

EXECUTIVE SUMMARY

Direct Negotiation Recommendation of \$500,000 or Less 59-093E – Imagine Learning and Literacy Software Program

Introduction

Responsible: Procurement & Warehousing Services (PWS)

This request is to approve the Agreement between Imagine Learning, Inc. and The School Board of Broward County, Florida (SBBC), for two (2) years and four (4) months, starting February 5, 2019 through June 30, 2021. This Agreement will facilitate the collaboration between SBBC and Imagine Learning to build students' language and foundational digital literacy skills through their software programs.

Goods/Services Description

Responsible: Bilingual/ESOL Department

The Bilingual/ESOL Department is seeking to expand usage of Imagine Learning Language and Literacy to include all K-5 newcomer English language learners identified in the Entering/Emerging levels of language proficiency. The program and assessments are aligned with Florida and World-Class Instructional Design and Assessment Standards.

Program Goal: Use Imagine Learning Language and Literacy to bridge the oral language and literacy gap for all English language learners (ELLs) in grades K–8.

Student Experience:

- Students are given an adaptive placement test and provided with a prescriptive learning path.
- Ongoing program monitoring and assessments will provide scaffolded, accelerated, or remediated instruction as needed.
- Students are provided foundational skills to fill learning gaps while being exposed to grade-level content.

English language learners are explicitly taught oral language acquisition and foundational literacy skills, which include the five (5) elements of reading (i.e., phonological awareness, phonics, vocabulary, fluency, and comprehension). Lessons and activities are adaptive and engage students with direct instruction using games, videos, student recordings, stories, online graphic organizers, and offline materials. Students are taught cross-curricular content words that are commonly encountered on state assessments. Translations of instructions, vocabulary, and feedback are available through the first-language support feature in fifteen (15) languages, including the district's most predominant languages, and gradually fades away as the student progresses to higher levels of English proficiency.

Content is made accessible for the targeted levels of language proficiency by adapting to the students' English and literacy proficiency. Grade level content is made accessible through front-loading of information that builds background knowledge and ensures understanding.

Information on tracking effectiveness and usage suggestions can be found in the Imagine Learning Broward County Public Schools Cultural Academy for New Americans (CANAs), License Only, and Supplemental Summer LEC attachment.

Current Implementation: Various schools have been using the program through different implementation models. Teachers attended at least one (1) training day and received onsite and virtual support from a customer success manager assigned to Broward County.

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The table below describes each model and the participating schools. Feedback from teachers and principals in addition to data results, show newcomer English Language Learners and recently arrived immigrant students are showing growth within the program.

Implementation Model	Description	Participating Schools	Data Results Growth Scale Scores*
CANA (Cultural Academy for New Americans) Funding: Recently Arrived Immigrant Grant	Schools with a high enrollment of recently-arrived immigrant students in grades K-8 participated in a twelve (12) week afterschool program which exposed them to culturally rich reading lessons and a cultural technology-supported component in partnership with Imagine Learning.	Cypress ES	361 to 419
		Eagle Point ES	374 to 424
		Gator Run ES	393 to 464
		Gulfstream Academy K-8	385 to 436
		James Hunt ES	332 to 404
		Tequesta Trace MS	430 to 455
Licenses Only Funding: Recently-Arrived Immigrant Children and Youth Grant	Schools with a high enrollment of ELLs received supplemental licenses to use during Title III Supplemental Language Enrichment Camp and/or as part of the school day.	North Side ES	364 to 437
		Park Lakes ES	356 to 392
		Park Ridge ES	335 to 410
		Quiet Waters ES	330 to 413
		Tradewinds ES	384 to 404
		(Added in 18-19) Dania ES Stephen Foster ES	
Supplemental Summer Language Enrichment Camp Funding: Title III, Part A Grant, and Recently-Arrived Immigrant Children and Youth Grant	Schools identified represented different areas of the district with a high enrollment of ELLs. Each school submitted a three thru six (3-6) week implementation plan. Plans were to incorporate a minimum three (3) hours with Imagine Learning Language and Literacy including the use of Imagine Learning resources for whole/small group instruction.	Cypress ES 3-weeks	427 to 447
		Eagle Point ES 4-weeks	441 to 463
		Lloyd Estates ES 6-weeks	418 to 458
		Stephen Foster ES 6-weeks	397 to 418

*Refer to the Imagine Learning Broward County Public Schools CANA, License Only, and Supplemental Summer LEC attachment for detailed data on the above implementation models.

Procurement Method
Responsible: PWS

Pursuant to Rule 6A -1.012, 11(b), and 14, Florida Administrative Code and School Board Purchasing Policy 3320, Section II.H, authorizes the purchase of any type of copyrighted materials, instructional materials and computer software without competitive solicitations.

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Financial Impact
Responsible: PWS and Bilingual/ESOL Department

The total spending authority requested is \$494,000 and will be taken from the following:

- \$200,000 will be funded by the Enhanced Instructional Opportunities for Recently-Arrived Immigrant Children and Youth Grant.
- \$294,000 will be funded by Title III, Part A Grant.

Pricing Breakdown

	2018/2019	2019/2020	Total
Number of licenses	3,000	3,000	6,000
x Unit price	\$ 80	80	\$ 80
Total license price	\$240,000	\$240,000	\$480,000
Professional Development (PD) (five (5) days)	\$ 7,000	\$ 7,000	\$ 14,000
Total Cost (License and PD)	\$247,000	\$247,000	\$494,000

Savings

Original Price	\$ 150
Less Discounted Price	\$ 80
Difference	\$ 70

Savings (3,000 licenses @ 70) \$210,000 = \$420,000 over two (2) years