

EXECUTIVE SUMMARY

Direct Negotiation Agreement FY20-111 - Interactive Learning Experiences Software

Introduction

Responsible: Procurement & Warehousing Services (PWS)

This request is to approve the new agreement between the local Broward company, Nearpod Inc., and The School Board of Broward County, Florida (SBBC), for one (1) year, starting August 6, 2019 through July 31, 2020. Nearpod's instructional software is an online learning application modernizing traditional instruction and engages students by allowing teachers to synchronize with student devices, integrate multimedia, and assess student understanding in real-time through formative assessments. Nearpod is compatible across all devices and integrates with Office 365, Newsela, and the Canvas Learning Management System.

The spending authority being requested is \$566,300.

Goods/Services Description:

Responsible: Innovative Learning

The District continues to review software purchases to develop a managed menu of software applications used with fidelity across appropriate grade levels and aligned to specific student needs. As part of this on-going review of curriculum and instructional materials, this request for the purchase of an interactive learning experience software (Nearpod) reflects a review of the purpose for the purchase, the grade level bands for which the purchase will be used, and how the software fits within the software landscape of the District. This purchase will reflect a reduction in the number of platforms used, a consolidation of functionality, and an improvement in interoperability.

Historical Information

In 2016, the School Board requested staff to procure a software application to develop keyboarding and digital citizenship and literacy skills in students. This request aligned with the delivery of laptops to schools and improved wireless access to the Internet resulting from the District's General Bond initiative. As a district, SBBC wanted to ensure that while students were conducting school work on laptops and going online to retrieve information, they would develop the necessary skills to do this effectively and safely. The District purchased Learning.com to accomplish these two (2) goals. **For three (3) years, students in the K-5 grade band, Global Scholars classrooms, and Digital DLA classrooms were given access to the Keyboarding and Digital Citizenship and Literacy modules in Learning.com.** The Innovative Learning Department monitored usage over three (3) years and found that the District was not leveraging the purchase in the manner for which it was designed or expected. The District, therefore, began to look at alternative software applications on the market designed to develop these skills.

Currently, 5,000 teachers use Nearpod to create and deliver student lessons in Broward County Public Schools. Teachers can select content from over 7,000 customizable, standards-aligned lessons for all subject areas and grade levels. With this Agreement, teachers will also have access to content about Digital Citizenship and Literacy and Keyboarding, as well as additional modules relating to College &

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Career Exploration, Social Emotional Learning, and English Learners supplemental curriculum, as described in Table 1 below. Whereas access to Learning.com was restricted to a subset of the total student population (see highlighted information above), the agreement with Nearpod will extend to all K-12 teachers. See **Exhibit A** for the Nearpod and Learning.com Crosswalk.

Table 1

| Module | Description |
|--|---|
| <p><u>Digital Citizenship and Literacy</u> – Empower students to use technology safely, responsibly, and effectively with Nearpod’s Digital Citizenship and Literacy supplemental curriculum.</p> | <ul style="list-style-type: none"> • Grades K-12 • Support instruction in keyboarding skills through a partnership with Typesy. • Support instruction in Digital Citizenship and Media Literacy skills through a partnership with Common Sense Education. • Support instruction in computer science, coding, applications of technology through a partnership with CodeMonkey. • Four hundred (400) + learning experiences |
| <p><u>College and Career Exploration</u> – Increase access and exposure to college and career opportunities with Nearpod’s College and Career Explorations supplemental curriculum.</p> | <ul style="list-style-type: none"> • Grades K-12, supporting district use of Naviance in grades 6-12 while exposing college and career exploration in grades K-5. • Equal access to future opportunities as students explore college pathways and career clusters. • Dynamic media, like virtual reality. • Two hundred (200) + learning experiences. |
| <p><u>Nearpod SEL</u> – Build positive, safe, and empowering learning environments with Nearpod’s Social and Emotional Learning (SEL) supplemental curriculum</p> | <ul style="list-style-type: none"> • Grades K-12 • Built from CASEL’s leading framework to facilitate student development of SEL competencies. • Developed in partnership with Common Sense Education. • One hundred and fifty (150)+ learning experiences. |
| <p><u>Nearpod for EL</u> – Reach our English Learners with immersive, relevant instruction with Nearpod’s English Learners supplemental curriculum</p> | <ul style="list-style-type: none"> • Grades K-12 • Scaffolded access to rigorous, grade-level, learning experiences, and language instruction. • Built-in partnership with many of SBBC favorite Nearpod publishing partners. • One thousand (1000)+ learning experiences. |

Nearpod Lesson Library

With Nearpod teachers can transform instruction with 7,000+ customizable, standards-aligned lessons for all subject areas and grade levels. Designed in partnership with respected publishers and built on research-based instructional models, the Nearpod lesson library saves teachers time with ready-to-teach interactive content and provides exemplars on how teachers can transform their own content. Key points regarding the Nearpod implementation are:

- Usage drives deeper learning with rigorous content from well-known publishers in all academic areas.
- The application supports all learners with research-based instructional models such as Gradual Release of Responsibility, Broward County Secondary Learning's 5e Model, and Universal Design for Learning.
- The application gives teachers the ability to search by standards, resource type, and grade level to align with instructional needs.
- The application gives teachers the ability to perform formative assessments during the delivery of the lesson.
- The application is accessed directly through Canvas via LTI with grade passback functionality.
- The application provides an interactive tool for teachers to measure student understanding through formative activities that offer teachers a window on how well their students are understanding the material being presented.
- The application is also a tool that can be viewed repeatedly by students and embedded within Canvas.
- Although Innovative Learning is bringing it forward specifically for its Digital Citizenship and Keyboarding components, the application is used throughout the District in a variety of departments: Applied Learning (Civic Engagement), ESOL and World Languages (ELL population), Career, Technical, Adult, Community Education (CTACE).

Historical Use of Nearpod in Broward Schools

The Bilingual/ESOL Department first established a partnership with Nearpod during the 2016- 2017 school year to provide one hundred (100) Digital Developmental Language Arts (Digital DLA) teachers with a subscription to Nearpod EL. The table below illustrates the expansion of use across schools and departments over the past three (3) years.

Table 2

| Year | Description of Use |
|-------------|--|
| 2016 – 2017 | <ul style="list-style-type: none"> Bilingual/ESOL Department purchased Nearpod EL Library to give access to one hundred (100) Digital DLA teachers. Margate Middle School purchased the Nearpod Premium Site License. |
| 2017 – 2018 | <ul style="list-style-type: none"> Bilingual/ESOL Department purchased Nearpod EL Library to give access to one-hundred-fifty (150) DLA teachers. Lake Forest Elementary, Silver Ridge Elementary, and Margate Middle Schools purchased Nearpod Premium Site Licenses. |
| 2018 – 2019 | <ul style="list-style-type: none"> Bilingual/ESOL Department purchased Nearpod EL Library to give access to one-hundred-fifty (150) Digital DLA teachers. Gator Run Elementary, Lake Forest Elementary, Pembroke Lakes Elementary, Rock Island Elementary, Silver Ridge Elementary, Flacon Cove Middle, Margate Middle, McNichol Middle, Olsen Middle, Walter C. Young Middle, and Westpine Middle Schools purchased Nearpod Premium Site Licenses. Innovative Learning purchased Nearpod Premium licenses for teachers to earn when attending the Canvas Advanced LTI Course one hundred seventy-seven (177) teachers), Broward Tech Meetup, and Nearpod Certified Educator Professional Learning Workshops. |
| 2019-2020 | <ul style="list-style-type: none"> Requested and continued use by Applied Learning (Debate), Bilingual/ESOL, CTACE, Elementary Learning, Equity and Diversity, Innovative Learning, and Secondary Learning. |

Student Achievement and Engagement Data to Date

1. Increasing Broward Student Engagement

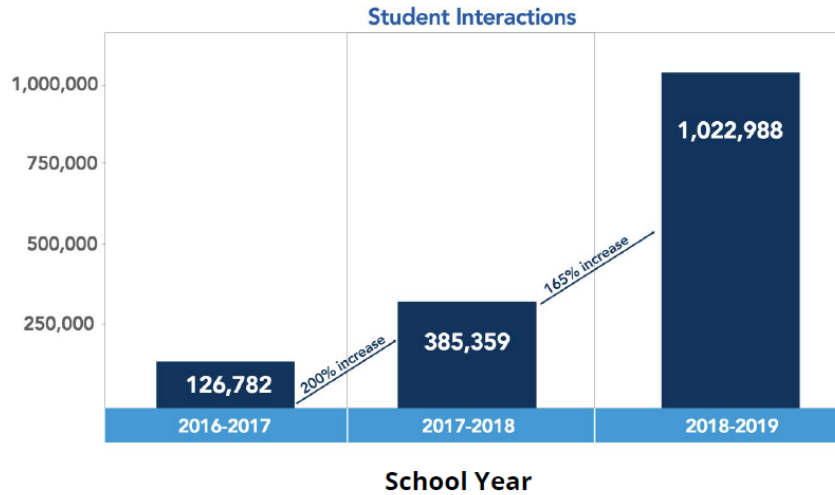
Nearpod is a comprehensive student engagement platform that drives one hundred (100) percent student participation through inclusive, immersive, and collaborative-rich learning experiences. Through real-time synchronization to student devices, Nearpod’s formative assessment feedback loop continually informs the teachers’ instruction to better differentiate for the diverse learners in his or her classroom.



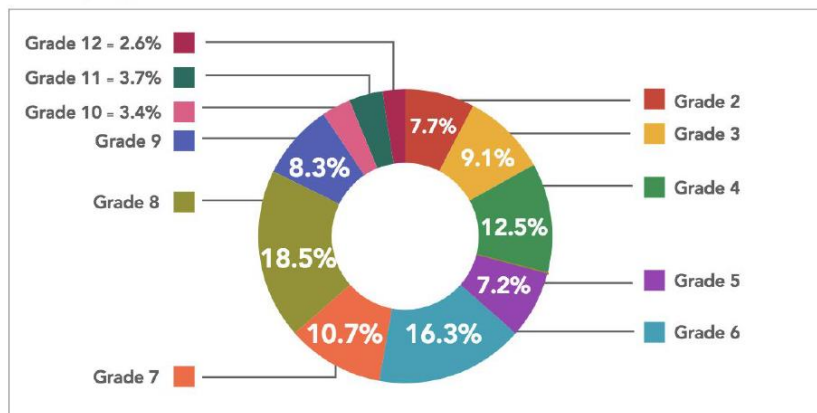
2. Broward and Nearpod Student Engagement YOY Growth

- Since 2016, Broward teachers have organically become users, and the total number of Nearpod accounts exceed 5,000.
- With targeted investments starting in 2016, Broward has experienced a one hundred and fifty (150) percent+ YOY growth on student engagement moments.
- With increased alignment to Broward initiatives, Nearpod is aiming to increase our 2020 impact by one hundred and fifty (150) percent YOY growth.

YoY Growth of Student Engagement Activities Completed



Activity by Grade



3. Increasing Broward Teacher Usage of Digital Tools and Resources

To increase teacher usage within the Nearpod platform, Nearpod supports all teachers – from creators to curators to champions.

- **Creators** – Transform existing PowerPoints through an instant upload from their Microsoft One Drive with twenty-five (25)+ Nearpod activity types including access to over 350,000 virtual reality (VR) trips.
- **Curators** – Model effective digital lesson delivery with 7,000+ Florida standards-aligned lessons in all grade levels and subject areas.
- **Champions** – Create grade-level experts through the Nearpod Certified Educator program to enhance PLC work and maximize Canvas investment with teacher-generated curated playlists.

Since September 2018:



canvas

30,000+ student joins through Canvas



12,878+ lessons launched by Broward teachers



1,470+ custom Broward Nearpod ESOL lessons create

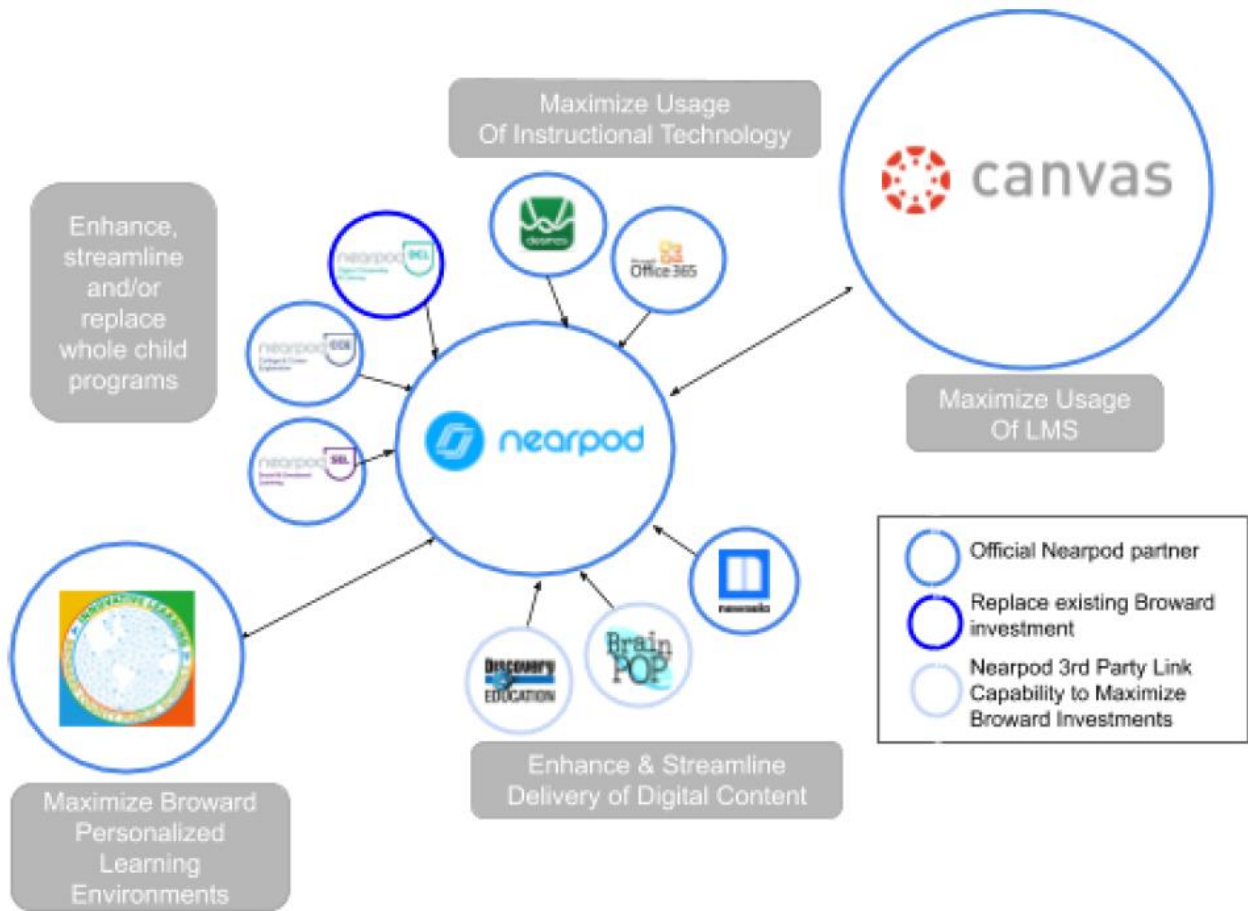


766 Broward teachers signed up for NCT certification program with **340*** certified as of June 2019

**Largest number of NCEs in the nation!*

4. Reducing Broward Redundancies

Acting as the lesson delivery operating system of the modern classroom, Nearpod reduces Broward redundancies by streamlining the implementation of Broward instructional technology (i.e., Desmos) and digital content (i.e., Newsela) initiatives within one seamless, intuitive experience. Nearpod maximizes investments by driving usage of any device and through its official partnerships with Microsoft Office 365 and Canvas. Nearpod is replacing Broward’s Learning.com investment, further streamlining implementation of important Broward initiatives.



Nearpod and the Alignment to the Technology Integration Matrix

The District utilizes the Technology Integration Matrix (TIM) as the tool to determine how technology is being implemented into our classrooms. The TIM provides a framework for describing and targeting the use of technology to enhance learning. The TIM incorporates five interdependent characteristics of meaningful learning environments (Active, Collaborative, Constructive, Authentic, and

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Goal-Directed). These characteristics are associated with five (5) levels of technology integration (Entry, Adoption, Adaptation, Infusion, and Transformation). Exhibit B showcases how Nearpod lessons align with the TIM so that teachers make intentional and informed decisions as to which lessons to use with appropriate levels of technology readiness.

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 & Innovative Learning

The spending authority being requested is \$566,300. The funding source will come from the Digital Classrooms Plan in the Office of Information and Technology budget. Below shows the pricing structure:

Table 3

| Description | Quantity | Total |
|---|----------------------|------------------|
| Nearpod K-12 Lesson Library Nearpod EL Nearpod Future Ready Package <i>Included Promotional Packages:</i> Nearpod K-12 College and Career Exploration Nearpod Social-Emotional Learning | Up to 8,000 teachers | \$960,000 |
| <i>Discount</i> | | (\$460,000) |
| Sub Total | | \$500,000 |
| Professional Development Services – a dedicated Nearpod person for implementation and coordination services | | \$66,300 |
| Total | | \$566,300 |

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

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By replacing Broward’s Learning.com investment, Nearpod can provide more value and benefits to impact a broader set of teachers, students, and district initiatives. The actual financial impact to the District will be a savings of \$160,040. See the chart below for details.

| | Current Investment | Proposed Investment |
|-------------------------|--|---|
| Learning.com | \$545,000 | \$0 |
| Nearpod | \$181,340 <ul style="list-style-type: none"> • Innovative Learning • ESOL, partial implementation • Eleven (11) Schools | \$566,300 <ul style="list-style-type: none"> • Replace Learning.com with Nearpod Digital Citizenship and Literacy. • Maximize and streamline Innovative Learning investment (i.e., Newsela) • Expand Nearpod to all users. • Increase Broward district initiative alignment with Nearpod’s College and Career Readiness and Social and Emotional Learning. • Absorb school investments. • Ensure fidelity of implementation and increase Canvas usage with dedicated Nearpod consulting services. |
| Total Investment | \$726,340 | \$566,300 (Δ - \$160,040) |