sites.

### The Technology

*Schoolwires* technology is proven and proprietary. The *Schoolwires Academic Portal* software may be new to you, but the technology driving it took years to develop and has been proven reliable by billions of user sessions. The award-winning platform upon which our product is based was originally developed to easily manage eEducation and eGovernment portals for the Commonwealth of Pennsylvania.

In partnership with educators, *Schoolwires* continues to refine our solution and develop effective ways to help schools to successfully manage the process of technological transformation.

The result: powerful, yet easy-to-use technologies and processes that help empower schools to improve communication, involvement, efficiency and achievement.

### Technical Requirements

We want to ensure a seamless technical implementation of the *Schoolwires Academic Portal* into your organization. Please thoroughly review the technical requirements at: <http://help.schoolwires.com/tech>.

Note: If you are using a Macintosh® computer to access **Site Manager**, please confirm that your organization has purchased the Macintosh Edition of the *Schoolwires Editor*.