



## ELLEVATION PROPOSAL PREPARED FOR BROWARD COUNTY PUBLIC SCHOOLS FEBRUARY 12, 2014

Ellevation is a software company exclusively focused on English Language Learners (ELLs) and the educators that serve them. The Ellevation platform puts all information and data about ELLs in one place, helping educators enhance instruction, save time, and improve collaboration. Today, Ellevation serves more than 200 public school districts across 25 states, including Duval County Public Schools and Clay County Public Schools in Florida, and large urban districts such as Charlotte-Mecklenburg.

Ellevation works closely with each of our district partners to understand their needs, make adjustments over time, and constantly improve the product based on feedback from the educators that are using Ellevation each day. The ability to move quickly, constantly improve the product, and stay on top of policy and other changes (such as the forthcoming changes to English Language Development standards in FL) sets Ellevation apart and helps make sure ESOL educators have what they need to be successful.

### PARTNER GOALS

This proposal is intended to help Broward County Public Schools achieve the following goals as articulated by Vicky Saldala and Broward ESOL leadership team:

- 1. Help administrators and teachers look at EL-specific data at the district and school level and easily analyze demographic information, CELLA performance, services being provided, and much more.**
- 2. Provide tools that help teachers differentiate instruction for English Language Learners.**
- 3. Ensure compliance with state and Title III requirements, including the two year federal monitoring process, generation of Parent Notification Letters in multiple languages, and more.**
- 4. Help educators easily generate comprehensive individualized instructional plans for ELLs.**
- 5. Enable seamless integration with other Broward technology systems to ensure that data and information on ELLs is accurate and current.**

### ELLEVATION PRICING FOR BROWARD COUNTY PUBLIC SCHOOLS

Ellevation's pricing is based on a per user subscription. Users can be ESOL teachers and coordinators, classroom teachers, data specialists, coaches, school principals, or district officials. With any implementation of more than 100 users, we provide bundled pricing that is inclusive of a comprehensive set of services and support to ensure a successful implementation.



The chart below provides the total cost for 485 users (please note that 15 additional subscriptions are being provided at no cost for a **total of 500 subscriptions** for Broward County). Based on discussions with the Broward leadership team, Ellevation has agreed to offer Broward County Public Schools a 17 month agreement for the price of an annual 12 month subscription starting as early as February 1, 2014 through June 30, 2015.

The bundled pricing articulated below includes the following (more detail on service and support is provided on the following pages):

- Annual software subscriptions;
- All software updates, new product features, and maintenance;
- Data import of entire ELL student roster (active and former ELLs); set-up of auto-SIS import tool for nightly data updates;
- In-person training (all users in year 1; new users in subsequent years);
- Web-based refresher trainings;
- Dedicated implementation specialist providing ongoing support, including weekly check-in calls with the ESOL leadership team;
- Full access to the Ellevation Help Desk;
- Bi-annual implementation assessments and data reviews;
- Periodic training webinars for Broward users on specific, relevant topics.

485 Users: Bundled Pricing	Users (#)	Rates	Total Investment
Users 1 – 250	250	\$375 p/user	\$93,750
Users 251 – 500	235	\$325 p/user	\$76,375
Users above 500	0	\$275 p/user	\$0
<b>Total (2/1/14 – 6/30/15)</b>	<b>485</b>		<b>\$170,125</b>

Please note that 15 additional user subscriptions are being provided at no cost for a total of 500 user subscriptions.

As agreed upon, the \$170,125 owed to Ellevation will be payable in two installments:

1. \$55,000 due upon invoice.
2. \$115,125 due upon successful set-up of Ellevation, complete with ELL-related data as provided by the district, and ready for use by the first cohort of Broward County Public School educators. Ellevation expects delivery no later than July 1, 2014.

### KEY FEATURES

Below is a description of a few key Ellevation features. The Ellevation platform is the only product of its kind that meets instructional, communication, and reporting needs of ESOL programs. We will work with the leadership team to prioritize how the platform is used and what features we focus on during training.



### **Inform Instruction & Support Collaboration**

For quick analysis of data, and to support collaboration between ESOL educators and classroom teachers, educators can:

- View demographic, proficiency and assessment data in a dynamic graphical format on the Ellevation Data Dashboard at the student, school, cohort and district level.
- Use the Ellevation Goal Center to set goals for students tied to ELD standards.

### **ELL Data Collection, Management and Tracking**

With Ellevation, users can:

- Collect a wide array of ESOL student data including ELP levels, services, monitoring history, classroom modifications, and more.
- Easily record and track testing accommodations.

### **Automatic Generation of Reports and Parent Letters**

To save time, address compliance, and ensure educators have critical information for instruction, users can:

- Create individualized student plans aligned to Florida's ELD standards.
- Run reports to show student performance and growth on ELP assessments.
- Generate required letters to parents in 28 languages.

### **SIS Integration/Continuous Updates**

Ellevation is a supplement to an SIS and enables users to:

- Integrate with TERMS and update student data in Ellevation nightly.

### **EASE OF IMPLEMENTATION**

The Ellevation Partner Support Team (PST) includes data specialists and former ESOL teachers and coordinators who bring the unique perspective of having “walked in the shoes” of Ellevation users. These dedicated professionals will provide data integration support, in-person training, access to our help desk, multiple training webinars, and much more. Ellevation partners frequently cite the service team's responsiveness and knowledge of ESOL issues as a key reason for their high levels of satisfaction and a capability that separates Ellevation from other organizations.

### **TECHNOLOGY AND INFRASTRUCTURE**

Ellevation is a web-based software platform that users can access from anywhere, at any time, with an internet-enabled device (e.g., laptop, tablet, phone, etc). Ellevation supports all 4 major browsers (Safari, Internet Explorer, Firefox, and Chrome), and is compatible with district systems environments. All customer data and software code is hosted by a world-class managed hosting center, with redundant backup and disaster recovery procedures in place. End user-specific login IDs and password credentials ensure that users can only access their school's data (and, if desired, only certain sets based on



permissions/role). Application access requires use of the HTTPS or SFTP protocol, ensuring that data sent between the end user and the Ellevation platform is secure in transit and can only be decrypted by Ellevation. And SSL security verifies that Ellevation is the only authorized recipient of said data. Much more detail is provided in the attached Appendix, *Ellevation Architecture Overview*.

## **SERVICE AND TRAINING**

It is important to pair software with high-quality and ongoing training and support. To that end, Ellevation will provide significant up-front training and on-going implementation support to ensure that Broward County users are comfortable on the Ellevation platform and have the knowledge needed to benefit from the product immediately.

Ellevation's training and implementation support is structured to ensure that ESOL program data is imported quickly and accurately and that administrators and teachers have the skills and knowledge needed to effectively use the solution. Additionally, we provide post-training implementation support to maximize the use of product features in a high-quality way. Our training and implementation support is customized to meet each district's specific needs, and includes the following components:

### ***Pre-training Implementation Planning***

Pre-training implementation planning takes place between the time that a district signs on to work with Ellevation and the in-person training. This phase is designed to introduce the district's ESOL Coordinator(s) and leadership to the platform and work closely with district SIS specialists to import student data and establish procedures for data integration. We will work collaborative to identify the goals that the leadership team has for the Ellevation implementation, develop a training plan for users designed to achieve the goals, and take the time to familiarize the leadership team with all that Ellevation offers.

### ***User/Teacher Training***

Our experienced and knowledgeable trainers who each have ESOL experience and an understanding of the needs of ESOL programs and students, ensure that the training experience is high-quality and efficient. Ellevation is unique in that **our** trainers are ESL professionals and have "walked in the shoes" of our users.

The **in-person training** will focus on introducing new users to the Ellevation platform and ensuring that, by the end of the training, they will be able to utilize the platform effectively. The initial plan is to dedicate a full week for training of Broward users.

We will work with the Broward leadership team to identify the most important initial uses of Ellevation and customize the training accordingly.

### ***Post-training Implementation Support***



Implementation support begins when training ends, and is designed to ensure that administrators and users have the resources they need to utilize Ellevation.

Implementation support consists of distinct components:

- The Help Desk: The Ellevation Help Desk is staffed by an experienced educator who can respond to user challenges not easily resolved by referencing other resources like the Help Center (explained below). For these issues, the Help Desk is available for questions over email or by phone, and will respond within two hours. We believe that **real-time help, from an experienced educator** is a great source of value for Ellevation users.
- The Help Center: A resource library of instructional videos, process documents and a bank of frequently asked questions and answers, the Help Center is designed to ensure that users can easily find answers to basic questions about Ellevation functionality and troubleshoot common challenges. Users can find the Help Center within the Ellevation platform, and it is always accessible.
- Ongoing Implementation Support: In addition to responding to users when they encounter challenges, **Ellevation will dedicate an implementation specialist to support Broward County** users through the entire implementation. The specialist will work with administrators to support their program objectives, and help address challenges that may arise.
- Usage Updates: Ellevation will provide two annual usage reports to the ESOL leadership team to highlight how Ellevation is being used and potential areas for improvement.
- "Ellevation With Ease" Webinars: Ellevation delivers periodic product webinars focused on topics of interest or of need to users. Recently we hosted two webinars for our partners to help them maximize the use of Ellevation. The first, *Ellevation with Ease: Making the Most of Monitoring*, walked users through how to use Ellevation to set up the federally-mandated post-reclassification monitoring process, enter key data into Ellevation, and ensure that monitoring is occurring as scheduled. The second, *Ellevation with Ease: Analyzing Scores*, helped users leverage the Ellevation Data Dashboard to look at students' scores, understand key needs, and group students for intervention. Additional webinars will focus on generating a parent notification letter after delivering a screening assessment, setting and monitoring goals for ELLs, and much more.

### ***Professional Development Webinar Series***



In addition to the webinars that focus on product use, Ellevation also hosts others focused on broader professional development. Last spring we hosted a series of webinars to help educators leverage standards to craft effective language objectives for ELLs. All users received the recording and the materials following the hour-long event. In December we hosted a webinar focused on helping educators set goals for English Learners and again made sure that all attendees had both the recording and associated tools. We understand that delivering high-quality, focused, and practical professional development can be of great help to educators working with ELLs and districts as a whole and want to leverage our learnings and provide such support. Future topics for these PD webinars will be driven by suggestions from our partners.

### SIS AND FLDOE REQUIREMENTS

Following a comprehensive classification of the FLDOE reporting required fields, in order to identify which ones will remain in TERMS and which ones will exist in the Ellevation platform, Ellevation will provide a recurring (daily) feed of the necessary fields in a delimited text file via SFTP for Broward to access. The composition of the file will be determined by the following possible types of data elements:

- Data elements that are sourced from TERMS (or another Broward system), are transferred to Ellevation, and remain read-only in Ellevation, would be provided in the recurring feed from Ellevation to Broward as needed.
- Data elements that are sourced by TERMS (or another Broward system), but are not transferred to Ellevation, would not be included in the recurring feed from Ellevation to Broward – these would continue to be extracted from TERMS (or another Broward system), and then merged/joined with the Ellevation extract using an agreed-upon key (such as Student Number identifier).
- New data elements that are sourced in Ellevation, or data elements that are currently sourced in TERMS but will be eventually sourced in Ellevation, would be included in the recurring feed from Ellevation to Broward.

If there are fields that are currently not in TERMS, we will work with the Broward team to take special steps to verify that they are available in Ellevation in order to best meet the FLDOE reporting requirements.

Ellevation will not directly interface with the FLDOE reporting entity. There may be a few instances where the Ellevation values may require minor transformation (for example, we may store a field as 0 or 1 and you would need to convert that to “N” or “Y”), but we expect these to be in the minority.