



# AGENDA REQUEST FORM

## THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

ITEM No.:  
**EE-12.**

MEETING DATE	2019-07-23 10:05 - Regular School Board 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

**TITLE:**  
 Recommendation to Approve First Amendment and Renewal- 57-129E - Software for Reading, Comprehension and Fluency Development

**REQUESTED ACTION:**  
 Approve the First Amendment and Renewal of the above agreement. Contract Term: August 9, 2017 through July 31, 2020, 3 Years; User Department: Innovative Learning; Additional Requested Amount: \$368,600; New Award Amount: \$1,105,800; Awarded Vendor(s): Newsela, Inc.; Small/Minority/Women Business Enterprise Vendor(s): None.

**SUMMARY EXPLANATION AND BACKGROUND:**  
 Newsela Pro, is a cloud-based platform that supports and enhances each students' reading ability by providing individualized non-fiction content catered to their reading level. This software was designed from the ground up to strengthen reading skills and habits through routine use. Newsela Pro uses engaging daily news and other non-fiction content to help students become better readers.  
 This 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 \$368,600. The contract award amount was for \$737,200. The request is to increase the spending authority by \$368,600 bringing the new contract value to \$1,105,800. The funding source will come from the State for the Digital Classroom Plan. The financial impact amount represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.

**EXHIBITS: (List)**  
 (1) Executive Summary (2) Agreement (3) Approved ARF 8-8-2017 SBOM EE-5 (4) Financial Analysis Worksheet (5) Survey

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

SOURCE OF ADDITIONAL INFORMATION:	
Name: Dr. Daryl Diamond	Phone: 754-321-2620
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  
7/15/2019, 2:45:06 PM

Electronic Signature  
 Form #4189 Revised 06/05/2019  
 RWR/ MLW/MCC/DD:kg

Approved In Open Board Meeting On:           JUL 23 2019            
 By:           Heather P. Bratton            
 School Board Chair

## EXECUTIVE SUMMARY

### Recommendation to Approve First Amendment and Renewal 57-129E - Software for Reading, Comprehension and Fluency Development

---

#### **Introduction**

**Responsible: Procurement & Warehousing Services (PWS)**

This request is to approve the First Amendment and Renewal between Newsela Inc. and The School Board of Broward County, Florida (SBBC), that started on August 9, 2017, and expires on July 31, 2019. The agreement provides a cloud-based platform that supports and enhances each students' reading ability by providing individualized non-fiction content catered to their reading level. The agreement was approved on August 8, 2017, SBOM item EE-5 with an approved spending authority of \$737,200.

The purpose of this Amendment is to renew for an additional year bringing the expiration date to July 31, 2020.

#### **Goods/Services Description**

**Responsible: Innovative Learning**

This request brings Newsela to Broward County Public Schools (BCPS) for the fourth consecutive year. Newsela, Inc. has created Newsela Pro, a cloud-based platform that supports and enhances each students' reading ability by providing individualized non-fiction content catered to their reading level. This software was designed from the ground up to strengthen reading skills and habits through routine use. Newsela Pro uses engaging daily news and other non-fiction content to help students become better readers. Newsela is currently implemented in all BCPS elementary, middle, and high schools. Students and teachers receive up to eight (8) new articles every day, published in both English and Spanish. Newsela's software content is adaptable for different levels of reading difficulty, which allows teachers to personalize instruction for every student. To date, BCPS students have read over 7,000,000 articles under the BCPS Newsela PRO subscription.

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:

- + BCPS students spent more than 451,000 hours reading more than 3,800,000 Newsela articles during the 2018-2019 school year.
- + Students completed more than 1,500,00 Newsela Quizzes and 315,000 Power Word Activities
- + BCPS teachers viewed the Newsela teacher binder more than 237,000 times and created more than 7,400 annotations within the Newsela platform.
- + To date, one hundred and eleven (111) BCPS teachers have completed professional learning activities to earn recognition as a Newsela Certified Educator as part of Broward's Digital Army initiative.

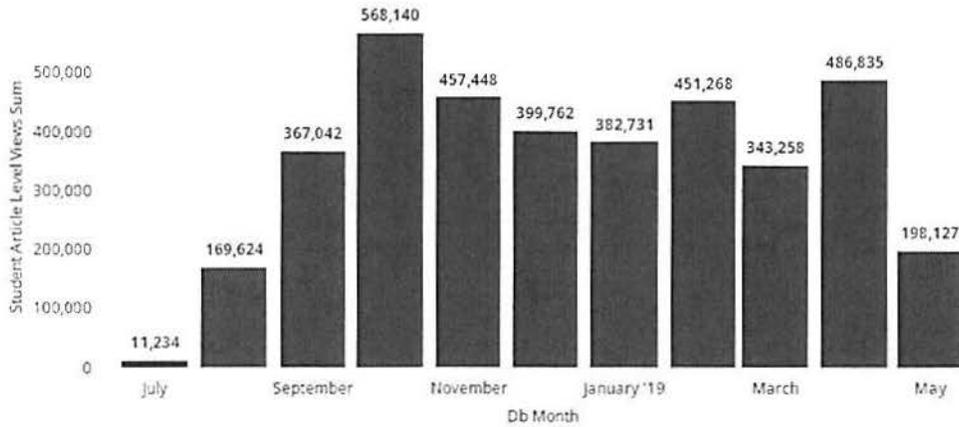
**Recommendation to Approve First Amendment and Renewal  
57-129E - Software for Reading, Comprehension and Fluency Development  
July 23, 2019 Board Agenda  
Page 2**

**Newsela Highlights and Updates 2018/2019**

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

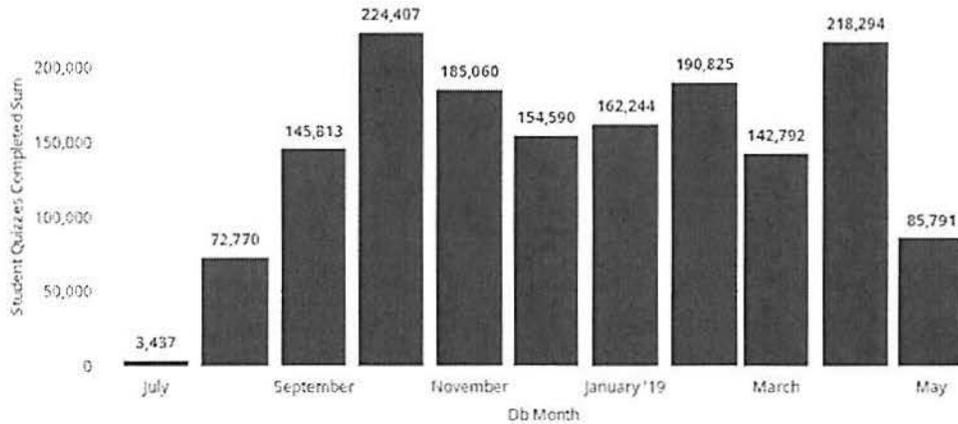
**Student Article Views by Month**

Student Article Level Views by Month



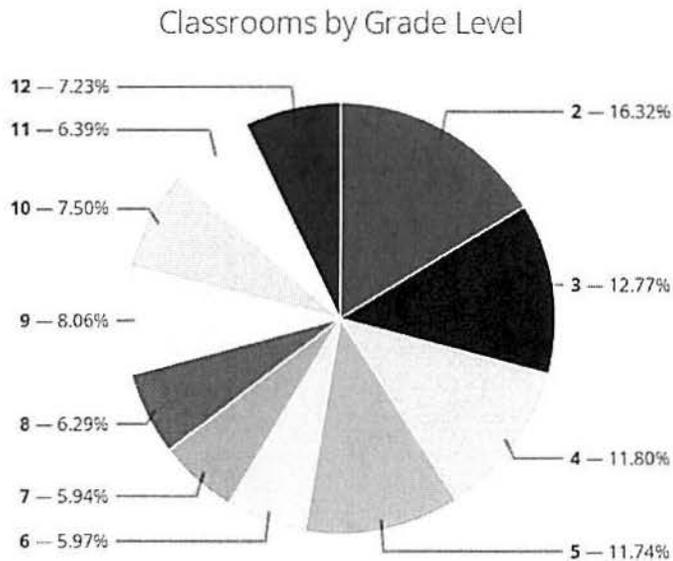
**Student Quizzes Completed by Month**

Quizzes Completed by Month



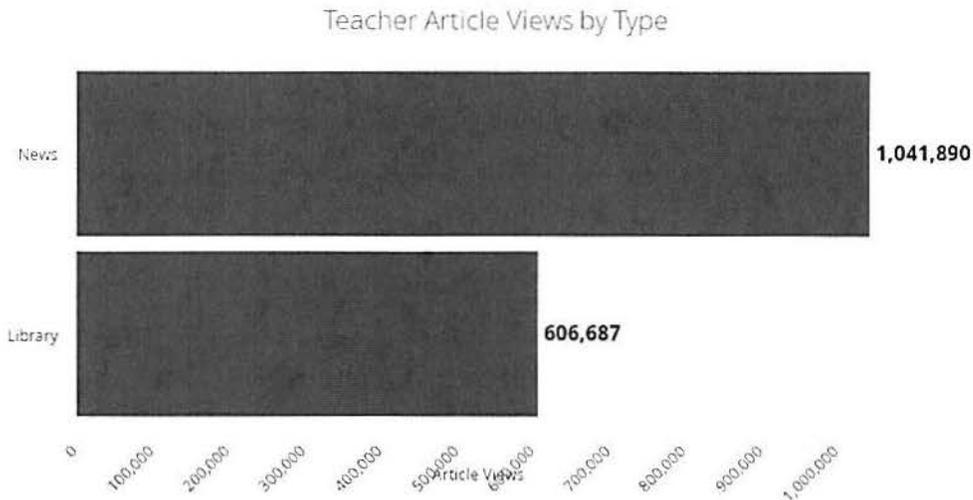
**Recommendation to Approve First Amendment and Renewal  
57-129E - Software for Reading, Comprehension and Fluency Development  
July 23, 2019 Board Agenda  
Page 3**

Classroom Use by Grade Level



*This chart illustrates Newsela's ability to support Strategic Goal 1- High-Quality Instruction with Literacy and Early Learning (as demonstrated in use in grades 2,3,4,5).*

Teacher Article Views by Type



**Recommendation to Approve First Amendment and Renewal  
57-129E - Software for Reading, Comprehension and Fluency Development  
July 23, 2019 Board Agenda  
Page 4**

**Procurement Method  
Responsible: PWS**

Direct negotiation was conducted with the vendor based on Purchasing Policy 3320. Pursuant to the Department of Education, Rule 6A-1.012, 11(b), Florida Administrative Code as authorized by Section 1010.04(4)(a), Florida Statutes, and Purchasing Policy 3320, Section II, H, the requirement for requesting competitive solicitation for commodities or contractual services from three or more sources is hereby waived as for the SBBC's purchase of educational services.

**Financial Impact  
Responsible: PWS and Department**

The spending authority being requested is \$368,600 based on the original negotiated prices as detailed below:

District-wide licenses (two hundred thirty-six (236) schools * \$1,561)	\$368,396
<b>Total Amount (Rounded)</b>	<b><u>\$368,600</u></b>

The funding source will come from the State for the Digital Classroom Plan.

Upon approval of this item, the spending authority will be \$1,105,800.

The financial impact amount represents an estimated contract value; however, the amount authorized will not exceed the contract award amount.

# FIRST AMENDMENT TO AGREEMENT

THIS FIRST AMENDMENT TO AGREEMENT is made and entered into as of this 23<sup>rd</sup> day of July, 2019, 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

**NEWSELA, INC.**  
(Hereinafter referred to as "VENDOR"),  
whose principal place of business is  
475 10<sup>TH</sup> Avenue, 4<sup>th</sup> Floor  
New York, NY 10018

**WHEREAS**, SBBC and VENDOR entered into an Agreement dated August 8, 2017 (hereafter "Agreement"); and

**WHEREAS**, VENDOR shall provide access to their online platform Newsela PRO, a cloud-based platform that can be accessed from any industry-standard web browser. Platform shall support and enhance each students' reading ability by providing individualized non-fiction content catered to their reading level. SBBC shall have access to this platform via any of their supported connections, in addition to access via apps, which are available for iOS, Google Android and Google Chromebook systems; and

**WHEREAS**, the parties mutually desire to amend certain provisions of the Agreement through this First Amendment to Agreement (hereafter "Amendment").

**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.** Pursuant to Section 2.0 of the Agreement, the term of the Agreement is hereby extended from August 1, 2019 through July 31, 2020, unless terminated earlier pursuant to Section 3.06.

1.03 **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 First Amendment to Agreement; then
- b) the Agreement.

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

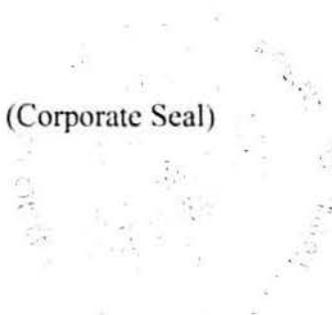
1.05 **Authority.** Each person signing this First Amendment to Agreement on behalf of either party individually warrants that he or she has full legal power to execute this First Amendment to Agreement on behalf of the party for whom he or she is signing, and to bind and obligate such party with respect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

**[THIS SPACE INTENTIONALLY LEFT BLANK; SIGNATURE PAGES FOLLOW]**

**FOR SBBC:**

(Corporate Seal)



THE SCHOOL BOARD OF BROWARD  
COUNTY, FLORIDA

By Heather P. Brinkworth  
Heather P. Brinkworth, Chair

ATTEST:

Robert W. Runcie  
Robert W. Runcie, Superintendent of Schools

Approved as to Form and Legal Content:

Kathelyn Jacques-Adams

Digitally signed by Kathelyn Jacques-Adams, Esq. - kathelyn.jacques-adams@gbrowardschools.com  
Reason: Newsela, Inc.  
Date: 2019.06.12 13:00:56 -04'00'

Office of the General Counsel

**[THIS SPACE INTENTIONALLY LEFT BLANK; SIGNATURE PAGE FOLLOWS]**

**FOR VENDOR**

(Corporate Seal)

ATTEST:

\_\_\_\_\_  
, Secretary

-or-

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Witness

NEWSELA, INC.

By \_\_\_\_\_  
Signature

Printed Name: Chris Mezzatesta

Title: CR0

STATE OF New York

COUNTY OF New York

The foregoing instrument was acknowledged before me this 12<sup>th</sup> day of June, 2019 by Chris Mezzatesta of \_\_\_\_\_  
Name of Person

Newsela, Inc. on behalf of the corporation/agency. He/She is personally known to me or produced Drivers License as identification and did/did not first take an oath. \_\_\_\_\_  
Type of Identification

My Commission Expires:

\_\_\_\_\_  
Signature - Notary Public

Brian Berman  
Printed Name of Notary

(SEAL)

BRIAN BERMAN  
NOTARY PUBLIC-STATE OF NEW YORK  
No. 01BE6370332  
Qualified in Queens County  
My Commission Expires 01-29-2022

01BE6370332  
Notary's Commission No.



# AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

ITEM No.:  
**EE-5.**

MEETING DATE: 2017-08-08 10:05 - School Board Operational Meeting

AGENDA ITEM: ITEMS

CATEGORY: EE. OFFICE OF STRATEGY & OPERATIONS

DEPARTMENT: Procurement & Warehousing Services

Special Order Request  
 Yes  No

Time

Open Agenda  
 Yes  No

TITLE:  
Recommendation to Approve Agreement - 57-129E - Software for Reading, Comprehension, and Fluency Development

**REQUESTED ACTION:** 2019, 2 Years District-wide  
 Approve the recommendation to award the above Agreement. Contract Term: August 9, 2017 through July 31, ~~2020, 3 Years~~; User Department: Innovative Learning; Award Amount: \$1,105,800; Awarded Vendor(s): Newsela, Inc.; Minority/Women Business Enterprise Vendor(s): None.  
concluding on July 31, 2019, with the option to renew for a third year.

**SUMMARY EXPLANATION AND BACKGROUND:**  
 Newsela, Inc. has created Newsela Pro, a cloud-based platform that supports and enhances each students' reading ability by providing individualized non-fiction content catered to their reading level. This software was designed from the ground up to strengthen reading skills and habits through routine use. Newsela Pro uses engaging daily news and other non-fiction content to help students become better readers. Currently implemented in a few schools, our students and teachers receive up to eight (8) new articles every day, published in both English and Spanish.  
 This 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 \$1,105,800. The funding source will come from the State for the Digital Classroom Plan. The financial impact amount represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.

**EXHIBITS: (List)**  
 (1) Executive Summary (2) Agreement (3) Reference Letter (4) Supplier Evaluation

**BOARD ACTION:**  
**APPROVED AS AMENDED**  
 (See Amendment Attached)  
 (For Official School Board Records Office Only)

SOURCE OF ADDITIONAL INFORMATION:	
Name: Dr. Daryl Diamond	Phone: 754-321-2630
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

Approved In Open Board Meeting On: AUG 08 2017

Signature  
 Maurice Woods  
 7/26/2017, 9:57:06 AM

By: *Atty M. Freedman*  
 School Board Chair



# 57-129E NEWSELA Software (Released April 2019)

152  
Responses

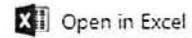
59:59  
Average time to complete

Active  
Status



...

[View results](#)



## 1. School and/or Department Name

[More Details](#)

152  
Responses

Latest Responses

"Northeast High School / English"

"West Broward High School"

"Griffin Elementary"

## 2. Please rate the Vendor's overall performance.

[More Details](#)

152  
Responses



4.47 Average Rating

## 3. Please rate the effectiveness of this software in developing the reading, comprehension and fluency skills throughout the District.

[More Details](#)

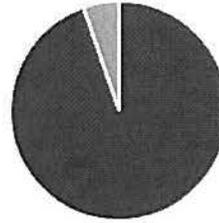
152  
Responses



4.34 Average Rating

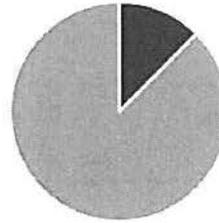
4. Is the software user friendly?

[More Details](#)



5. Do you experience problems with the software that reduces its effectiveness?

[More Details](#)



6. If you answered "yes" to question 5, please explain.

[More Details](#)

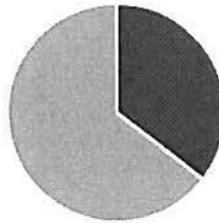
20  
Responses

Latest Responses  
"Loading issues"

*"The teacher should be able to lock and keep locked the lexile level of ..."*

7. Would you suggest any improvements for the software?

[More Details](#)



8. If you answered "yes" to question 7, please explain.

[More Details](#)

56  
Responses

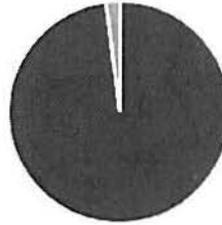
Latest Responses  
"See above"

*"Easier cross referencing of grade appropriate articles with standards."*

9. Would you use this Vendor again?

[More Details](#)

● Yes	149
● No	3



10. Please include any additional comments about this software.

[More Details](#)

54  
Responses

Latest Responses

*"The students like the variety of articles available. "*

*"Love the current events. Using the online response for students and t..."*