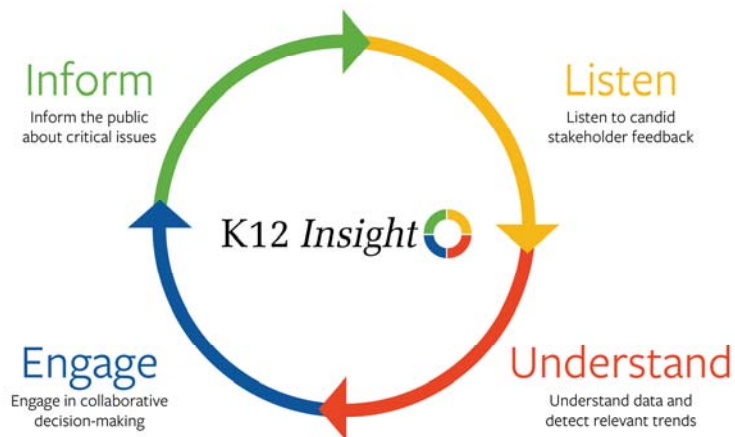




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## K12 SOLUTIONS FOR CUSTOMER SERVICE AND SUSTAINED STAKEHOLDER ENGAGEMENT

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**Let's Talk!**

K12 Insight, LLC

2291 Wood Oak Drive, Suite 300  
Herndon, VA 20171

Tory Schulte, Strategic Account Executive  
Tel: 703-542-9618  
Fax: 703-935-1403  
tschulte@k12insight.com  
[www.k12insight.com](http://www.k12insight.com)

DISTRICT INFORMATION			
<b>Name</b>	Fayette County Public Schools - KY		
<b>Address</b>	701 East Main Street		
<b>City, State Zip</b>	Lexington, KY 40502		
<b>Proposal Date</b>	7/27/2016	<b>Student Enrollment</b>	40,916

DATES AND TERM OF INITIAL CONTRACT			
<b>Term</b>	<b>Start Date</b>	<b>End Date</b>	<b>Total</b>
Year 1	7/1/2016	6/30/2017	\$136,000

TCPN Contract # R5160.

STAKEHOLDER ENGAGEMENT & LET'S TALK! SERVICES	COST
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#### ☒ CATALOG OF STUDIES SURVEY OR CUSTOMIZED STUDY AND REPORTS

A K12 *Insight* Service Delivery team will work with your district leadership to identify study goals, topics and reporting requirements in order to develop and implement a customized study or a study from our catalog of surveys. Each study includes one respondent group, one language translation and a presentation-ready district report. Verbatim theme analysis is included for one open-response question.

Regular phone-based sessions (typically every 2-3 weeks) with your team are also included.

##### Example Survey Topics:

- School Quality Survey (Parents/Students)
- Internal Satisfaction Survey
- Professional Development Needs Assessment
- SBDM Council Needs Assessment
- College and Career Readiness/Senior Exit Survey

\$163,664  
TCPN Contract # R5160  
Pricing - \$4.00 per student

**Discounted to  
\$136,000**

##### Example Survey Topics – Development Only:

- New Hire Survey
- Employee Exit Survey

**Customized Survey Design and Administration:** The customized study will be developed through a Joint Questionnaire Development (JQD) process. To ensure a high response rate, pre- and post-survey communications are included in the study.

Awareness and Communication Campaigns are included in each study.

#### ☒ SUBSCRIPTION TO ENGAGE PLATFORM

Included

Up to six user subscription access licenses to the K12 *Insight* Engage platform to create and launch surveys, run reports and analytics, collaborate with other users, and download and archive data. The Engage platform contains a survey bank with nearly 100 survey templates. Engage is comprised of a set of tools: Survey Manager, Distribution Manager, Report Manager and Data Manager. The Engage platform also includes subscription to the YourVoice tool to publish a video and written message, along with current, past and future surveys and engagement initiatives on a district website to create a persistent narrative of transparency and collaborative decision-making.

The Engage software integrates seamlessly with Facebook and Twitter, as well as email.

The subscription includes continuous and ongoing phone and online support via a dedicated Engage customer service team and access to dedicated engagement specialists to assist in survey platform management and implementation.

The number of users identified in the sales order form for Engage Lite supersedes the number noted in the Terms of Service.

#### **SUBSCRIPTION TO LET'S TALK! PLATFORM**

Software platform to serve as a single, centralized, secure cloud-based repository of all incoming questions, comments, concerns, suggestions and compliments by any stakeholder in the District.

Included

Includes mobile app and customization of Let's Talk! platform to automatically assign ownership of all dialogues from multiple channels and issue alerts to administrators. Administrators will be able to access the Let's Talk! system using a secure login ID and password, allowing them to collaborate with each other and respond to incoming dialogue.

Let's Talk! offers software customization in multiple languages.

#### **ONLINE TRAINING AND SUPPORT**

Continuous and ongoing support via a dedicated Let's Talk! customer service team and access to dedicated engagement specialists to assist in feedback management and implementation.

Included

#### **AWARENESS AND COMMUNICATION CAMPAIGNS**

K12 *Insight* provides pre- and post-project communication to drive stakeholders to participate in surveys, use Let's Talk! and know their voice is being heard. For each project, this includes drafting letters to parents (1) and staff (1), website blurb (1) and newsletter blurb (1), all-call phone script (1), FAQ about Let's Talk! (1), text messages, and social media posts as needed to promote engagement via surveys and/or Let's Talk! to stakeholders.

Included

#### **TOTAL COST FOR STAKEHOLDER ENGAGEMENT & LET'S TALK! SERVICES**

**\$136,000**

## UPTIME GUARANTEES AND DATA ASSURANCES

Mutually agreed upon terms regarding guarantees and assurances will be determined prior to final execution of the Sales Order Form.

## ORDER CONFIRMATION

This Order Form is subject to and governed by the Terms and Condition of Use governing the services which may be accessed at the following URL: <http://www.k12insight.com/terms>. Customer hereby requests K12 *Insight* to provide the Services as described herein. Upon receipt of this Order Form completed and duly signed by an authorized representative of Customer, K12 *Insight* will execute the requested Services. This instrument has been pre-audited in the manner required by all applicable state and local laws.

## AUTHORIZED SIGNATURES

Executed for and on behalf of the District by:

District Signature

Name

Date

Title

Email

Phone

Fax

For and on behalf of K12 *Insight* LLC, a Division of Zarca Interactive, by:

K12 *Insight* Signature

Name

Date

Title

## K12 INSIGHT INTERNAL USE ONLY

Prepared

Leslie Dutcher  
7/27/2016

Reviewed

Tory Schulte  
7/27/2016

Approved

Stephan Knobloch  
7/27/2016