

EXECUTIVE SUMMARY

Recommendation to Approve Agreement FY20-099 – Destination Knowledge Agreement

Introduction

Responsible: Procurement & Warehousing Services (PWS)

This request is to approve the Agreement between DKMarsh, Inc., d/b/a Destination Knowledge, and The School Board of Broward County, Florida (SBBC), for three (3) years starting June 22, 2020 through June 30, 2023. SBBC will provide materials and resources to District eligible private school students, through the Individuals with Disabilities Education Proportionate Share for Private School Obligations.

The spending authority being requested is \$663,795.

Goods/Services Description

Responsible: Exceptional Student Learning Support (ESLS)

The School Board of Broward County, Florida, through the Department of Exceptional Student Learning Support, will provide the District eligible private school students materials and resources, through the IDEA Proportionate Share for Private School Obligations. Private schools have requested software from Destination Knowledge reading and math solutions from the following programs: KinderMusik ABC Music and Me Laugh, Learn, and StudyDog, and Early Reading programs as part of their solutions.

They have been servicing the District as well as Miami-Dade, Palm Beach, Osceola, Putnam, and Lee Counties for the past eight (8) years and have stellar reports from the schools and district offices for providing excellent, effective programs that target the special needs of exceptional student education students, as well as stellar reports for service and support to the schools. Destination Knowledge has proven to the District over the past seven (7) years that SBBC can rely on them to deliver the top-quality programs and service to the District Broward County private schools.

MindPlay's Reading Solution provides K-12 diagnostics, on-going progress monitoring, phonemic awareness and phonics, reading comprehension, grammar, vocabulary, and fluency. The intervention component is unique. It delivers up to twenty-eight (28) different ways in which a given phonics lesson may be taught; up to fourteen (14) different ways in which a phonemic awareness concept may be taught; up to ten (10) different ways in which a given grammar concept may be taught; and comprehension skills are taught rather than simply practiced. Learning gains are measurable in phonemic awareness, phonics, encoding, decoding, vocabulary, reading comprehension level, reading skills by type, reading comprehension effective reading rate, silent reading fluency, grammar, intervention effectiveness, student response to a given intervention and eye-tracking. All of this is done using emulated video speech pathologists and reading coaches, which is uniquely important to this project due to the fact that students with disabilities may be mature by age; however, low in the academic level. This approach used in MindPlay ensures all students are provided age-appropriate instruction at any academic level. The system also allows the measurement of time on task and usage/attendance. Their solution is research-based and proven effective, and is on the Florida Department of Education's State Adoption list for supplemental reading intervention. The MindPlay Solution may be used from school or home, and most learning components may be used on any learning device.

MindPlay's new online Teacher Courses, MindPlay Teacher Companion, and MindPlay Understanding Dyslexia, delivers a combined total of eleven hours of teacher instruction. Teacher Companion teaches teachers of all content areas how to teach reading, so content area teachers and specialties will be able to help struggling readers with Orton-Gillingham strategies for teaching reading, too. In addition, all teachers will have an understanding of what Dyslexia is and strategies for how to help students with Dyslexia.

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Symphony Math is research-based, as well as proven to be highly effective. With a focus on the foundational mathematical concepts, students who use Symphony not only learn how to compute math, but they have a conceptual understanding of how math works, enabling them to be able to apply math skills not only to standardized tests but also to real-life scenarios. Concepts are taught using scaffolding and spiraling. First, introducing concepts with online manipulatives, then adding mathematical symbols to the manipulatives, then moving to symbols only, then moving to auditory mathematical statements, then word problems. Learning gains are measured via benchmark reporting for the fall, winter, and spring, as well as skill level mastery. Learning gains that are measurable in mathematics include mathematical concepts from number sequence to number sense to improper fractions. Students are able to use Symphony Math at home or school and on any learning device.

KinderMusik's ABC Music & Me is imperative for SBBC's young learners. Research shows that music is the vehicle to all students' brains, and ABC Music & Me delivers early learning through music and movement. ABC Music & Me is a supplemental early learning, literacy, and language program designed to be used in school classrooms along with a robust at-home platform to engage parents in getting involved with their young child's learning. Research shows ABC Music & Me greatly impacts reading, math, and social-emotional learning. Students using ABC Music & Me had learning gains of greater than thirty (30) percent on assessments over students not using ABC Music & Me. SBBC's private schools currently have Move & Groove for first graders, and this order will provide Laugh & Learn for kindergarteners.

StudyDog Early Reading is a highly engaging online reading program for young readers, helping SBBC's kindergarteners and first graders in the District private schools find and fill any early reading gaps, leveling the playing field, so they are ready, and begin more rigorous reading materials at grade level. The program automatically assigns skills and teaches up to three different ways to ensure mastery and provides teachers with valuable growth information.

The programs by Destination Knowledge were selected by the private schools that must be included in the IDEA Private Schools Obligations Grant. DKMarsh, Inc., survey reviews by the administration have been satisfactory.

**Procurement Method
Responsible: PWS**

Rule 6A-1.012, 11(b), and 14, Florida Administrative Code and Purchasing Policy 3320, Section II.H, authorizes the purchase of any type of copyrighted materials, instructional materials, and computer software without competitive solicitations.

**Financial Impact
Responsible: PWS and ESLS**

The spending authority being requested is \$663,795 and will be taken from Proportionate Share for Private School Obligations project. The financial impact amount represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.

The previous agreement started on June 22, 2017 through June 21, 2020, with an approved spending authority of \$560,327.