

Spring 2004 Database Trials

Vendor Questions:

1. Describe the database product(s). If you want us to link to more than one product, provide a unique description for each product. If there are special hardware or software needs, please make sure you include them in the description.

Product Description

netTrekker (www.netTrekker.com) is the award-winning academic search engine specifically designed for school use. netTrekker enhances teaching and learning with:

- Over 180,000 high quality, well-vetted, educationally relevant online resources. All content selected by educators and librarians, so users get high quality search results every time!
- Content organized around the K-12 curricula so searching is logical and easy.
- Aligned with the Washington Essential Academic Learning Requirements - a great way to integrate your state standards into the daily curricula.
- Over 18,000 lesson plans and learning exercises at your fingertips.

netTrekker Features

Dynamic Timeline creates a cross-curricular, chronological index of eras, events, famous people, art, and innovations within an historic time period.

Cross-Curricular Search sorts search results by subject area with just one click - facilitating an interdisciplinary or team teaching approach.

Famous Person Search enables the teacher or student to simply describe the kind of person they need to research, and netTrekker produces results that meet the desired criteria.

Save Search results on our server for later review, modification, or delivery to students and eliminate the need to recreate searches.

Refine Searches empower users to target search results on lesson plans, learning exercises, primary source documents, and other valuable elements.

Current Events section organizes today's edition of thousands of world and U.S. newspapers, by school subject, topic and location.

netTrekker benefits

netTrekker is an academic search engine specifically designed for school use. It extends, supplements, and enhances learning in English language arts,

mathematics, science, social studies, health education, physical education, technology applications, languages other than English, career orientation, and fine arts for all grades. netTrekker increases teacher productivity and students' time on task by providing fast and easy access to over 180,000 high quality, prescreened, and educationally relevant K-12 online resources that link directly to the Washington Essential Academic Learning Requirements. These standards-based online resources, including more than 18,000 lesson plans and learning exercises, can be used in the library, classroom, and home to stimulate instruction and learning.

Unlike an ordinary search engine that indexes as many pages as possible that contain a given word, netTrekker only contains academically relevant, appropriate resources that have been selected and evaluated one-by-one by school librarians, media specialists, and other educators. Unlike ordinary search engines that rank search results based on paid positioning or popularity, netTrekker results are based on relevance and context. Therefore, librarians, teachers and students no longer have to sift through hundreds or even thousands of irrelevant or unreliable sites in order to find the educationally relevant resources they need to complete their assignments – resources that are engaging and rich in content and media.

netTrekker's team of over 400 trained educators and librarians evaluate websites for academic integrity and age appropriateness before they are included in netTrekker. Evaluators also provide a complete set of information about each website including a title, description, multimedia types, ratings, grade appropriateness (Elementary, Middle or High School), the author/publisher of the website (with source type), and more. Consistent icons are provided for every website with easy access to a legend for clarification. More importantly, end users can filter or refine their results by these criteria to zero in on appropriate resources. This makes access to lesson plans, audio clips, video clips, learning exercises, etc. simple and fast. Filters are provided through easy-to-use and obvious tabs or through the Refined Search feature.

These educator selected resources also tied directly to the Washington Essential Academic Learning Requirements. netTrekker shows teachers which lesson plans, learning exercises, and websites support and reinforce a specific Washington standard or benchmark. Using netTrekker, teachers can quickly and easily locate a specific standard, then see search results that support and reinforce that standard; or they can start with search results, then test to see which Washington standards those particular resources reinforce.

Recent netTrekker Awards

- 2003 Awards of Excellence Top Winner (Technology & Learning Magazine)

- 2003 CODIE Award (Software & Information Industry Association)
- 2002 Awards Portfolio Winner (Media and Methods Magazine)
- 2002 EDDIE Award (ComputED Learning Center)
- 2002 Best Curriculum Website Award (District Administration Magazine)

2. Is remote access included in the subscription price? If there are additional charges or requirements in order to offer remote access, please describe. What methods of remote access are supported? If applicable, please discuss any methods or assistance you offer regarding remote access patron verification and authentication.

Yes, remote access is included in the subscription price. From a subscribing district or school building, users can access netTrekker by IP address, referring URL (provided that only authorized users can access that referring URL), a "shared" username and password (where the subscriber creates a single username and password to be shared by authorized users), or by an individual username and password. Other than IP access, each of these methods can be used to provide remote access to netTrekker.

Referring URL and IP address access require a one-time setup process performed by our subscription database personnel. There is no additional cost for this process.

netTrekker features a very simple password reminder system. If a user forgets their individual password, netTrekker will create a new password for the user by correctly answering a question (such as, What is your favorite pet's name?) they answered when the user first registered.

3. What customer training is provided, and at what cost? Please include “freebies” such as Web-based tutorials, end-user documentation tents, cheat-sheets, etc.

netTrekker offers free training resources in a number of formats based on the particular needs of the person seeking assistance and training. Of course, the detailed help section is always one click away from any point in netTrekker. With extensive illustrations and examples, the help section shows users detailed instructions about netTrekker searches and tools.

The following training tools are available for free to all subscribers:

Item	Description	Available Format(s)
Online Product Demonstration	This fully automated presentation introduces teachers and students to important netTrekker features, benefits, and search techniques.	Macromedia Flash, approximately eight minutes in length.
Usage Guide	This document shows detailed instructions about registering users, searching in netTrekker, advanced search results operations, administrative and reporting tools, and Frequently Asked Questions.	PDF, Microsoft Word, and ZIP formats. 23 pages.
Training Guide	This document provides a broad overview of netTrekker features and benefits for teachers and students. An excellent handout for training sessions.	PDF, Microsoft Word, and ZIP formats. 15 pages.
Teacher Guide	This document illustrates how to incorporate technology into the everyday teaching process using netTrekker. A valuable guide for teachers who have limited experience with the Internet.	PDF format. 14 Pages.
Information Literacy Guide	Overview of Information Literacy and its importance to effective teaching and learning. Helps educators learn about and teach information literacy concepts.	Online.

Telephone and email support is also available for free to assist trainers and new users.

On-site professional development and training is not included in the subscription price, but is available at an additional cost.

4. What customer and technical support is provided, including hours of operation? In your reply, please include contact names (if applicable) or name of department, the phone numbers and e-mail addresses for your support services. If you have toll-free access to these support centers, please make sure they are available here.

netTrekker is so easy to learn and use that it receives a very low volume of customer service requests. The minimal volume of functional issues is primarily attributable to the extremely friendly and intuitive user interface. The minimal volume of technical issues is attributable to netTrekker being an online, Internet based product supported by highly stable backend systems.

For those users who do contact us, it is our goal to provide the highest quality of customer support to resolve their issues as quickly as possible. Help desk support to users via toll-free phone and email. Our hours are 8:00AM to 6:00PM EST Monday – Friday. Our phone response times are immediate; our email response times are within 2-24 hours. Our company is dedicated exclusively to education. Our customer service staff, some of which are former educators, is highly trained in the operation of netTrekker's features, as well as in their application to classroom activities and at-home research.

The primary point of contact for customer support is Sharyl Barnes. Her toll-free number is 877-517-1125 and her email address is sbarnes@netTrekker.com.

Technical support requests are extremely infrequent. Technical support inquiries can be initiated by calling our main toll-free number or by email (support@netTrekker.com).

5. Please describe the statistics you provide, and discuss whether your statistical reporting complies in part or in whole with the guidelines developed by the International Coalition of Library Consortia found at <http://www.library.yale.edu/consortia/webstats.html> or the COUNTER Code of Practice found at http://www.projectcounter.org/code_practice.html

netTrekker produces extensive usage reporting for our subscribers. Designated netTrekker administrators (school or district personnel selected by the subscribing institution who have special access to netTrekker reporting and usage control options) can access user reports from any browser. Key metrics available include: "Search Pages Produced" (the number of search results pages produced by netTrekker as a result of any type of search by users affiliated with the subscriber), "Total Pages Produced" (the total number of pages of any type displayed by netTrekker for the users affiliated with the subscriber), the number of total users affiliated

with the subscriber, and the most recent user login for each user with a username and password.

netTrekker usage statistics break down usage to show how many search pages and total pages have been produced in the past 30 days, and how many have been produced this school year. Further usage details and analysis are available to the subscribers upon request.

All netTrekker usage statistics are updated nightly.

netTrekker's statistical report complies in part with the ICLC guidelines and the COUNTER Code of Practice. Portions of the ICLC guidelines are not applicable to netTrekker, such as turn-aways. Some areas in which netTrekker complies with ICLC guidelines include the individual users and consortia confidentiality requirements.

As portions of the COUNTER Code of Practice are derivative from the ICLC guidelines, a number of COUNTER Usage Report specifications are not applicable to netTrekker. Some areas in which netTrekker complies with COUNTER Code of Practice include the individual users and consortia confidentiality requirements.

6. Describe your pricing structure or formula for the product. (Note: This question means - we want to know what your prices are and how they are calculated: Based on FTEs? On buildings? On a combination, or on something else?)

Our pricing structure is offered to schools and districts, but not to public libraries, community college libraries, academic libraries, or hospital libraries. For districts with more than 5,000 students, pricing is on a "per pupil" basis. For districts with fewer than 5,000 students, pricing is on a school building basis. Our pricing structure includes unlimited access for all teachers, students, and staff affiliated with the subscribing institution, as well as the students' parents.

Per Student Pricing guide: For districts with more than 5,000 students, the pricing per year is as follows:

Number of Students	Price Per Student Per Year
5,000 – 8,999	\$ 1.40
9,000 – 11,999	\$ 1.30
12,000 – 15,999	\$ 1.20
16,000 – 32,000	\$ 1.10
32,000 – 54,999	\$ 0.95
55,000 – 72,999	\$ 0.80
73,000 or more	\$ 0.70

Per Student Pricing Example: If a district of 20,000 students subscribed to netTrekker, the annual subscription fee would be \$22,000 (20,000 students x \$1.10 per student). If a district of 6,000 students subscribed to netTrekker, the annual subscription fee would be \$8,400 (6,000 students x \$1.40 per student).

Per School Pricing guide: For districts with fewer than 5,000 students, the pricing per year is as follows:

Number of Schools	Price per School Per Year
1 - 2	\$ 1,195
3 - 5	\$ 1,095
6 - 9	\$ 995

Per School Pricing Example: If a district of 4 schools subscribed to netTrekker, and each of the schools had more than 300 students, the annual subscription fee would be \$4,380 (4 schools x \$1,095 per school).

Small school Discount: For subscriptions based on Per School Pricing, any school with fewer than 300 enrolled students (a “small school”) will be charged \$995 for each small school, regardless of how many schools are covered by the order. For example, if a district of 4 schools subscribed to netTrekker, and two of the four schools had fewer than 300 students, the annual subscription fee would be \$4,180 (2 schools x \$1095 per school, plus 2 small schools x \$995 per school.)

If you cannot provide a standard price that would enable each library to understand their cost to subscribe, then for each product you must tell us the price that you would charge these hypothetical libraries if they subscribe to your product as a result of these trials.

- a. **Library A: A high school library with 750 students in grades 9-12**
- b. **Library B: A public library that serves a population of 100,000 and has two branches**
- c. **Library C: A public library that serves a population of 20,000 and has only one building, no branches**
- d. **Library D: A community college library serving 5,000 full-time equivalent students**
- e. **Library E: A four-year academic library serving 5,000 full-time equivalent students**
- f. **Library F: A hospital library serving a hospital that employees 1,000 staff plus has 200 doctors attached to the hospital**

Our pricing structure is offered to schools and districts, but not to public libraries, community college libraries, academic libraries, or hospital libraries. See examples above for complete pricing details.

7. If a library subscribes to any of your products as a result of this trial, will their future subscription rates continue to reflect any savings or discount they may receive today?

The per-year subscription pricing structure detailed in question 6 is valid until June 30, 2004. Subscription rates in future years can reflect savings under two circumstances. First, multi-year subscriptions (those with an initial subscription length of two or more years) receive an additional five percent discount. Second, subscriptions that are renewed more than six months prior to the subscription expiration date receive a five percent discount.

8. What is the minimum participation level (however you care to define it) that would be needed to allow participating libraries to receive a group discount? How will you treat existing library customers with regard to a group buy?

See question 6 for details about pricing and volume discounts. Current subscribers will not be "double-charged." In cases where some schools (but not all schools) in a given district subscribe to netTrekker, the currently subscribing schools will continue their subscriptions until expiration.

If the rest of the district subscribes to netTrekker as part of this program, the existing subscriptions will be used to determine the appropriate pricing for the district. In this way, districts can qualify for more favorable "district-wide" pricing even though part of their district already subscribes to netTrekker.

When subscriptions that pre-date this program expire, those subscriptions can be renewed to take advantage of this program's pricing.

9. Please provide the name and contact information (toll-free telephone number, e-mail address, hours, etc.) for libraries to make further inquiries. (Sales representatives for our area preferred.)

For further information, please contact Jill Allen by phone (toll free 877-517-1125) 8AM – 4PM EST Monday – Thursday or email (jallen@netTrekker.com).