newschoolyard is open.

affordable open source web solutions for independent schools.

THE STORY GOES LIKE THIS

- Independent schools are a unique market segment

- Currently served by entrenched competitors that have dominated the market for over 10 years

- Schoolyard was the first of those competitors (starting over 15 years ago, but sold in 2007)

- Schools are hit with big dev costs and high recurring expenses

- Newschoolyard was formed in 2010 with one thing in mind

MARKET DISRUPTION

"What keeps me up at night is the certainty that *someday, someone will give all of this stuff away for nothing.*"

CTO
INDEPENDENT SCHOOL WEBSITE COMPANY
MONTREAL NAIS, 2004

WE'RE THAT GUY

- Schoolyard, reimagined

- The power of Open Source, Web Standards & 'the loose couple' between systems

- Built on the Drupal platform with a tested and tuned set of contributed modules
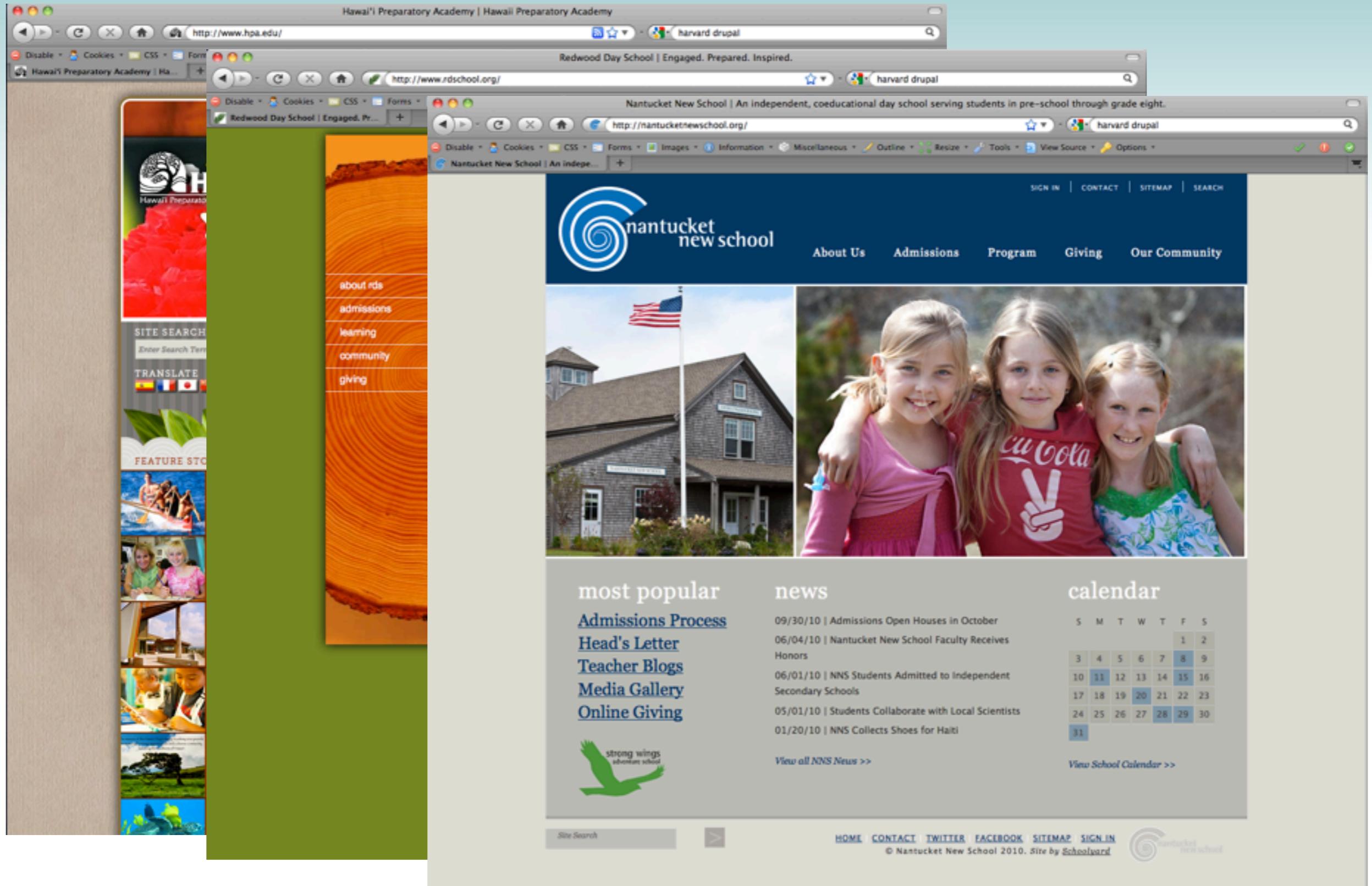
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OUR MISSION

- Build a scalable, supportable, repeatable solution that:

  - Does more than most schools will need *but*

  - Can be extended for those that require it *and*

  - Doesn't tie schools to legacy technologies or half-baked imitations
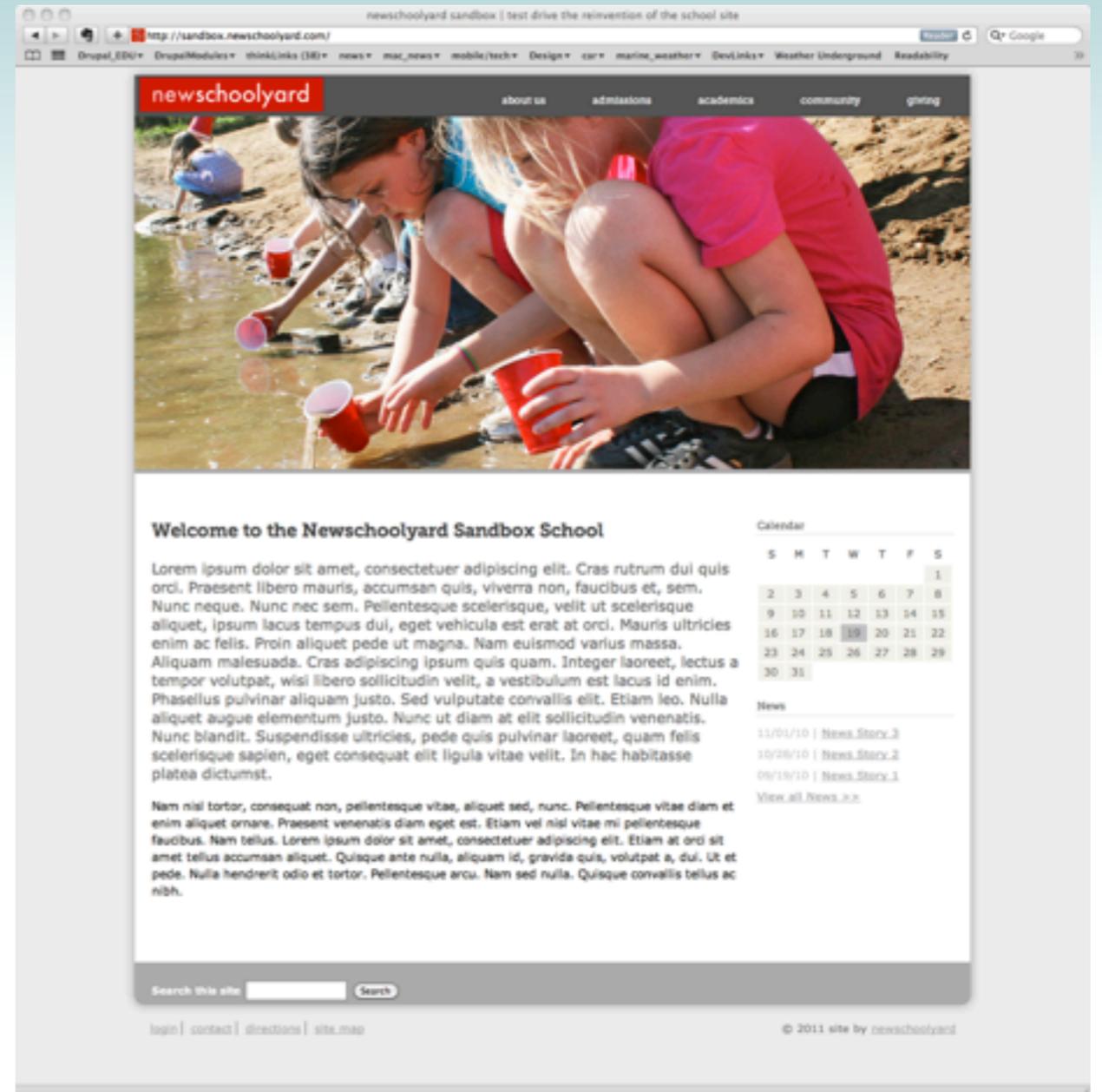
WHY? BECAUSE IT'S BETTER FOR THEM

- By focusing on a solid stack of proven technology we can offer real value in areas like Information Architecture, Usability and Design and still cost a fraction of the competition's offerings

- (and never run the risk of looking like a cookie-cutter product)

- We'll also be releasing a version back to the community

- We're active in the Drupal community both locally, speaking at camps & conferences, and contributing modules & patches

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PLAYING IN THE SANDBOX

- Constantly update our Sandbox in order to be ready to deploy new sites

- Often can be up on a dev URL within an hour or two

- Has lots of proven 'Web 2.0ishness' out of the box, just so you know you're hip

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KEEPING CURRENT (NERDY BITS)

- We host everything on easy-to-manage, replicate & deploy virtual LAMP servers with Media Temple

- Transitioning from SVN to Git with remote deploy

- Using LESS.css to speed theming and skinny up our deployed theme files

- Heavy use of CSS3, looking at HTML5

- Will be integrating Apache SOLR/Lucene for kick-ass faceted and contextual search within next couple months

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WHERE WE'RE AT

- We have 4 sites live, 5 in the works and are getting new inquiries almost daily

- New office space across the street from the harbor inside the hurricane barriers...

- ...with a bunch of empty desks ;)

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WE DO NOT HIRE NINJAS

- Paper cuts are bad enough, but we are looking for some mad skills

- Real designers code. Period. We're looking for a designer who can work from architecture through HTML. CSS should be your best friend, and PHP should only scare you a little.

- Developers shouldn't think 'design' is a dirty word. We make stuff that's really usable (and good design makes it that way). But it's a system that is built with care. If you want to help it grow (and learn a ton yourself), we want to meet you. You should love PHP but be IN love with Drupal (and know why the difference is sooooo important)

THANKS!

(we love questions – so please ask them)

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