

Topic: E-7: Recommendation to Approve Second Amendment to the Agreement – 56-001E – Education To Go (ED2GO)

Staff Follow Up: Staff to explain how opportunities to expand revenue for this particular item are being pursued. **(D. Korn) SBOM-050719-07**

Response: The initial Ed2Go contract began more than a decade ago as an additional option to offer lifelong learning opportunities to adult students and their families whose schedules do not allow for a face-to-face program. The opportunities for online classes are advertised through the Broward Community Schools website. Broward Community Schools receive a portion of the course funding when students “click” on the link via browardcommunityschools.com.

Since the inception of the initial Ed2Go contract, many other companies have begun offering a similar service. The introduction of new companies within the market reduced the number of Ed2Go customers and drove the price down. This has significantly impacted the revenue received from Ed2Go to Broward Community Schools.

In order to increase revenue, Broward Community Schools began conversations with the District's Teacher Professional Growth & Development Department, Leadership Development Department and other non-instructional departments to establish a partnership to build and offer online courses for in-service points via Ed2Go. If approved, courses will be developed and marketed to teachers, administrators and other non-instructional personnel needing said courses for certification, Certified Achievement Program (CAP) points and/or career development. These content specific courses will be offered through our portal only. A successful implementation will open opportunities to collaborate with other school districts needing this service, thus increasing revenue.