

EXECUTIVE SUMMARY

Recommendation of \$500,000 or Less 56-098E- Destination Knowledge Agreement

This request is to approve Agreement 56-098E-Destination Knowledge to DKMarsh, Inc., d/b/a Destination Knowledge (DKMarsh, Inc.) with a requested amount of \$352,570, for a term of ten (10) months. This purchase is being made according to School Board Purchasing Policy 3320, Part II (H), exemption for software and copyright materials.

The School Board of Broward County, Florida, (SBBC) through the department of Exceptional Student Education and Support, will provide our District eligible private school students materials and resources, through the Individuals with Disabilities Education (IDEA) Proportionate Share for Private School Obligations. Private schools have requested software from Destination Knowledge reading and math solutions from the following programs: KinderMusik ABC Music and Me Laugh, Learn, and StudyDog, and Early Reading programs as part of their solutions.

On June 23, 2015, the School Board approved agreement 55-129E - Destination Knowledge for \$240,002. The increased agreement amount of \$112,548, is for new purchases of application software and subscriptions for students of special needs. DKMarsh, Inc., has extensive experience and effective programs for the IDEA Private School Obligations project. They have been servicing our District as well as Miami-Dade, Palm Beach, Osceola, Putnam, and Lee Counties for the past seven (7) years and have stellar reports from the schools and district offices for providing excellent, effective programs that target the special needs of exceptional student education students, as well as stellar reports for service and support to the schools. Destination Knowledge has proven to us over the past six (6) years that we can rely on them to deliver the top quality programs and service to our Broward County private schools.

MindPlay's Reading Solution provides K-12 diagnostics, on-going progress monitoring, phonemic awareness and phonics, reading comprehension, grammar, vocabulary, and fluency. The intervention component is unique in that it delivers up to twenty-eight (28) different ways in which a given phonics lesson may be taught; up to fourteen (14) different ways in which a phonemic awareness concept may be taught; up to ten (10) different ways in which a given grammar concept may be taught; and comprehension skills are taught rather than simply practiced. Learning gains are measurable in phonemic awareness, phonics, encoding, decoding, vocabulary, reading comprehension level, reading skills by type, reading comprehension effective reading rate, silent reading fluency, grammar, intervention effectiveness, student response to a given intervention and eye tracking. All of this is done using emulated video speech pathologists and reading coaches, which is uniquely important to this project due to the fact that students with disabilities may be mature by age; however, low in academic level. This approach used in MindPlay ensures all students are provided age appropriate instruction at any academic level. The system also allows the measure of time on task and usage/attendance. Their solution is research based and proven effective, and is on the Florida Department of Education's (DOE) State Adoption list for supplemental reading intervention. The MindPlay Solution may be used from school or home and most learning components may be used on any learning device.

MindPlay's new online Teacher Courses, MindPlay Teacher Companion, and MindPlay Understanding Dyslexia, delivers a combined total of eleven hours of teacher instruction. Teacher Companion teaches teachers of all content areas how to teach reading, so content area teachers and specialties will be able to help struggling readers with Orton-Gillingham strategies for teaching reading, too. In addition, all teachers will have an understanding of what dyslexia is and strategies for how to help students with Dyslexia.

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Symphony Math is research-based, as well as proven to be highly effective. With a focus on the foundational mathematical concepts, students who use Symphony not only learn how to compute math, but they have a conceptual understanding of how math works, enabling them to be able to apply math skills not only to standardized tests, but also to real life scenarios. Concepts are taught using scaffolding and spiraling. First introducing concepts with online manipulatives, then adding mathematical symbols to the manipulatives, then moving to symbols only, then moving to auditory mathematical statements, then word problems. Learning gains are measured via benchmark reporting for the fall, winter, and spring, as well as skill level mastery. Learning gains that are measurable in mathematics include mathematical concepts from number sequence to number sense to improper fractions. Students are able to use Symphony Math at home or school and on any learning device.

KinderMusik's ABC Music & Me is imperative for our young learners. Research shows that music is the vehicle to all students' brains and ABC Music & Me delivers early learning through music and movement. ABC Music & Me is a supplemental early learning, literacy, and language program designed to be used in school classrooms along with a robust at-home platform to engage parents in getting involved with their young child's learning. Research shows ABC Music & Me greatly impacts reading, math, and social emotional learning. Students using ABC Music & Me had learning gains of greater than 30 percent on assessments over students not using ABC Music & Me. Our private schools currently have Move & Groove for first graders and this order will provide Laugh & Learn for kindergarteners.

StudyDog Early Reading is a highly engaging online reading program for young readers, helping our kindergarteners and first graders in our private schools find and fill any early reading gaps, leveling the playing field so they are ready, and begin more rigorous reading materials at grade level. The program automatically assigns skills and teaches up to three different ways to ensure mastery and provides teachers with valuable growth information.

The programs by Destination Knowledge were selected by the private schools that must be included in the IDEA Private Schools Obligations Grant. DKMarsh, Inc., survey reviews by administration have been satisfactory.

Special Note

The School Board of Broward County, Florida, is grandfathered into an 'ownership model' of purchasing for the MindPlay Solution where we are able to host for the intervention component annually for a fraction of the purchase price. Whereas MindPlay has discontinued the 'ownership model' for new clients but has offered the District better pricing on an annual basis.

Minority/Women Business Enterprise Certification

Destination Knowledge has a valid SBBC Certification through 2017.