

# INIGRAL GRANT PARTNER PROGRAM

(last updated February, 2011)

## ABOUT THE GRANT PARTNER PROGRAM

Inigral is proud to announce the *Grant Partner Program*, awarding up to five institutions the opportunity to adopt Schools **free of charge for two years**. This program, developed in conjunction with the Gates Foundation, is designed to aid in the dissemination and research of innovative student engagement and retention solutions.

## HOW TO APPLY

Please write one to three pages carefully answering the following:

1. Describe your existing Facebook presence, its successes and its shortcomings. Please include details of both your institution's efforts and student-driven efforts you've seen. Describe how you have dealt with issues arising. Every institution has a story about Facebook - what's yours?
2. Characterize your leadership's approach and vision for social media. Do you have a defined mission or strategy? If so, please share.
3. Illustrate how you manage and promote your social media presences. What kind of resources are allocated and out of what offices and departments? How do you coordinate or try to coordinate? If you have a hands-off approach, explain why.

Note: There is no proposed format of application, simply make it an "essay" that directly answers the questions.

Applications are due March 1, 2011. Applicants will be evaluated on four main criteria:

- Institution has demonstrated enthusiasm and resources for social media efforts at the leadership level
- Institution can fully launch Schools App to their undergraduate student body including the incoming class of 2015 by no later than July 1, 2011, and will dedicate necessary staff resources (one coordinator devoting a few hours a week and a supportive admissions, communications, and orientation staff) to support and grow the community online
- Institution is willing and able to participate in a longitudinal study with the Gates Foundation about social networking and student retention.
- Institution is based in the United States and has non-profit status.

## THE FINE PRINT

### What Happens After Year 2

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Institutions in the Grant Partners Program are awarded two years of Schools on Facebook service free of charge, accessible to all students, faculty, and staff, with service starting no later than July 1, 2011. At any time up to the conclusion of the grant period, grant recipients may choose to purchase Schools service contracts at a significant discount, ranging from \$20-70k/yr based on institution size.

### No Hidden or Additional Costs

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Grant Partners receive free Hosting, Implementation, Best-Practice Consulting and Customer Support. In addition, they receive all upgrades, add-ons, enhancements, or new versions of Schools App at no additional cost for a period of two years.

### Active Deployment

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Grant Partners are expected to fully deploy Schools App, as the value of social products depends heavily on adoption by a critical mass of the network. Based on experience, Inigral has concluded that client success depends on their complete deployment and launch of Schools to students at the point of admission, enrollment, and the start of terms. Agreeing to active deployment includes allowing the application to send email invitations to help students sign up, which has shown to be critical in achieving network effects among students.

### Client Participation

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Our development partnerships work well when both parties learn from and add value to each other, however this only requires a modicum of effort on the part of our clients. Clients operating in our development partnerships will be expected to be available for occasional inquiries from Inigral designers and management, to imagine new capabilities and produce data-driven best practices for using and managing social networks to drive metrics like yield and retention. These will usually take the form of phone calls with various staff members and students, though we also enjoy visiting our clients when we can!

### Continuous Deployment Process

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The development and improvement of Schools App is reliant on the latest agile software development practices, similar to those adopted by companies like Facebook, Google, and many Software as a Service (SaaS) companies. This involves a continuous release and enhancement process, which can involve several incremental updates per day in order to provide the best user-experience, product, and service possible. As such, there are generally no version numbers and our software is never out of date, as can be the case in traditional software development.

This process is rooted in the need to rapidly learn and improve the product, which includes changing and occasionally removing features that do not perform well, in order to work towards the goal of improving yield and retention. As a Grant Partner, you are an early participant in this process, and thus you should expect the exact feature set and user experience delivered by Schools on Facebook to change considerably over the course of your Services Agreement. Minor changes may or may not be communicated before they go live, however any major changes will be communicated well in advance of their launch, to aid in preparation and answer questions.

## Quality Assurance

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While Inigral, Inc continually iterates on and releases new versions of Schools on Facebook, it does assure the best industry standards of server uptime and reliability, product usability and speed, data security and integrity, and client privacy and service obligations.

## Student Privacy and Application Security

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Schools on Facebook is designed with “opt-in” paradigm for information sharing. All students participating in Schools on Facebook have access to privacy settings that give them granular controls over what is shared with whom.

Our application is built with an up-to-date web technology framework that comes equipped with security features that handle most known security threats on the internet, and our CTO George Deglin is a widely respected security consultant that keeps our application solidly secure from any new threats.

## Data Practices

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All data from Schools on Facebook belongs to the Institution, but is hosted on servers that Inigral rents in datacenters provided by Softlayer Incorporated. Softlayer is a top-of-the-line hosting provider with 99.99% uptime, consistent backups and premium security practices. In the negotiated Service Agreement, Inigral will have rights as a free “license” to data produced by the application, but legally it belongs to Grant Recipients University. Facebook sees none of the data that isn’t actively shared by users to their stream (a Facebook feature), and does not save nor process the data that is shared except the user and the application of its origin. Through this model, all of Inigral’s deployments allow adopting institutions to remain FERPA-compliant.