

## EXECUTIVE SUMMARY

### Recommendation to Approve First Amendment, Renewal, and Additional Spending Authority FY20-068 – Software to Track Independent Reading

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#### Introduction

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

This request is to approve the First Amendment, Renewal, and Additional Spending Authority of the Agreement between Zoobean, Inc. and The School Board of Broward County, Florida (SBBC). The Agreement was approved at the School Board Operational Meeting on June 25, 2019, under item EE-10, starting from July 1, 2019 through June 30, 2020, with an option for one (1) additional one (1) year renewal period and approved spending authority of \$32,712. The Vendor’s application provides a digital solution to the District’s longstanding reading motivation program “Reading Across Broward,” which previously relied on paper and pencil forms printed and submitted annually to schools. This item will extend the expiration date to June 30, 2021.

The additional spending authority being requested is \$32,712.

#### Goods/Services Description

##### Responsible: Innovative Learning

In 2018-2019, the program was introduced to all traditional elementary and K-8 schools. In 2019-2020, the District expanded usage to include all middle schools. Beanstack is the Fitbit of reading to inform teachers and students about their reading habits and the time spent reading. The program offers a unique gamification platform where students can earn badges to celebrate the number of books read. There is no other product in the District that can provide the same service and appeal to students. Currently, Beanstack supports the BEST standards, which are meant to prepare students to interpret a variety of texts in a variety of formats. During this time of learning in a virtual environment, Beanstack is the perfect complement to student reading using Axis360 ebooks and audiobooks provided through our partnership with the Broward County Library. Students can access books twenty-four seven (24/7) through Destiny Discover then immediately track the book in Beanstack.

Furthermore, schools can create innovative reading challenges to get students excited about reading and to support family literacy activities throughout the entire school year. The application also provides reading recommendations to users which are aligned with the reader’s age and interests. Students can also write book reviews within the platform. The software is accessible through the Clever single-sign-on launch pad and can also be accessed on a smartphone using the Beanstack app, providing families an easy and convenient way to track independent reading at home. This program takes the longstanding “paper and pencil” *Reading Across Broward* initiative into a digital format. There is a professional development requirement for the school’s media specialist or literacy coach to take in order to be the site administrator for the purpose of generating status reports. Within the two (2) years during the same time frame, there has been an increase of students logging books and the number of books logged (see image below). The District sends out Beanstack data monthly to schools to encourage participation. Schools can also generate school reports to inform how regular reading impacts student achievement.

This first set of data is based on comparing August 15, 2018 – May 20, 2019, to August 15, 2019 – May 20, 2020.

	8/15/18 - 5/20/19	8/15/19 - 5/20/20	% Change
Readers Who Logged	19,339	24,469	26.53% ↑
Number of Books Logged	410,104	591,673	44.27% ↑

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This second set of data is based on comparing August 15, 2018 – March 15, 2019, to August 15, 2019 – March 15, 2020. This time period was selected because it ends right before the start of COVID-19 and the transition to online learning. The District feels that the lift to transition to online learning caused a triage situation, and rightly so. Therefore, teachers, media specialists, and administrators had priorities ahead of Beanstack for this time period, thus skewing usage data. The District is confident (as other districts across the country were looked at), that once students, teachers, and administrators are settled into distance learning and return focus to reading challenges (especially the new year of Reading Across Broward), that usage will continue to increase across the District.

	8/15/18 - 3/15/19	8/15/19 - 3/15/20	% Change
Readers Who Logged	18,426	23,581	27.98% ↑
Number of Books Logged	308,194	517,122	67.79% ↑

**Procurement Method**

**Responsible: PWS**

Pursuant to Purchasing Policy 3320, Section II, H, and pursuant to the Department of Education, Rule 6A-1.012, 11 (b), Florida Administrative Code as authorized by Section 010.04(4) (a), Florida Statutes, the requirement for requesting competitive solicitation for commodities or contractual services from three (3) or more sources is hereby waived as for the District's purchase of computer software; therefore this Agreement was done through Direct Negotiation.

**Financial Impact**

**Responsible: PWS and Innovative Learning**

The additional spending authority being requested is \$32,712 and will be taken from the state categorical funds allocated for library media. The contracted price is being maintained for the renewal period and is detailed below:

# of Licenses	Unit Price	Total Price
188	\$174	\$32,712

**Financial Impact Table:**

Action	Date	Term (Years)	Amount
Original spending authority request	6/25/2019	1	\$ 32,712
1st renewal + additional spending authority	6/9/2020	1	\$ 32,712
<b>New Total Contract Amount</b>		<b>2</b>	<b>\$ 65,424</b>

Upon approval of this item, the total approved spending authority will be \$65,424. The financial impact amount represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.