

EXECUTIVE SUMMARY

Recommendation to Approve First Amendment and Renewal 57-127E - Software for Vocabulary Improvement

Introduction

Responsible: Procurement & Warehousing Services (PWS)

This request is to approve the First Amendment and Renewal between Thinkmap, Inc. and The School Board of Broward County, Florida (SBBC) that started on August 9, 2017 and expires on July 31, 2019, with the option to renew for one (1) additional year. The agreement provides a platform for systematic and lasting vocabulary improvement that goes beyond rote memorization to teach all the meanings and subtle nuances of words. The agreement was approved on August 8, 2017, SBOM item EE-13 with an approved spending authority of \$833,500.

The purpose of this Amendment is to renew for an additional year bringing the expiration date to July 31, 2020. The additional spending authority being requested is \$416,750.

Goods/Services Description

Responsible: Innovative Learning

Thinkmap, Inc. has created Vocabulary.com, a platform for systematic and lasting vocabulary improvement that goes beyond rote memorization to teach all the meanings and subtle nuances of words. Backed by research and currently used in schools, the vendor believes there is no magic bullet when it comes to building a student's vocabulary, and has developed a system that will analyze the content being taught, identifies the vocabulary necessary for comprehension, and provides differentiated instruction for each student. Vocabulary.com takes a research-based approach to teaching vocabulary and is adaptive in meeting students at their ability level. Students are exposed to multiple question types and contexts, as they believe understanding how words work in a broader linguistic framework has been shown to provide greater understanding as students encounter new words. Vocabulary.com teaches words by systematically exposing the student to a wide array of question types and activities that will help the student understand the meanings and nuances of every word the student is learning.

Detailed reports and averages based on the usage of this software over the past year are included further in this document. However, a few highlights were included and shown below:

- ✦ Over 94,000 of students in grades 5-12 have answered ninety-two (92) million questions and mastered four-point six (4.6) million academic vocabulary words to date.
- ✦ Margate Middle School mastered more words than any middle school in the United States and Canada, beating out 38,000 other participating schools to win the Middle School Division of the Vocabulary.com Vocabulary Bowl for the third consecutive year.
- ✦ Fifteen (15) Broward County Schools ranked in the top twenty (20) in Florida for the 2018-2019 Vocabulary Bowl Competition.
- ✦ Two (2) Broward County Schools ranked in the top twenty (20) schools in the nation for the 2018-2019 Vocabulary Bowl Competition.

Vocabulary.com Highlights and Updates 2018/2019

As mentioned above, please find data extracted in regards to our usage of the software over the past year.

Overall Growth: Words Mastered by Week

Overall Growth: Words Mastered by Week



Top Ten (10) Schools by Number of Active Students

Top 10 Schools by Number of Active Students

School	Active Students	Questions Answered	Words Mastered
J P Taravella High School	2,824	2,004,644	135,248
Miramar High School	2,722	3,027,294	165,736
Piper High School	2,613	1,915,492	99,252
Hollywood Hills High School	2,506	4,867,612	270,176
Everglades High School	2,468	2,890,586	170,704
Blanche Ely High School	2,352	2,709,600	134,001
Falcon Cove Middle School	2,344	1,855,864	122,534
West Broward High School	2,327	1,714,754	134,417
Charles W Flanagan High School	2,299	1,770,753	116,360
Cooper City High School	2,221	2,300,622	156,013

