GoNoodle

A GONOODLE COMMUNITY PARTNERSHIP INCLUDES:

1. What is GoNoodle

GoNoodle is an online resource used to improve student (elementary) engagement and health through the use of our on-line movement videos and games. GoNoodle helps increase energy and focus while improving classroom behavior, GoNoodle's desk-side activities can are played on an interactive whiteboard, projector or computer screen in the classroom. GoNoodle is used in all 50 states, 168 countries, with over 675,000 teachers and 14 million kids actively engaging in our activities.

2. Access to a Premium Version of GoNoodle for all schools and teachers

Passport Health Plan and Norton Children's Foundation's partnership with GoNoodle delivered unlimited GoNoodle Plus access for all elementary school teachers, administrators and parents throughout JCPS. This upgraded version of GoNoodle provides teachers with additional, enhanced content featuring core subjects (Math, English Language Arts, etc.) that can be customized to complement current lesson plans.

3. Activation & Engagement Services

A full activation campaign is customized for our partners, including email and social media efforts to drive engagement. Additionally, GoNoodle Regional Community Managers and GoNoodle Ambassadors work with teachers and administrators to implement, manage and measure various acquisition and engagement campaigns designed to grow usage of GoNoodle and GoNoodle Plus in JCPS and other markets.

4. Passport Health Plan and Norton Children's Foundation Partnership

At the start of the 2015/16 school year Passport Health Plan and Norton Children's Foundation partnered to bring GoNoodle and GoNoodle Plus to Jefferson County Public Schools (JCPS). To promote GoNoodle and GoNoodle Plus usage with teachers and students throughout Jefferson County Public Schools, our team implements engagement services consisting of: principal campaigns, teacher champions, contests, and conferences.

5. GoNoodle Impact 2015 Through YTD 2018:

- **JCPS Teachers Impacted Through GoNoodle:**
  - 2015/16 school year: 2,620
  - 2016/17 school year: 2,725
  - 2017/18 school year: 2,452 (YTD)
- **JCPS Students Impacted Through GoNoodle:**
  - 2015/16 school year: 30,261
  - 2016/17 school year: 31,647
  - 2017/18 school year: 30,954 (YTD)