



AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

MEETING DATE	2018-06-12 10:05 - School Board Operational Meeting
AGENDA ITEM	ITEMS
CATEGORY	EE. OFFICE OF STRATEGY & OPERATIONS
DEPARTMENT	Procurement & Warehousing Services

Special Order Request <input type="radio"/> Yes <input checked="" type="radio"/> No
Time
Open Agenda <input checked="" type="radio"/> Yes <input type="radio"/> No

ITEM No.:
EE-11.

TITLE:
Recommendation to Approve Second Amendment and Additional Spending Authority – 55-119E – ParentLink Parental Engagement Solutions - Parlant

REQUESTED ACTION:
Approve the Second Amendment to the Agreement. Contract Term: May 1, 2015 through June 30, 2019, 4 Years; 2 Months; User Department: Information & Technology; Additional Requested Amount: \$971,515; New Award Amount \$3,231,000; Awarded Vendor(s): Parlant Technology, Inc.; Small/Minority/Women Business Enterprise Vendor(s): None.

SUMMARY EXPLANATION AND BACKGROUND:
This request is to renew the ParentLink Parental Engagement Solutions agreement and increase the spending authority, allowing the District to continue utilizing this tool for communication.
The amendment to the agreement has been reviewed and approved as to form and legal content by the Office of the General Counsel.

SCHOOL BOARD GOALS:
 Goal 1: High Quality Instruction Goal 2: Continuous Improvement Goal 3: Effective Communication

FINANCIAL IMPACT:
The estimated financial impact to the District will be \$971,515. The contract award amount was for \$2,258,967. The request is to increase the spending authority by \$971,515, bringing the new contract value to \$3,231,000. The financial amount represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.

EXHIBITS: (List)
(1) Executive Summary (2) Exhibit A (3) Second Amendment Agreement (4) Financial Analysis Worksheet

BOARD ACTION:
APPROVED
(For Official School Board Records Office Only)

SOURCE OF ADDITIONAL INFORMATION:

Name: Tony Hunter	Phone: 754-321-0400
Name: Mary C. Coker	Phone: 754-321-0501

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
Senior Leader & Title
Maurice L. Woods - Chief Strategy & Operations Officer

Signature
Maurice Woods
5/22/2018, 3:42:02 PM

Approved In Open Board Meeting On: **JUN 12 2018**
By: *Nora Rupert*
School Board Chair

EXECUTIVE SUMMARY

Recommendation to Approve Second Amendment of Agreement and Additional Spending Authority 55-119E – ParentLink Parental Engagement Solution - Parlant

This request is to approve the recommendation to renew the Agreement between The School Board of Broward County, Florida (SBBC), and Parlant Technology, Inc., as a Second Amendment to the Agreement with additional spending authority for the continuation of this critical communication tool.

The School Board approved the Agreement 55-119E – ParentLink Parental Engagement Solution on April 21, 2015 (item EE-5) to address school communication deficiencies. Subsequently, additional features were added via the First Amendment to the Agreement and was approved by the School Board on June 21, 2016 (item EE-14). The contract term is May 1, 2015 through June 30, 2018, with two (2) one (1) year renewal options available.

ParentLink is a communication tool consisting of licensing for unlimited emergency or non-emergency messaging, unlimited text or SMS message, automated attendance notifications in addition to being integrated into the District’s branded Mobile app, fostering improved communication with parents, students, staff and the community.

Exhibit A provides a summary of the application usage during the last twelve (12) months. This application supports the district’s strategic goal of effective communication with our stakeholders.

Financial Impact

The original renewal price was \$892,242. However, pricing was reduced to \$822,807 through vendor negotiations, without reducing any of SBBC’s functionality.

Renewal cost (12 months)	\$ 822,808
+ 2 month shortage from original agreement *	\$ 148,707
Total additional spending authority requested	\$ 971,515
<u>Original agreement spend authority</u>	<u>\$2,258,967</u>
<u>TOTAL (rounded)</u>	<u>\$3,231,000</u>

* The spending authority requested and approved for the original Agreement and First Amendment time periods were insufficient due to being calculated based on fiscal year terms, resulting in spending authority shortage of two (2) months. See below for additional details.

Original ARF Screenshot (note term three (3) years, two (2) months):

Approve the Direct Negotiations Agreement with Parlant Technology, Inc. Contract Term: May 1, 2015, through June 30, 2018, 3 Years, 2 Months; User Department: Various; Award Amount: \$1,424,000; Vendor(s) Awarded: Parlant Technology, Inc.; M/WBE Vendor(s): See supporting documentation.

Description	Licenses	Year 1	Year 2	Year 3	Est. Total
55-119E - ParentLink Parental Engagement Solution - Parlant	263,042 Students	\$474,475.60	\$474,475.60	\$474,475.60	\$1,423,426.80
New Community Engagement Platform	263,042 Students	\$0.00	\$417,770	\$417,770	\$835,540.00
Total	263,042	\$474,475.60	\$892,245.60	\$892,245.60	\$2,258,966.80



BROWARD COUNTY PUBLIC SCHOOLS

NOTIFICATION

Total messages sent

79,222,666

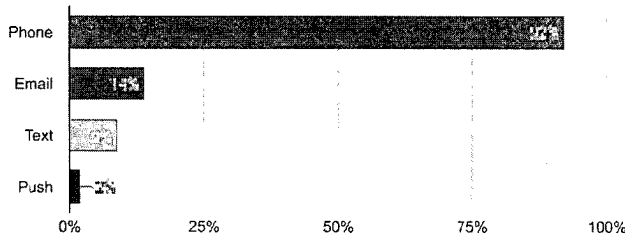
Messages per student

350.1

Phone completion

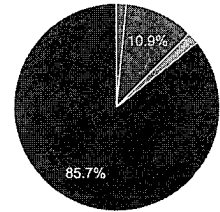
0.00%

Delivery methods used



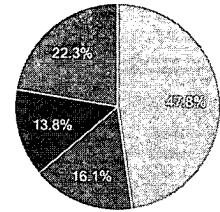
Message categories

- Emergency
- Attendance
- Balance
- Custom



Phone message length

- < 30 sec
- 30-45 sec
- 45-60 sec
- > 60 sec



DISTRICT APP

Downloads (past 12 months)

26,536

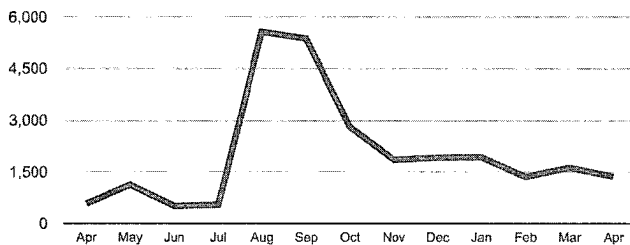
Total downloads

83,887

Total adoption (downloads per student)

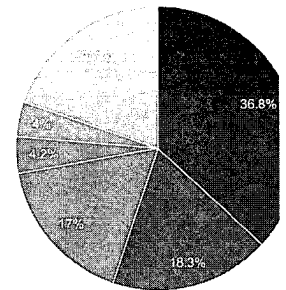
37.08%

Month-by-month downloads



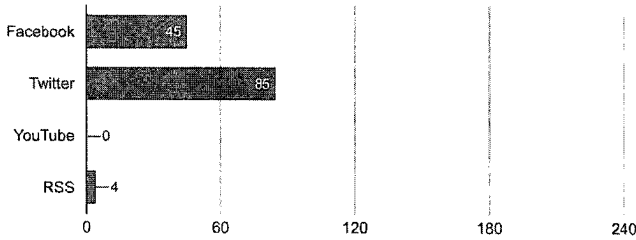
Module usage

- Pinnacle Grades**
541,554 uses
- Notifications**
269,509 uses
- Student Info**
249,808 uses
- News Stream**
61,119 uses
- Cafeteria**
58,583 uses



SOCIAL MEDIA

Coverage (schools with enabled feeds)



Posts with images

69.8%























Active feeds (2+ posts/week)

16.3%

Appendix

Organization	Students	Messages	MPS	Delivery	f	t	y	r	g	Feeds	% Active	%
ANDERSON, BOYD H. HIGH	1,723	236,771	137.4	0	1	1	0	0	1	3	0.0	
APOLLO MIDDLE	1,279	410,165	320.7	0	0	0	0	0	1	1	0.0	
ATLANTIC TECHNICAL HIGH SCHOOL	641	38,660	60.3	0	1	1	0	0	1	3	33.3	
ATLANTIC WEST ELEMENTARY	711	114,106	160.5	0	0	0	0	0	1	1	0.0	
ATTUCKS MIDDLE SCHOOL	726	101,344	139.6	0	0	0	0	0	1	1	0.0	
BAIR MIDDLE	887	130,567	147.2	0	0	1	0	0	1	2	0.0	
BANYAN ELEMENTARY	656	150,009	228.7	0	0	0	0	0	1	1	0.0	
BAYVIEW ELEMENTARY	600	78,152	130.3	0	0	0	0	0	1	2	0.0	
BCPS4INFANTS	0	0	0	0	0	1	0	0	0	1	100.0	
BCPS4PRE-K	0	0	0	0	0	1	0	0	0	1	100.0	
BCPS4TODDLERS	0	0	0	0	0	1	0	0	0	1	100.0	
BEACHSIDE MONTESSORI VILLAGE	791	72,782	92.0	0	0	1	0	0	1	2	50.0	
BENNETT ELEMENTARY	435	56,917	130.8	0	0	0	0	0	1	1	0.0	
BETHUNE, MARY M. ELEMENTARY	527	104,888	199.0	0	0	0	0	0	1	1	0.0	
BLANCHE ELY HIGH	1,957	421,816	215.5	0	0	0	0	0	1	1	0.0	
BOULEVARD HEIGHTS ELEMENTARY	698	92,715	132.8	0	0	0	0	0	1	1	0.0	
BRIGHT HORIZONS SCHOOL	151	2,222	14.7	0	0	0	0	0	1	1	0.0	
BROADVIEW ELEMENTARY	871	126,817	145.6	0	1	0	0	0	1	2	0.0	
BROWARD COUNTY PUBLIC SCHOOLS	0	39,822,575	0	0	1	3	0	2	1	6	83.3	
BROWARD ESTATES ELEMENTARY	407	96,003	235.9	0	0	0	0	0	1	1	0.0	
BROWARD VIRTUAL EDUCATION	2,141	76,895	35.9	0	1	0	0	0	0	1	0.0	
CASTLE HILL ELEMENTARY	651	67,786	104.1	0	0	0	0	0	1	1	0.0	

Appendix (continued)

Organization	Students	Messages	MPS	Delivery	f	t	y	s	g	Feeds	% Active	%
 CENTRAL PARK ELEMENTARY	974	389,216	399.6		0	0	0	0	0	1	1	0.0
 CHALLENGER ELEMENTARY	1,040	102,957	99.0		0	0	1	0	0	1	2	0.0
 CHAPEL TRAIL ELEMENTARY	828	82,437	99.6		0	1	1	0	0	1	3	0.0
CHARLES DREW FAMILY RESOURCE CENTER	0	0	0		0	0	0	0	0	0	0	0.0
 COCONUT CREEK ELEMENTARY	661	85,015	128.6		0	0	0	0	0	1	1	0.0
 COCONUT CREEK HIGH	1,561	281,544	180.4		0	0	3	0	0	1	4	50.0
 COCONUT PALM ELEMENTARY	801	143,723	179.4		0	0	0	0	0	1	1	0.0
 COLBERT MUSEUM MAGNET	722	74,131	102.7		0	0	1	0	0	1	2	50.0
 COLLEGE ACADEMY AT BROWARD COLLEGE	397	39,337	99.1		0	2	1	0	0	1	4	0.0
 COLLINS ELEMENTARY	381	44,052	115.6		0	0	0	0	0	1	1	0.0
 COOPER CITY ELEMENTARY	758	157,965	208.4		0	0	0	0	0	1	1	0.0
 COOPER CITY HIGH	2,292	468,792	204.5		0	1	1	0	0	1	3	33.3
 CORAL COVE ELEMENTARY	722	114,070	158.0		0	0	0	0	0	1	1	0.0
 CORAL GLADES HIGH	2,368	411,233	173.7		0	1	1	0	0	1	2	50.0
 CORAL PARK ELEMENTARY	643	118,040	183.6		0	0	0	0	0	1	1	0.0
 CORAL SPRINGS ELEMENTARY	732	91,127	124.5		0	0	0	0	0	1	1	0.0
 CORAL SPRINGS HIGH	2,749	682,869	248.4		0	0	0	0	0	2	2	0.0
 CORAL SPRINGS MIDDLE	1,159	284,158	245.2		0	0	0	0	0	1	1	0.0
 COUNTRY HILLS ELEMENTARY	883	94,527	107.1		0	0	0	0	0	1	1	0.0
 COUNTRY ISLES ELEMENTARY	1,044	108,756	104.2		0	1	1	0	0	5	3	0.0
 CRESTHAVEN ELEMENTARY	640	55,358	86.5		0	0	0	0	0	1	1	0.0
 CROISSANT PARK ELEMENTARY	784	62,946	80.3		0	0	0	0	0	1	1	0.0
 CROSS CREEK SCHOOL	157	16,916	107.7		0	0	0	0	0	1	1	0.0

Appendix (continued)

Organization	Students	Messages	MPS	Delivery	f	t	o	s	g	Feeds	% Active	%
CRYSTAL LAKE COMMUNITY MIDDLE	1,376	227,729	165.5	0	1	1	0	0	1	3	0.0	
CYPRESS BAY HIGH	4,669	1,340,892	287.2	0	0	1	0	0	0	2	50.0	
CYPRESS ELEMENTARY	806	188,640	234.0	0	0	0	0	0	1	1	0.0	
CYPRESS RUN EDUCATION CENTER	113	16,260	143.9	0	1	1	0	0	1	3	0.0	
DANDY, WILLIAM MIDDLE	984	169,477	172.2	0	0	0	0	0	1	1	0.0	
DANIA ELEMENTARY	534	50,617	94.8	0	0	0	0	0	1	1	0.0	
DAVE THOMAS EDUCATION CENTER	814	152,272	187.1	0	1	0	0	0	1	2	0.0	
DAVIE ELEMENTARY	802	179,634	224.0	0	0	0	0	0	1	1	0.0	
DEERFIELD BEACH ELEMENTARY	623	106,735	171.3	0	0	1	0	0	1	2	50.0	
DEERFIELD BEACH HIGH	2,418	339,082	140.2	0	0	1	0	0	1	2	50.0	
DEERFIELD PARK ELEMENTARY	611	61,933	101.4	0	0	1	0	0	1	2	0.0	
DILLARD 6-12	2,111	445,002	210.8	0	1	2	0	0	1	4	25.0	
DILLARD ELEMENTARY	825	156,118	189.2	0	0	1	0	0	1	2	0.0	
DISCOVERY ELEMENTARY	987	127,815	128.7	0	1	1	0	0	1	3	33.3	
DOLPHIN BAY ELEMENTARY	798	172,709	216.4	0	1	1	0	0	1	3	0.0	
DR MARTIN LUTHER KING MONTESSORI ACADEMY	494	80,055	162.1	0	0	0	0	0	1	1	0.0	
DREW, CHARLES ELEMENTARY	563	38,703	68.7	0	0	1	0	0	1	2	0.0	
DRIFTWOOD ELEMENTARY	645	79,680	123.5	0	0	0	0	0	1	1	0.0	
DRIFTWOOD MIDDLE	1,527	181,993	119.2	0	0	0	0	0	1	1	0.0	
EAGLE POINT ELEMENTARY	1,523	279,175	183.3	0	0	0	0	0	1	1	0.0	
EAGLE RIDGE ELEMENTARY	887	175,577	197.9	0	0	1	0	0	1	2	0.0	
EMBASSY CREEK ELEMENTARY	1,219	75,926	62.3	0	0	0	0	0	1	1	0.0	
ENDEAVOUR PRIMARY LEARNING CENTER	404	57,239	141.7	0	0	0	0	0	1	1	0.0	

Appendix (continued)

Organization	Students	Messages	MPS	Delivery	f	t	y	s	g	Feeds	% Active	%
EVERGLADES ELEMENTARY	1,081	138,805	128.4	0	0	0	0	0	1	1	0.0	
EVERGLADES HIGH	2,448	323,281	132.1	0	1	1	0	0	1	3	66.7	
FAIRWAY ELEMENTARY	738	102,760	139.2	0	0	0	0	0	1	1	0.0	
FALCON COVE MIDDLE	2,298	420,036	182.8	0	0	0	0	0	1	1	0.0	
FLAMINGO ELEMENTARY	706	91,922	130.2	0	0	1	0	0	1	2	0.0	
FLANAGAN, CHARLES W. HIGH	2,567	824,666	321.3	0	1	2	0	0	2	4	0.0	
FLORANADA ELEMENTARY	704	105,799	150.3	0	1	1	0	0	1	3	0.0	
FOREST GLEN MIDDLE	1,394	204,518	146.7	0	0	1	0	0	1	1	0.0	
FOREST HILLS ELEMENTARY	751	139,386	185.6	0	0	0	0	0	1	1	0.0	
FORT LAUDERDALE HIGH	1,921	405,676	211.2	0	1	1	0	0	1	3	33.3	
FOSTER, STEPHEN ELEMENTARY	684	111,740	163.4	0	0	0	0	0	1	1	0.0	
FOX TRAIL ELEMENTARY	1,256	201,133	160.1	0	0	0	0	0	1	1	0.0	
GATOR RUN ELEMENTARY	1,350	335,214	248.3	0	0	1	0	0	1	2	50.0	
GLADES MIDDLE	1,356	453,999	334.8	0	0	1	0	0	1	2	50.0	
GRIFFIN ELEMENTARY	646	77,286	119.6	0	0	0	0	0	1	1	0.0	
GULFSTREAM ACADEMY OF HALLANDALE BEACH	1,612	470,661	292.0	0	0	0	0	0	1	1	0.0	
HALLANDALE HIGH	1,336	392,387	293.7	0	0	1	0	0	1	2	50.0	
HARBORDALE ELEMENTARY	466	41,021	88.0	0	0	0	0	0	1	1	0.0	
HAWKES BLUFF ELEMENTARY	885	254,405	287.5	0	0	0	0	0	1	1	0.0	
HENRY D. PERRY EDUCATION CENTER	987	110,321	111.8	0	0	0	0	1	0	1	0.0	
HERON HEIGHTS ELEMENTARY	1,101	75,770	68.8	0	0	1	0	0	1	2	0.0	
HOLLYWOOD CENTRAL ELEMENTARY	458	50,182	109.6	0	0	0	0	0	1	1	0.0	
HOLLYWOOD HILLS ELEMENTARY	822	81,787	99.5	0	0	0	0	0	1	1	0.0	
























Appendix (continued)

Organization	Students	Messages	MPS	Delivery	f	t	y	r	g	Feeds	% Active	%
HOLLYWOOD HILLS HIGH	1,892	402,114	212.5	0	0	1	0	0	1	2	0.0	
HOLLYWOOD PARK ELEMENTARY	540	86,334	159.9	0	0	0	0	0	1	1	0.0	
HORIZON ELEMENTARY	610	85,834	140.7	0	0	0	0	0	1	1	0.0	
HUNT, JAMES S ELEMENTARY	663	53,665	80.9	0	1	1	0	0	1	3	0.0	
INDIAN RIDGE MIDDLE	1,919	313,031	163.1	0	1	0	0	0	1	2	0.0	
INDIAN TRACE ELEMENTARY	760	117,193	154.2	0	0	0	0	0	1	1	0.0	
LAKE FOREST ELEMENTARY	716	90,830	126.9	0	0	0	0	0	1	1	0.0	
LAKESIDE ELEMENTARY	813	72,620	89.3	0	0	0	0	0	1	1	0.0	
LANIER-JAMES EDUCATION CENTER	80	12,729	159.1	0	0	0	0	0	1	1	0.0	
LARKDALE ELEMENTARY	423	46,870	110.8	0	0	0	0	0	1	1	0.0	
LAUDERDALE LAKES MIDDLE	885	196,224	221.7	0	1	0	0	0	1	2	0.0	
LAUDERHILL 6-12	915	137,723	150.5	0	0	0	0	0	1	1	0.0	
LAUDERHILL PAUL TURNER ELEMENTARY	709	81,143	114.4	0	0	0	0	0	1	1	0.0	
LIBERTY ELEMENTARY	991	92,949	93.8	0	1	1	0	0	1	3	33.3	
LLOYD ESTATES ELEMENTARY	576	77,352	134.3	0	0	0	0	0	1	1	0.0	
LYONS CREEK MIDDLE	1,980	307,360	155.2	0	0	1	0	0	1	2	0.0	
MANATEE BAY ELEMENTARY	1,222	600,867	491.7	0	0	1	0	0	1	2	50.0	
MAPLEWOOD ELEMENTARY	768	248,176	323.1	0	1	2	0	0	1	4	50.0	
MARGATE ELEMENTARY	1,062	126,494	119.1	0	1	1	0	0	1	3	33.3	
MARGATE MIDDLE	1,250	233,990	187.2	0	0	0	0	0	1	1	0.0	
MARKHAM, ROBERT C ELEMENTARY	616	71,275	115.7	0	1	1	0	0	1	3	33.3	
MARSHALL, THURGOOD ELEMENTARY	449	62,891	140.1	0	0	0	0	0	1	1	0.0	
MCARTHUR HIGH	2,115	616,485	291.5	0	1	2	0	0	1	4	25.0	























Appendix (continued)

Organization	Students	Messages	MPS	Delivery	f	t	y	s	g	Feeds	% Active	%
MCFATTER TECHNICAL HIGH SCHOOL	598	30,841	51.6	0	2	2	0	0	1	4	75.0	
MCNAB ELEMENTARY	636	60,549	95.2	0	0	1	0	0	1	2	50.0	
MCNICOL MIDDLE	779	126,096	161.9	0	0	1	0	0	1	2	50.0	
MEADOWBROOK ELEMENTARY	733	79,855	108.9	0	0	0	0	0	1	1	0.0	
MILLENNIUM 6-12 COLLEGIATE ACADEMY	1,605	268,712	167.4	0	0	0	0	0	1	1	0.0	
MIRAMAR ELEMENTARY	672	83,071	123.6	0	0	0	0	0	1	1	0.0	
MIRAMAR HIGH	2,388	506,173	212.0	0	0	1	0	0	1	2	0.0	
MIRROR LAKE ELEMENTARY	708	128,752	181.9	0	0	0	0	0	1	1	0.0	
MONARCH HIGH	2,259	365,860	162.0	0	0	1	0	0	1	2	0.0	
MORROW ELEMENTARY	547	60,825	111.2	0	0	0	0	0	1	1	0.0	
NEW RENAISSANCE MIDDLE	1,247	249,734	200.3	0	0	0	0	0	1	1	0.0	
NEW RIVER MIDDLE	1,551	291,985	188.3	0	0	0	0	0	1	1	0.0	
NOB HILL ELEMENTARY	666	56,188	84.4	0	0	0	0	0	1	1	0.0	
Organization	Students	Messages	MPS	Delivery	f	t	y	s	g	Feeds	% Active	%
NORCREST ELEMENTARY	801	57,329	71.6	0	0	0	0	0	1	1	0.0	
NORTH ANDREWS GARDENS ELEMENTARY	904	114,841	127.0	0	1	1	0	0	1	3	33.3	
NORTH FORK ELEMENTARY	447	57,467	128.6	0	0	0	0	0	1	1	0.0	
NORTH LAUDERDALE ELEMENTARY	810	120,154	148.3	0	0	0	0	0	1	1	0.0	
NORTH SIDE ELEMENTARY	437	20,453	46.8	0	0	0	0	0	1	1	0.0	
NORTHEAST HIGH	1,572	360,725	229.5	0	0	0	0	0	1	1	0.0	
NOVA BLANCHE FORMAN ELEMENTARY	751	97,759	130.2	0	0	0	0	0	1	1	0.0	
NOVA EISENHOWER ELEMENTARY	756	85,500	113.1	0	1	0	0	0	1	2	0.0	
NOVA HIGH SCHOOL	2,150	467,014	217.2	0	0	0	0	0	1	1	0.0	
NOVA MIDDLE	1,275	151,443	118.8	0	0	1	0	0	1	2	0.0	

Appendix (continued)

Organization	Students	Messages	MPS	Delivery	f	t	y	s	g	Feeds	% Active	%
 OAKLAND PARK ELEMENTARY	656	77,261	117.8	0	0	0	0	0	1	1	0.0	
 OAKRIDGE ELEMENTARY	532	69,225	130.1	0	0	0	0	0	1	1	0.0	
 OLSEN MIDDLE	676	77,569	114.7	0	1	1	0	0	1	3	0.0	
 ORANGE BROOK ELEMENTARY	699	79,964	114.4	0	0	0	0	0	1	0	0.0	
 ORIOLE ELEMENTARY	643	69,928	108.8	0	0	0	0	0	1	1	0.0	
 PALM COVE ELEMENTARY	659	94,392	143.2	0	0	0	0	0	1	1	0.0	
 PALMVIEW ELEMENTARY	643	52,225	81.2	0	0	0	0	0	1	1	0.0	
 PANTHER RUN ELEMENTARY	583	85,219	146.2	0	1	1	0	0	1	3	66.7	
 PARK LAKES ELEMENTARY	1,078	156,554	145.2	0	0	0	0	0	1	1	0.0	
 PARK RIDGE ELEMENTARY	611	46,018	75.3	0	0	0	0	0	1	1	0.0	
 PARK SPRINGS ELEMENTARY	1,045	72,907	69.8	0	0	1	0	0	1	2	50.0	
 PARK TRAILS ELEMENTARY	1,237	116,131	93.9	0	0	1	0	0	1	2	0.0	
 PARKSIDE ELEMENTARY	873	127,186	145.7	0	0	0	0	0	1	1	0.0	
 PARKWAY MIDDLE	1,523	402,192	264.1	0	0	0	0	0	1	1	0.0	
 PASADENA LAKES ELEMENTARY	556	104,897	188.7	0	1	1	0	0	1	2	50.0	
 PEMBROKE LAKES ELEMENTARY	716	107,652	150.4	0	0	0	0	0	1	1	0.0	
 PEMBROKE PINES ELEMENTARY	578	96,127	166.3	0	0	1	0	0	1	2	50.0	
 PERRY, ANNABEL C. ELEMENTARY	753	156,675	208.1	0	0	0	0	0	1	1	0.0	
 PETERS ELEMENTARY	688	132,316	192.3	0	0	0	0	0	1	1	0.0	
 PINE RIDGE EDUCATION CENTER	94	5,282	56.2	0	0	0	0	0	1	1	0.0	
 PINES LAKES ELEMENTARY	614	91,656	149.3	0	0	2	0	0	1	3	33.3	
 PINES MIDDLE	882	150,546	170.7	0	0	0	0	0	1	1	0.0	
 PINWOOD ELEMENTARY	593	101,286	170.8	0	0	0	0	0	1	1	0.0	

Appendix (continued)

Organization	Students	Messages	MPS	Delivery	f	t	y	r	g	Feeds	% Active	%
 PIONEER MIDDLE	1,450	114,475	78.9	0	1	1	0	0	1	3	33.3	
 PIPER HIGH	2,327	391,548	168.3	0	0	1	0	0	1	2	50.0	
 PLANTATION ELEMENTARY	666	93,123	139.8	0	0	0	0	0	1	1	0.0	
 PLANTATION HIGH	2,109	288,675	136.9	0	0	1	0	0	1	2	0.0	
PLANTATION MIDDLE	712	244,529	343.4	0	0	0	0	0	1	1	0.0	
 PLANTATION PARK ELEMENTARY	575	153,264	266.5	0	1	1	0	0	1	3	33.3	
 POMPAÑO BEACH ELEMENTARY	503	89,134	177.2	0	0	1	0	0	1	3	0.0	
 POMPAÑO BEACH HIGH	1,187	133,053	112.1	0	0	0	0	0	1	1	0.0	
 POMPAÑO BEACH MIDDLE	1,090	164,362	150.8	0	0	1	0	0	1	2	0.0	
 QUIET WATERS ELEMENTARY	1,282	143,038	111.6	0	0	0	0	0	1	1	0.0	
 RAMBLEWOOD ELEMENTARY	897	40,642	45.3	0	0	0	0	0	1	1	0.0	
 RAMBLEWOOD MIDDLE	1,260	234,146	185.8	0	0	0	0	0	1	1	0.0	
 RICKARDS MIDDLE SCHOOL	885	166,559	188.2	0	0	0	0	0	1	1	0.0	
 RIVERGLADES ELEMENTARY	1,026	139,204	135.7	0	0	0	0	0	1	1	0.0	
 RIVERLAND ELEMENTARY	586	40,437	69.0	0	0	0	0	0	1	1	0.0	
 RIVERSIDE ELEMENTARY	720	122,815	170.6	0	0	1	0	0	1	2	0.0	
 ROCK ISLAND ELEMENTARY	598	111,398	186.3	0	0	0	0	0	1	1	0.0	
 ROYAL PALM STEM MUSEUM MAGNET	884	112,209	126.9	0	0	0	0	0	1	1	0.0	
 SANDERS PARK ELEMENTARY	516	75,715	146.7	0	0	0	0	0	1	1	0.0	
 SANDPIPER ELEMENTARY	576	148,996	258.7	0	0	0	0	0	1	1	0.0	
 SAWGRASS ELEMENTARY	1,116	219,415	196.6	0	0	0	0	0	1	1	0.0	
 SAWGRASS SPRINGS MIDDLE	1,259	260,250	206.7	0	0	1	0	0	1	2	0.0	
 SCHOOL BOARD	0	81,436	0	0	0	0	0	0	0	0	0.0	

Appendix (continued)

Organization	Students	Messages	MPS	Delivery	f	t	o	s	g	Feeds	% Active	%
SCHOOL COUNSELING & BRACE ADVISEMENT	0	0	0	0	0	0	0	0	0	0	0.0	
SEA CASTLE ELEMENTARY	884	281,273	318.2	0	1	0	0	0	1	2	0.0	
SEAGULL SCHOOL	283	58,495	206.7	0	0	1	0	0	1	2	0.0	
SEMINOLE MIDDLE	1,185	260,131	219.5	0	1	1	0	0	1	3	0.0	
SHERIDAN HILLS ELEMENTARY	521	46,176	88.6	0	0	0	0	0	1	1	0.0	
SHERIDAN PARK ELEMENTARY	708	79,246	111.9	0	1	0	0	0	1	2	50.0	
SHERIDAN TECHNICAL HIGH SCHOOL	552	41,379	75.0	0	1	1	0	0	1	2	50.0	
SILVER LAKES ELEMENTARY	461	153,189	332.3	0	0	0	0	0	1	1	0.0	
SILVER LAKES MIDDLE	712	88,105	123.7	0	0	0	0	0	1	1	0.0	
SILVER PALMS ELEMENTARY	651	140,484	215.8	0	0	1	0	0	1	2	0.0	
SILVER RIDGE ELEMENTARY	1,110	213,981	192.8	0	1	1	0	0	1	3	66.7	
SILVER SHORES ELEMENTARY	488	112,010	229.5	0	0	0	0	0	1	1	0.0	
SILVER TRAIL MIDDLE	1,502	481,204	320.4	0	0	0	0	0	1	1	0.0	
Organization SOUTH BROWARD HIGH	Students 2,247	Messages 259,767	MPS 115.6	Delivery 0	f 0	t 1	o 0	s 0	g 0	Feeds 2	% Active 50.0	%
SOUTH PLANTATION HIGH	2,167	744,550	343.6	0	0	0	0	0	2	1	0.0	
STIRLING ELEMENTARY	625	78,545	125.7	0	0	0	0	0	1	1	0.0	
STONEMAN DOUGLAS HIGH	3,278	1,086,637	331.5	0	0	2	0	0	0	2	100.0	
STRANAHAN HIGH	1,304	184,946	141.8	0	0	1	0	0	1	2	50.0	
SUNLAND PARK ACADEMY	486	47,295	97.3	0	0	0	0	0	1	1	0.0	
SUNRISE MIDDLE	1,256	179,975	143.3	0	0	0	0	0	1	1	0.0	
SUNSET LAKES ELEMENTARY	944	29,365	31.1	0	0	0	0	0	1	1	0.0	
SUNSHINE ELEMENTARY	624	54,545	87.4	0	0	0	0	0	1	1	0.0	
TAMARAC ELEMENTARY	818	121,717	148.8	0	0	1	0	0	1	2	0.0	

Appendix (continued)

Organization	Students	Messages	MPS	Delivery	f	t	y	s	g	Feeds	% Active	%
TARAVELLA, J.P. HIGH	3,085	868,683	281.6	0	1	2	0	0	1	4	25.0	
TEDDER ELEMENTARY	638	57,391	90.0	0	0	0	0	0	1	1	0.0	
TEQUESTA TRACE MIDDLE	1,595	165,321	103.6	0	0	1	0	0	1	2	0.0	
THE QUEST CENTER	125	5,946	47.6	0	0	0	0	0	1	1	0.0	
TRADEWINDS ELEMENTARY	1,331	90,283	67.8	0	0	0	0	0	1	1	0.0	
TROPICAL ELEMENTARY	1,014	202,883	200.1	0	0	0	0	0	1	1	0.0	
VILLAGE ELEMENTARY	745	32,332	43.4	0	0	0	0	0	1	1	0.0	
WALKER ELEMENTARY	748	66,849	89.4	0	0	0	0	0	1	1	0.0	
WATKINS ELEMENTARY	568	87,754	154.5	0	0	1	0	0	1	2	50.0	
WELLEBY ELEMENTARY	828	62,234	75.2	0	0	0	0	0	1	1	0.0	
WEST BROWARD HIGH	2,710	641,514	236.7	0	2	2	0	0	1	5	0.0	
WEST HOLLYWOOD ELEMENTARY	571	64,939	113.7	0	0	0	0	0	1	1	0.0	
WESTCHESTER ELEMENTARY	1,211	257,425	212.6	0	0	0	0	0	1	1	0.0	
WESTERN HIGH	3,135	486,311	155.1	0	0	1	0	0	1	2	50.0	
WESTGLADES MIDDLE	1,779	311,727	175.2	0	0	0	0	1	1	3	0.0	
WESTPINE MIDDLE	932	108,945	116.9	0	0	0	0	0	1	1	0.0	
WESTWOOD HEIGHTS ELEMENTARY	687	114,422	166.6	0	0	0	0	0	1	1	0.0	
WHIDDON-ROGERS EDUCATION CENTER	914	196,490	215.0	0	1	1	0	0	1	3	0.0	
WHISPERING PINES	248	7,323	29.5	0	0	0	0	0	1	1	0.0	
WILTON MANORS ELEMENTARY	626	61,729	98.6	0	0	0	0	0	1	1	0.0	
WINGATE OAKS CENTER	91	1,188	13.1	0	0	0	0	0	1	1	0.0	
WINSTON PARK ELEMENTARY	1,209	144,600	119.6	0	0	0	0	0	1	1	0.0	
YOUNG, VIRGINIA S. ELEMENTARY	675	100,658	149.1	0	1	1	0	0	1	3	33.3	

Appendix (continued)

Organization	Students	Messages	MPS	Delivery	f	tw	yt	rs	ca	Feeds	% Active	%
 YOUNG, WALTER C. MIDDLE	1,133	100,021	88.3	0	0	0	0	1	1	2	0.0	

SECOND AMENDMENT TO AGREEMENT

THIS SECOND AMENDMENT TO AGREEMENT is made and entered into as of this 12th day of June, 2018, by and between

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
(hereinafter referred to as "SBBC"),
a body corporate and political subdivision of the State of Florida,
whose principal place of business is
600 Southeast Third Avenue, Fort Lauderdale, Florida 33301

and

PARLANT TECHNOLOGY, INC.
(hereinafter referred to as "PLT"),
having its principal place of business at
180 N. University Avenue #500, Provo UT 84601

WHEREAS, SBBC and PLT entered into an Agreement dated April 21, 2015 (hereafter "Agreement"); and

WHEREAS, the Agreement is for ParentLink parental engagement and communication software; and

WHEREAS, the parties mutually desire to amend certain provisions of the Agreement.

NOW, THEREFORE, in consideration of the premises and of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

1.01 **Recitals.** The Parties agree that the foregoing recitals are true and correct and that such recitals are incorporated herein by reference.

1.02 **Term of Agreement.** The April 21, 2015 Agreement is hereby extended from July 1, 2018 through June 30, 2019, unless terminated earlier pursuant to Section 3.05 of the Agreement.

1.03 **Cost of Services.** SBBC shall pay PLT the sum of \$822,807.42 for serviced rendered under this First Amendment to Agreement according to the following breakdown of annual fees. PLT will invoice SBBC on a monthly bases with net 30 day terms.

Qty	Product Code	Description	Unit Price	Total
272817	BC-MN MCA-APP	Mass Notification Platform (Agreement portion): Reliable mass notification system for sending messages via text, email, push notification, website announcement, website alert and social media	\$1.80	\$491,070.60
227217	MCA-SMM-APP MCA-APPI BC-MN-TC	Enhanced Parlant Software (1 st Amendment): Social media management, student data integration and teacher reach	\$1.46	\$331,736.82
Renewal Total				\$822,807.42

1.04 **Order of Precedence Among Agreement Documents.** In the event of conflict between the provisions of the Agreement and the provisions contained herein, the provisions of the following documents shall take precedence in this order:

- (a) this Second Amendment to Agreement; and
- (b) the First Amendment to Agreement; and
- (c) the Agreement.

1.05 **Insurance Requirements.** PLT shall comply with the following insurance requirements throughout the term of this Agreement:

(a) **General Liability.** PLT shall maintain General Liability insurance during the term of this Agreement with limits not less than \$1,000,000 per occurrence for Bodily Injury/ Property Damage; \$1,000,000 General Aggregate; and limits not less than \$1,000,000 for Products/Completed Operations Aggregate.

(b) **Professional Liability/Errors & Omissions.** PLT shall maintain Professional Liability/Errors & Omissions insurance during the term of this Agreement with a limit of not less than \$1,000,000 per occurrence covering services provided under this Agreement.

(c) **Workers' Compensation.** PLT shall maintain Workers' Compensation insurance during the term of this Agreement in compliance with the limits specified in Chapter 440, Florida Statutes, and Employer's Liability limits shall not be less than \$100,000/\$100,000/\$500,000 (each accident/disease-each employee/disease-policy limit).

(d) **Auto Liability.** PLT shall maintain Owned, Non-Owned and Hired Auto Liability insurance with Bodily Injury and Property Damage limits of not less than \$1,000,000 Combined Single Limit.

(e) **Acceptability of Insurance Carriers.** The insurance policies required under this Agreement shall be issued by companies qualified to do business in the State of Florida and having a rating of at least A- VI by AM Best or Aa3 by Moody's Investor Service.

(f) Verification of Coverage. Proof of the required insurance must be furnished by PLT to SBBC's Risk Management Department by Certificate of Insurance within fifteen (15) days of the date of this Agreement. To streamline this process, SBBC has partnered with EXIGIS Risk Management Services to collect and verify insurance documentation. All certificates (and any required documents) must be received and approved by SBBC's Risk Management Department before any work commences to permit PLT to remedy any deficiencies. PLT must verify its account information and provide contact details for its Insurance Agent via the link provided to it by email.

(g) Required Conditions. Liability policies must include the following terms on the Certificate of Insurance:

- 1) The School Board of Broward County, Florida, its members, officers, employees and agents are added as additional insured.
- 2) All liability policies are primary of all other valid and collectable coverage maintained by The School Board of Broward County, Florida.
- 3) Certificate Holder: The School Board of Broward County, Florida, c/o EXIGIS Risk Management Services, P.O. Box 4668-ECM, New York, New York 10163-4668.

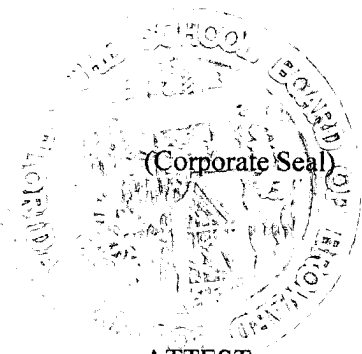
(h) Cancellation of Insurance. PLT is prohibited from providing services under this Agreement with SBBC without the minimum required insurance coverage and must notify SBBC within two (2) business days if required insurance is cancelled.

(i) SBBC reserves the right to review, reject or accept any required policies of insurance, including limits, coverage or endorsements, herein throughout the term of this Agreement.

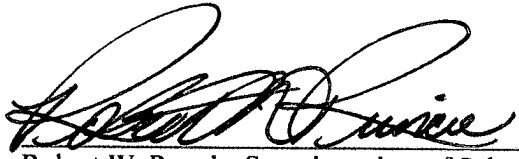
1.06 Other Provisions Remain in Force. Except as expressly provided herein, all other portions of the Agreement remain in full force and effect.

1.07 Authority. Each person signing this Second Amendment to Agreement on behalf of either party individually warrants that he or she has full legal power to execute this First Amendment to Agreement on behalf of the party for whom he or she is signing, and to bind and obligate such party with respect to all provisions contained in this First Amendment to Agreement.

IN WITNESS WHEREOF, the Parties hereto have made and executed this First Amendment to Agreement on the date first above written.



ATTEST:


Robert W. Runcie, Superintendent of Schools

FOR SBBC

THE SCHOOL BOARD OF BROWARD
COUNTY, FLORIDA

By 
Nora Rupert, Chair

Approved as to Form and Legal Content:

Janette M.
Smith

Digitally signed by Janette M.
Smith
Date: 2018.04.26 11:27:23
-04'00'

Office of the General Counsel

FOR PLT

(Corporate Seal)

PARLANT TECHNOLOGIES, INC.

ATTEST:

By Anu Baron
Signature

, Secretary

Printed Name: Anu Baron

Title: Corporate Counsel

Vali J. Mansel
-or-
Witness

Sean Jay
Witness

STATE OF District of Columbia

COUNTY OF _____

The foregoing instrument was acknowledged before me this 25 day of April, 2018 by Anu Baron of _____
Name of Person

Blackboard Inc on behalf of the corporation/agency. He/She is personally known to me or produced N/A as identification and did/did not first take an oath. _____
Type of Identification

My Commission Expires: 2/28/21

Christina Pehlivanis
Signature – Notary Public

(SEAL)

Christina Pehlivanis
Printed Name of Notary

Notary's Commission No.

