

EXECUTIVE SUMMARY

Direct Negotiation Recommendation of \$500,000 or Less 59-036E – Software to Track Independent Reading

This request is to approve the Agreement between Zoobean, Inc. and The School Board of Broward County, Florida (SBBC), from June 13, 2018 through June 30, 2019. The Vendor's application provides a digital solution to the District's longstanding reading motivation program "Reading Across Broward," that relies on paper and pencil forms printed and submitted annually to schools.

Program Description

The program will be introduced to all traditional elementary and K-8 schools. The District plans to transition students and families to the application for the 2018-2019 school year to provide a more interactive, real-time and year-round connection that promotes independent, free choice reading. The program is aligned with district reading goals and the Broward Reads Campaign for Grade-Level Reading and provides both the district and schools a method to monitor student time spent reading and quantities of books read. Schools can create individual and innovative reading challenges through the online application to promote a love of reading and support family literacy activities throughout the entire school year. The application also provides reading recommendations to users which are aligned with the reader's age and interests. The software will be accessible through the single-sign-on launch pad and can also be accessed and used with a smartphone, providing families an easy and convenient way to track independent reading at home. Professional development for media specialists and literacy coaches will be conducted in September 2018.

Program Research

Research indicates that school libraries staffed by a certified library media specialist play a critical role in nurturing a student's love of reading and supporting the school-to-home connection to literacy resources. With the rapid flow of information across multiple formats and devices, today's students are required to read and write more than at any other time in human history. Advanced literacy skills are essential for students to find future success in the workplace, to run households, act as informed citizens, and conduct their personal lives. In our complex and global world, the ability to read can have a profound impact. Poor reading skills often are associated with unemployment, lower wages, and fewer opportunities for advancement. Starting in kindergarten, if a student reads just twenty (20) minutes a day at home, they have the potential to hear 1.8 million more words per year. By sixth grade, they will have read over eight hundred (800) hours, and research shows that these students will likely outperform ninety (90) percent of their peers. According to the National Literacy Trust, when motivating reading for pleasure, there are four (4) common themes that encourage a love of reading that builds lifetime readers.

- 1) **Choice** – Children are more likely to read when their interests are considered, and they have control over how and what they read. Regular access to school and public library resources can nurture student choice and interest in reading.
- 2) **Availability** – Opportunities to read should be plentiful. Make books and reading visible at home and school.
- 3) **Safety, Support, and Comfort** – Safe and comfortable reading spaces encourage reading for pleasure. Create reading spaces at home, in the classroom and school library that encourage and nurture recreational reading.
- 4) **Creativity** – Empower student agency and voice by allowing students to demonstrate what they have read in creative ways. Book discussions and digital projects involving books can help deepen comprehension and build on speaking, listening and communication skills.

This program provides an online platform for the district and schools to efficiently support student choice and voice for independent reading, and promote reading motivation and family literacy activities while providing staff a data-driven monitoring tool.

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Evaluation Plan

The Innovative Learning Department will monitor program effectiveness and impact on student outcomes by monitoring usage by school monthly.

Procurement Method

Pursuant to Purchasing Policy 3320, Section II, H, and pursuant to the Department of Education, Rule 6A-1.012, 11 (b), Florida Administrative Code as authorized by Section 010.04(4) (a), Florida Statutes, the requirement for requesting competitive solicitation for commodities or contractual services from three (3) or more sources is hereby waived as for the District's purchase of computer software, therefore this Agreement was done through direct negotiation.

Financial Impact

The spending authority for this Agreement is \$26,100 per year. The funding source for the District is the state categorical funds allocated for library media.

<u>Price per School Building license</u>	<u>\$195</u>
<u>Number of schools</u>	<u>x 150</u>
<u>Total</u>	<u>\$29,250</u>
<u>Less Discount</u>	<u>(\$3,150)</u>
<u>Discounted Total Price</u>	<u>\$26,100</u>