



# AGENDA REQUEST FORM

## THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

<b>MEETING DATE</b>	2019-07-23 10:05 - Regular School Board Meeting
<b>AGENDA ITEM</b>	ITEMS
<b>CATEGORY</b>	EE. OFFICE OF STRATEGY & OPERATIONS
<b>DEPARTMENT</b>	Procurement & Warehousing Services

<b>Special Order Request</b>	
<input type="radio"/> Yes	<input checked="" type="radio"/> No
<b>Time</b>	
<b>Open Agenda</b>	
<input checked="" type="radio"/> Yes	<input type="radio"/> No

<b>ITEM No.:</b>
EE-13.

**TITLE:**

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

**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: \$416,750; New Award Amount: \$1,250,250; Awarded Vendor(s): Thinkmap, Inc.; Small/Minority/Women Business Enterprise Vendor(s): None.

**SUMMARY EXPLANATION AND BACKGROUND:**

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.

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 \$416,750. The contract award amount was for \$833,500. The request is to increase the spending authority by \$416,750 bringing the new contract value to \$1,250,250. 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-13 (4) Financial Analysis Worksheet (5) Survey

<b>BOARD ACTION:</b> <h1 style="margin: 0;">APPROVED</h1> <p style="font-size: small;">(For Official School Board Records Office Only)</p>
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<b>SOURCE OF ADDITIONAL INFORMATION:</b>	
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, 2:45:19 PM

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

Approved In Open Board Meeting On:  
 By: *Heather P. Brestwood*

JUL 23 2019

School Board Chair

## EXECUTIVE SUMMARY

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

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#### 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

Top Ten (10) Vocabulary Lists

Top Vocabulary Lists

List Title	Number of Students Working
100 Words Every Middle Schooler Should Know	8,124
The New SAT: Language of the Test - List #1	5,321
The New SAT: Words to Capture Tone - List #1	4,257
The New SAT: Multiple-Meaning Words List #1	3,045
Some Helpful Poetry Terms	2,793
"The Ravine," Vocabulary from the short story	2,087
Figurative Language in King's "I Have a Dream" Speech (1963)	1,983
Punctuation Matters	1,434
Argumentative Writing	1,402
Preamble to the U.S. Constitution	1,397

**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 (3) or more sources is hereby waived as for the SBBC's purchase of educational services.

**Financial Impact  
Responsible: PWS and Innovative Learning**

The spending authority being requested is \$416,750 based on the original negotiated prices as detailed below:

<u>District-wide licenses</u>	<u>\$408,000</u>	(136,000 students @ \$3 per student)
<u>Training and development</u>	<u>\$ 8,750</u>	(five (5) days @ \$1,750 per day)*
<b><u>Total per year</u></b>	<b><u>\$416,750</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 \$1,250,250.

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

**THINKMAP, INC.**  
(Hereinafter referred to as "VENDOR"),  
whose principal place of business is  
599 Broadway, 9<sup>th</sup> Floor, New York, NY 10012

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

**WHEREAS**, VENDOR provides access to their online platform Vocabulary.com (here in after referred as "Vocabulary.com"), a platform for systematic, lasting vocabulary improvement that goes beyond rote memorization to truly teach all the meanings and subtle nuances of words. Backed by research and used in over 28,000 schools, Vocabulary.com has been integrated into the Broward County curriculum and Broward teachers' everyday activities; 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 3.05.

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]**



(Corporate Seal)

**FOR SBBC:**

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: Thinkmap, Inc.  
Date: 2019.06.12 17:00:23 -04'00'

Office of the General Counsel

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

FOR VENDOR

(Corporate Seal)

THINKMAP, INC.

ATTEST:

By Michael Friedman  
Signature

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

Printed Name: Michael Friedman

Title: CEO

Michael Friedman  
Witness

Michael Friedman  
Witness

STATE OF New York

COUNTY OF New York

The foregoing instrument was acknowledged before me this 29<sup>th</sup> day of May, 2019 by Michael Friedman of

Thinkmap Inc. on behalf of the corporation/agency. He/She is personally known to me or produced NYS Driver License as identification and did/did not first take an oath. Type of Identification

My Commission Expires:

Akash Ramlackhan  
Signature - Notary Public

AKASH RAMLACKHAN  
Printed Name of Notary

(SEAL)

01RA6387933  
Notary's Commission No.

Akash Ramlackhan  
NOTARY PUBLIC, STATE OF NEW YORK  
Registration No. 01RA6387933  
Qualified in Queens County  
Commission Expires February 25, 2023



# AGENDA REQUEST FORM

## THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

ITEM No.:  
**EE-13.**

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 - 57-127E - Software for Vocabulary Improvement

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: \$1,250,250; Awarded Vendor(s): Thinkmap, 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:  
Thinkmap, Inc. provides access to Vocabulary.com, a platform for systematic and lasting vocabulary improvement that goes beyond memorization to teach the meaning of words. Vocabulary.com teaches words by systematically exposing the students to a wide array of questions types and activities that will help the student understand the meaning and nuances of every word the student is learning.  
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 \$1,250,250. 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) Financial Analysis Worksheet

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, 11:57:56 AM

By: *Abby M. Friedman*  
School Board Chair



# 57-127E Vocabulary.com Software (Survey Released April 2019)

94  
Responses

03:10  
Average time to complete

Active  
Status

  
[Ideas](#)

...

[View results](#)

 Open in Excel

## 1. School and/or Department Name

[More Details](#)

94  
Responses

Latest Responses

"Northeast High School / English"

"West Broward High School"

"Sheridan Technical High School"

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

[More Details](#)

94  
Responses



## 3. Please rate the effectiveness of this software in developing the vocabulary skills throughout the District.

[More Details](#)

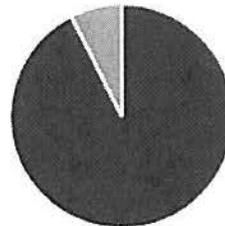
94  
Responses



## 4. Is the software user friendly?

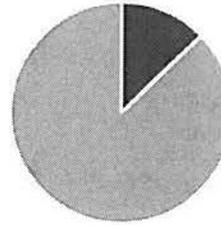
[More Details](#)

Yes 87  
 No 7



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

[More Details](#)



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

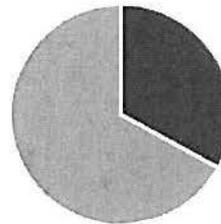
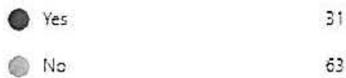
[More Details](#)

11  
Responses

Latest Responses

7. Would you suggest any improvements for the software?

[More Details](#)



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

[More Details](#)

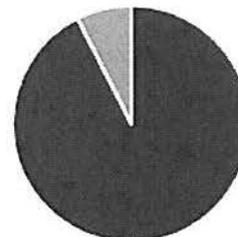
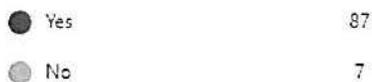
30  
Responses

Latest Responses

*"I would suggest an assessment component that can be developed by ..."*  
*"When I assign a practice assignment for students, I would like to be a..."*

9. Would you use this Vendor again?

[More Details](#)



10. Please include any additional comments about this software.

[More Details](#)

36

Responses

Latest Responses

"I like that they use current examples from current events. Might I sug...

"The students love the vocabulary jam feature:)"