



K-12 SOLUTIONS FOR CUSTOMER SERVICE
AND
SUSTAINED STAKEHOLDER ENGAGEMENT

SALES ORDER FORM

K12 Insight LLC

2291 Wood Oak Drive, Suite 300
Herndon, VA 20171

Tory Schulte
Regional Account Director

Tel: 703-542-9618
Fax: 703-935-1403

tschulte@k12insight.com
www.k12insight.com

CLIENT INFORMATION			
Name	Fayette County Public Schools - KY		
Address	701 East Main Street		
City, State Zip	Lexington, Kentucky 40502		
Proposal Date	02/27/2021	Student Enrollment	40,000

DATES AND TERM OF INITIAL CONTRACT			
Term	Start Date	End Date	Total
Year 1	03/01/2021	02/28/2022	\$82,850

The pricing and terms in this proposal are as per National IPA Contract [#R170401](#)

MANAGED SURVEY STUDY SERVICES	Standard Price
<input checked="" type="checkbox"/> SURVEY STUDY, REPORTS AND COMMUNICATION CAMPAIGN K12 <i>Insight's</i> Research team will work with District leadership to identify study goals, topics and reporting requirements to develop and implement a study from our catalog of surveys. Each study includes: <ul style="list-style-type: none"> • One respondent group • Real-time interactive data • Verbatim theme analysis for one open-response question • Pre-and post-survey communications templates • One presentation-ready district report 	\$16,000 per study

CUSTOMER EXPERIENCE PLATFORM SERVICES	Standard Price
<input checked="" type="checkbox"/> SUBSCRIPTION TO LET'S TALK! K12 <i>Insight</i> provides Software as a Service 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. Software customization is offered for multiple languages. Also 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. Subscription includes: <ul style="list-style-type: none"> • Ongoing implementation and product support from expert implementation specialists • Let's Talk! Virtual Assistant • One phone line for text messaging and phone calls 	\$3.50 per student, per year

YEAR ONE SERVICES: 03/01/2021 to 02/28/2022					
Managed Research Study & Let's Talk! Services					
Quantity	Service	Price	Discounted Price	Unit	Cost
1	Managed Research Study	\$16,000	\$15,100	per study	\$15,100
70	School-level Reports	\$100	--	per report	\$7,000
1	Additional Verbatim Theme Analysis	\$750	--	per analysis	\$750
1	Subscription to Let's Talk! Platform	\$3.50	\$1.50	per student	\$60,000
TOTAL for Managed Research Study & Let's Talk! Services					\$82,850

BILLING CONTACT

Name			
Title			
Email			
Phone		Fax	

ORDER CONFIRMATION

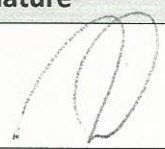
This Sales Order Form is subject to and governed by the Terms of Service (v1.20) located here: www.k12insight.com/terms-of-service/1.20, and any addenda attached. No other terms apply to K12 *Insight's* services, unless attached herein and agreed to. Client has received, read, and understood all terms applicable to K12 *Insight's* services, attached. Where applicable, Client has pre-audited this Order in the manner required by all applicable state and local laws. Client representative below hereby represents to have the authority to engage these services on behalf of Client.

AUTHORIZED SIGNATURES

Executed for and on behalf of the Client by:

Client Signature			
Name		Date	
Title		Email	
Phone		Fax	

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

K12 <i>Insight</i> Signature			
			
Name	Adam Dean	Date	2/27/21
Title	VP of Finance		

K12 *INSIGHT* INTERNAL USE ONLY

Prepared	Celia Anderson 02/27/2021	Reviewed	Tory Schulte 02/27/2021	Approved	Krista Coleman 02/27/2021
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October 20, 2020

Lori Ingram
Contracts Management
K12 Insight
2291 Wood Oak Drive, Suite 300
Herndon, VA 20171
lingram@k12insight.com

Re: Renewal Award of Contract #R170401

Dear Ms. Ingram:

Per official action taken by the Board of Directors of Education Service Center, Region 4 on October 20, 2020, Region 4 ESC is pleased to announce that K12 Insight has been awarded an annual contract renewal for the following, based on the sealed proposal submitted to Region 4 on February 1, 2017, and subsequent performance thereafter:

Contract

Feedback and Customer Service Solutions for Schools

The contract will expire on March 31, 2022, completing the fifth year and final year of a five-year term contract. The contract is available through OMNIA Partners, Public Sector. Your designated OMNIA Partners, Public Sector contact is Deborah Bushnell, at (713) 554-7348 or deborah.bushnell@omniapartners.com.

The partnership between K12 Insight, Region 4 and OMNIA Partners, Public Sector can be of great help to participating agencies. Please provide copies of this letter to your sales representative(s) to assist in their daily course of business.

Sincerely,

DocuSigned by:

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Robert Zingelmann
Chief Financial Officer, Finance and Operations Services