

**JEFFERSON COUNTY PUBLIC SCHOOLS
CONTRACT FOR THE PROCUREMENT OF PROFESSIONAL SERVICES**

THIS CONTRACT FOR PROCUREMENT OF PROFESSIONAL SERVICES (hereinafter “Contract”) is entered into between the JEFFERSON COUNTY BOARD OF EDUCATION (hereinafter “Board”), a political subdivision of the Commonwealth of Kentucky, with its principal place of business at 3332 Newburg Road, Louisville, Kentucky 40218 and BetterLesson Inc., with its principal place of business at 955 Massachusetts Avenue, Cambridge, MA 02139.

WITNESSETH:

WHEREAS, the Board desires to procure the particular services of Contractor, which are more fully defined below; and

WHEREAS, Contractor has held itself out to be competent and capable of performing the services contracted for herein;

NOW, THEREFORE, in consideration of the mutual promises and agreements hereinafter set forth, the Board and Contractor (hereinafter “Parties”) agree as follows:

ARTICLE I

Entire Agreement; Amendments

This Contract is the entire agreement between the Parties and supersedes any and all agreements, representations and negotiations, either oral or written, between the Parties before the effective date of this Contract. This Contract may not be amended or modified except in writing as provided in Article VIII. This Contract is supplemented by the Board’s Procurement Regulations currently in effect (hereinafter “Regulations”) that are incorporated by reference into and made a part of this Contract. In the event of a conflict between any provision of this Contract and any provisions of the Regulations, the Regulations shall prevail.

ARTICLE II

Services

Contractor agrees to perform the following services (hereinafter “Services”) of a quality and in a manner that is within the highest standards of Contractor’s profession or business. The Services are as follows:

Contractor shall provide a series of virtual professional learning sessions at various schools. The professional learning sessions shall include: the Virtual Summer Math Institute 2021 which provides Secondary Educators access to thirty-six (36) two (2) hour virtual workshops; Twelve (12) workshops for Elementary Educators throughout the 2021-22 school year; Ongoing Monthly Workshops and Services for the JCPS Math Academy; Year Long Biweekly Coaching for fifteen (15) Elementary Academic Instructional Coaches and fifteen (15) Secondary Academic Instructional Coaches; and Twenty (20) on-demand Flexible Learning Workshops. Contractor shall also provide four (4) one on one coaching sessions to 120 K-12 teachers. Coaching sessions shall be aligned to the specific needs of participating teachers.

A detailed description of the services is outlined in Contractor’s proposal which attached to this Contract as Attachment A and incorporated by reference herein. For the avoidance of doubt, to the extent of any conflict between this Contract Attachment A, or the “BetterLesson Coaching terms and conditions” referenced in Attachment A, this Contract shall control. Dates and times of the workshops and coaching sessions will be determined by the Contractor and the Board.

Contractor agrees that they will not operate a motor vehicle in the performance of this Contract. The Contract Administrator hereby waives the insurance requirement for automobile liability insurance. If during the term of this contract, Contractor is not required by Kentucky law to maintain workers compensation insurance, then the Contract Administrator hereby waives the requirement for workers compensation insurance contained in Article V. All other provisions of Article V shall remain the same.

ARTICLE III
Compensation

The Board shall pay Contractor the total amount stated below (hereinafter “Contract Amount”). The Contract Amount shall be paid in a lump sum upon completion of the Services, unless a schedule of progress payments is stated below. The Contract Amount shall be for total performance of this Contract and includes all fees, costs and expenses incurred by Contractor including but not limited to labor, materials, taxes, profit, overhead, travel, insurance, subcontractor costs and other costs, unless otherwise stated below. To receive payment, Contractor must submit an itemized invoice or invoices. If progress payments are authorized, each invoice must specify the actual work performed. If payment of costs or expenses is authorized, receipts must be attached to the invoice.

| | |
|--|---|
| Contract Amount: | Shall not exceed \$230,000.00 |
| Progress Payments (if not applicable, insert N/A): | Within thirty (30) days receipt of approved invoice for services provided |
| Costs/Expenses (if not applicable insert N/A): | NA |
| Fund Source: | Title II |

ARTICLE IV
Term of Contract

Contractor shall begin performance of the Services on June 23, 2021 and shall complete the Services no later than June 30, 2022, unless this Contract is modified as provided in Article VIII.

ARTICLE V
Performance of Services by Contractor

The Services shall be performed by Contractor, and in no event shall Contractor subcontract with any other person to aid in the completion of the Services without the prior written approval of the Contract Administrator defined below.



Contractor shall appoint one person who shall be responsible for reporting to the Board on all Services performed under the terms of this Contract and who shall be available for consultation with the Contract Administrator.

Contractor is an independent contractor, not an employee. Contractor is responsible for the payment of all federal, state and local payroll taxes and providing unemployment insurance and workers compensation coverage to Contractor's employees. Contractor shall provide all equipment, materials and supplies necessary for the performance of the Services.

Contractor shall at all times during the term of this Contract comply with all applicable laws, regulations, rules and policies. Contractor shall obtain and keep in force all licenses, permits and certificates necessary for the performance of the Services.

Contractor agrees to hold harmless, indemnify, and defend the Board and its members, agents, and employees from any and all claims or losses accruing or resulting from injury, damage, or death of any person, firm, or corporation, including the Contractor himself, in connection with the performance of this Contract. Contractor also agrees to hold harmless, indemnify, and defend the Board and its members, agents, and employees from any and all claims or losses incurred by any supplier, contractor, or subcontractor furnishing work, services, or materials to Contractor in connection with the performance of this Contract. This provision survives termination of this Contract.

Unless waived in writing by the Contract Administrator, Contractor shall maintain during the term of this Contract policies of primary insurance covering the following risks and in at least the following amounts: commercial general liability, including bodily injury, property damage, personal injury, products and completed operations, and contractual, \$1,000,000; and automobile liability, \$1,000,000. Contractor shall furnish to the Contract Administrator certificates of insurance evidencing this coverage and naming the Board as an additional insured. Additionally, Contractor shall maintain workers compensation coverage with limits required by law; and professional errors and omissions coverage with minimum limits of \$1,000,000. Contractor shall furnish certificates of insurance evidencing this coverage to the Contract Administrator.

ARTICLE VI Equal Opportunity

During the performance of this Contract, Contractor agrees that Contractor shall not discriminate against any employee, applicant or subcontractor because of race, color, national origin, age, religion, marital or parental status, political affiliations or beliefs, sex, sexual orientation, gender identity, gender expression, veteran status, genetic information, disability, or limitations related to pregnancy, childbirth, or related medical conditions. If the Contract Amount is paid from federal funds, this Contract is subject to Executive Order 11246 of September 24, 1965 and in such event the Equal Opportunity Clause set forth in 41 Code of Federal Regulations 60-1.4 is hereby incorporated by reference into this Contract as if set forth in full herein.

ARTICLE VII Prohibition of Conflicts of Interest

It shall be a breach of this Contract for Contractor to commit any act which is a violation of the provisions of Article XI of the Regulations entitled "Ethics and Standards of Conduct," or to assist or participate in or knowingly benefit from any act by any employee of the Board which is a violation of such provisions.

ARTICLE VIII

Changes

The Board and Contractor may at any time, by mutual agreement set forth in a written addendum, make changes in the definition of the Services; the scope of the Services; and the Contract Amount. The Contract Administrator and Contractor may, at any time, by mutual agreement set forth in a written addendum, make changes in the time within which the Services are to be performed; the schedule of Progress Payments; and mutual Termination of the Contract.

ARTICLE IX

Termination for Convenience of the Board

The Board may terminate this Contract in whole or in part at any time by giving written notice to Contractor of such termination and specifying the effective date thereof, at least thirty (30) days before the specified effective date. The Board shall compensate Contractor for Services satisfactorily performed through the effective date of termination.

ARTICLE X

Termination for Default

The Board may, by written notice of default to Contractor, terminate the whole or any part of this Contract, if Contractor breaches any provision of this Contract, or so fails to make progress as to endanger performance of this Contract, and in either of these circumstances, does not cure the breach or failure within a period of five (5) days after receipt of notice specifying the breach or failure. In the event of termination for default, the Board may secure the required services from another contractor. If the cost to the Board exceeds the cost of obtaining the Services under this Contract, Contractor shall pay the additional cost. The rights and remedies of the Board provided in this Article shall not be exclusive and are in addition to any other rights and remedies provided by law or under this Contract.

ARTICLE XI

Disputes

Any differences or disagreements arising between the Parties concerning the rights or liabilities under this Contract, or any modifying instrument entered into under Article VIII of this Contract, shall be resolved through the procedures set out in the Regulations.

ARTICLE XII

Contractor's Work Product

Unless waived in writing by the Contract Administrator, the Board shall retain ownership in and the rights to any reports, research data, creative works, designs, recordings, graphical representations or other works of a similar nature (hereinafter "Works") produced or delivered by Contractor under this Contract. Contractor agrees that the Works are "works for hire" and Contractor assigns all right, title and interest in the Works to the Board.

Any reports, information, data, etc. given to or prepared or assembled by Contractor under this Contract shall not be made available to any individual or organization by Contractor without the prior written approval of the Board. Provided, nothing in this Article may be used to violate the provisions of any Kentucky or Federal statute or regulation which requires reporting of information.

ARTICLE XIII
Contract Administrator

The Board shall appoint a Contract Administrator for the purposes of daily administrative decision-making pertaining to the Contract. If Contractor and the Contract Administrator disagree on any circumstance or set of facts pertaining to the administration or execution of this Contract, the Board shall resolve the matter after notification by either the Contract Administrator or the Contractor in the manner prescribed by the Regulations. If the Board fails to give notice to Contractor of the appointment of a Contract Administrator, the Contract Administrator shall be the Board's Chief Financial Officer.

ARTICLE XIV
Right to Audit

The Board shall have the right to inspect and audit all accounting reports, books or records which concern the performance of the Services. Inspection shall take place during normal business hours at Contractor's place of business. Contractor shall retain all records relating to the performance of this Contract for five (5) years after the end of the term of this Contract.

ARTICLE XV
Miscellaneous

- A. All Articles shall be construed as read, and no limitation shall be placed on any Article by virtue of its descriptive heading.
- B. Any notices or reports by one Party to the other Party under this Contract shall be made in writing, to the address shown in the first paragraph of this Contract, or to such other address as may be designated in writing by one Party to the other. Notices shall be effective when received if personally delivered, or three days after mailing if mailed.
- C. If any part of this Contract is held to be void, against public policy or illegal, the balance of this Contract shall continue to be valid and binding.
- D. This Contract shall be governed and construed in accordance with the laws of the Commonwealth of Kentucky.
- E. No delay or omission by either Party in exercising any right under this Contract shall operate as a waiver of that or any other right or prevent a similar subsequent act from constituting a violation of this Contract.
- F. At all times during the term of this Contract, Contractor shall comply with the Family Educational Rights and Privacy Act of 1974. If Contractor has access to student records, Contractor shall limit its employees' access to those records to persons for whom access is essential to perform this Contract.
- G. If this Contract requires Contractor and/or any employees of Contractor access to school grounds on a regularly scheduled and continuing basis for the purpose of providing services directly to a student or students, all individuals performing such services under this Contract are required to submit per KRS 160.380 to a national and state criminal history background check by the Department of Kentucky State Police and the Federal Bureau of Investigation and have a letter, provided by the individual, from the Cabinet for Health and Family Services stating no administrative findings of



Jefferson County Public Schools
**NONCOMPETITIVE NEGOTIATION
DETERMINATION AND FINDING**

1. An emergency exists which will cause public harm as a result of the delay in competitive procedures (Only the Superintendent shall declare an emergency.) —
State the date the emergency was declared by the superintendent:
2. There is a single source for the items within a reasonable geographic area —
Explain why the vendor is a single source:
3. The contract is for the services of a licensed professional, education specialist, technician, or an artist —
State the type of service: Education Specialist
4. The contract is for the purchase of perishable items purchased on a weekly or more frequent basis —
State the item(s):
5. The contract is for proprietary item(s) for resale: This can include the buying or selling of item(s) by students when it is part of the educational experience —
State the type(s) of item(s):
6. The contract is for replacement parts when the need cannot be reasonably anticipated and stockpiling is not feasible —
State the item(s):
7. The contract or purchase is for expenditures made on authorized trips outside the boundaries of Jefferson County Public Schools —
State the location:
8. The contract is for a sale of supplies at reduced prices that will afford Jefferson County Public Schools a savings (Purchase must be approved by Director of Purchasing) —
Explain the logic:
9. The contract is for the purchase of supplies which are sold at public auction or by receiving sealed bids —
State the items:

I have determined that, pursuant to K.R.S. 45A. 380, the above item(s) should be obtained by the Noncompetitive Negotiation Methods since competition is not feasible.

Susan Price
Print name of person making Determination

Curriculum and Instruction
School or Department

Signature of person making Determination

Date

Betterlesson Inc.
Name of Contractor (**Contractor Signature Not Required**)

Requisition Number

Explanation of Noncompetitive Negotiation Methods can be found under K.R.S. 45A.380 and on page 15 in the Procurement Regulations

F-471-1

Revised 05/2011





March 8, 2021

Jefferson County Public Schools, Louisville KY

Dear JCPS Leadership Team,

We are honored to continue our partnership with Jefferson County Public Schools in the 2021-22 school year, building upon the work we've done together over the 2020-21 school year to shift math instruction across the district's middle schools, and advancing the work to vertically align math practices in the elementary, middle schools, and high schools.

About BetterLesson

Founded in 2009, BetterLesson's mission is to empower schools and districts to develop and retain innovative, student-centered teachers, instructional coaches, and leaders. BetterLesson's leading-edge professional development platform supports K-12 educators to design and implement student-centered learning strategies that solve their most pressing challenges and enhance student and teacher engagement, achievement, and joy in the classroom.

Our personalized model is informed by years of rigorous investigation, analysis, and codification. A host of prominent organizations incorporate our research and thought leadership into their resources and tools, including New Schools for New Orleans, RELAY Graduate School of Education, The Friday Institute, The Highlander Institute, Next Generation Learning Challenges, The Rogers Family Foundation, The Clayton Christensen Institute, and Jobs for the Future.

Our white papers and guides are relied upon by many school leaders to inform their thinking about effective human capital development and include:

- [*Personalized Learning on a Continuum: Strategies that Work for Different Teacher Archetypes*](#)
- [*A Guide to Implementing Effective Coaching*](#)

Open Up Resources (OUR) shares our belief that personalized, job-embedded professional learning is a critical component of successful curriculum implementation. The professional experiences we've designed are grounded in the research on adult learning and mirror the pedagogies and routines within the curriculum. Our capacity-building approach focuses on the manageable steps educators can take from week to week to sustain long-term learner-centered changes in practice.

Our ultimate goal is to support Jefferson County Public Schools in your K-12 district-level vision to create student-centered learning environments that are sustained by a culture of collaboration and feedback loops between and among teachers and administrators. This proposal includes descriptions of BetterLesson services that align with Jefferson County Public Schools K-12 Math Curriculum goals. We share your belief that ongoing and sustained professional development is a critical component of a successful implementation for administrators, instructional coaches, teachers, and students. We are committed to helping your educators understand the essential components, methodologies, and pedagogies within the curriculum in order to implement them with integrity.

Partnership Vision for Jefferson County Schools Schools

Jefferson County Public Schools and BetterLesson believe that K-12 educators need a personalized approach to professional learning that creates an environment of risk-taking and ongoing reflection that is reinforced through intensive and sustained job-embedded coaching. With this core belief in mind, we are excited to offer our innovative professional development services to your K-12 math educators. This proposal is designed to match your K-12 strategic vision for professional growth with BetterLesson's customized approach to capacity building.

JCPS BetterLesson Partnership Scope of Work: Experiential Personalized Job-Embedded Professional Learning for K-12 Math Educators

Our 2021-2022 partnership will include the following Experiences:

- A. Virtual Summer Math Institute 2021 for Secondary Educators with 36 two hour virtual workshops available for voice and choice for educators.
- B. 12 Workshops for Elementary Educators distributed throughout the 2021-22 school year.
- C. Ongoing Monthly Workshops and Services for the JCPS Math Academy (serving the Math Leadership Academy and Transformation Zones) to amplify pockets of excellence, codify best practices and to make lasting instructional shifts of OUR five practices and Math Language Routines
- D. Year Long Biweekly Coaching for fifteen Elementary Academic Instructional Coaches and fifteen Secondary Academic Instructional Coaches (AICs)
- E. 4 Sessions of 1:1 Coaching as follow-on to the workshops for more intensive professional learning for 120 K-12 Teachers. Selected teachers will receive coaching aligned to their areas of need, and attention will be given to the 5 practices, math language routines, and student-centered math.
- F. 20 On-Demand Flexible Learning Workshops to accelerate instructional strategy attainment, build capacity, and provide additional agility, professional learning opportunities, and momentum throughout the school year.

Programs and Products Included for the K-12 Math Department 2021-22 School Year

Virtual Workshop Series for Educators Each session is **2 hours** in length. Sessions strive to break up the topic into manageable and actionable chunks, and planning and implementation between sessions using the Try- Measure -Learn (PDSA) framework makes the learning ongoing and job-embedded. Up to **20 teachers** may participate in each session.

BetterLesson Math Professional Learning 2-hour Virtual Workshop Topics Available 2021-22

| Launching OUR 6-8 Math | Virtual and Hybrid Learning | OUR 6-8 Math Ongoing Support | For Leaders and Coaches Support |
|---|--|--|--|
| OUR7.A Defining Problem-Based Learning | OUR16 Teaching OUR 6-8 Math at a Distance | OUR9.A Tracing the Learning Progression in a Unit | OUR12.A Leader Launch: Launching the OUR 6-8 Math Curriculum |
| OUR7.B Exploring the OUR Curriculum Materials | CA3 Flexible Math: Intro to Student-Centered Math Practices | OUR9.B Using Task Purposes to Plan for a Lesson | OUR12.B Leader Launch: Building an Implementation Plan |
| OUR7.C Deep Dive Into Unit 1 | CA5 Tech Tools for Math: Making Learning Collaborative, Visible, and Meaningful | OUR9.C Facilitating a Problem-Based Activity | OUR12.C Leader Launch: Assessing Progress |
| OUR7.D Using the 5 Practices to Structure the Synthesis | ID4 Learning Cadence: Using Time to Organize Learning | OUR11.A Introduction to the Math Language Routines & MLR1 | OUR17 Temperature Check: Gathering Data About OUR Math Implementation |
| OUR7.E Using Routines to Support All Learners | ID7 Asynchronous Learning: Pathways for Students to Learn at Their Own Pace | OUR11.B Planning Activities with MLR3 & MLR4 | IL9 Flexible Assessment for Leaders: Strategically Approaching Data and Feedback |
| OUR8 OUR Math Curriculum Orientation | IR21 English Learners: Building Language Skills Through Problem-Based Learning | OUR11.C Planning Activities with MLR5 & MLR2 | IL5 Setting up Flexible PD: Shared Professional Learning |
| | CA21 Math Language Routines: Deepening Student Thinking and Communication Skills | OUR14.A Introduction to the 5 Practices | IL6 Academic Gaps: Using Data to Stop the Slide and Move Forward |
| | CA22 Implementing the 5 Practices for Discourse with Desmos | OUR14.B Unpacking the 5 Practices: Anticipating and Monitoring | IL10 Caregiver Connection: Setting Up Systems to Partner with Families |
| | ID3 Flexible Assessment: Designing Authentic Assessments to Check Progress | OUR14.C Unpacking the 5 Practices: Selecting and Sequencing | OUR5 Coaching for Teachers and Leaders (one-on-one, 30-minute sessions for half or full year) |
| | ID2 Meaningful Tasks: Designing Engaging Learning Experiences | OUR15 Scaffolds that Support Sense Making with OUR Math | |
| | | OUR5 Coaching for Teachers and Leaders (one-on-one, 30-minute sessions for half or full year) | |

Experience A: JCPS Secondary Math Academy Virtual Summer Institute 2021

| | Day 1: | | Day 2: | | Day 3: | |
|------------------|---|---|---|--|---|--|
| | 9 - 11am | 1 - 3pm | 9 - 11am | 1 - 3pm | 9 - 11am | 1 - 3pm |
| Secondary | Creating a Culture for Problem Based Math (2) | Tracing the Learning Progression in a Unit (2) | Using Task Purposes to Plan for a Lesson (2) | Facilitating a Problem-Based Activity (2) | Introduction to the 5 Practices (3) | Introduction to the Math Language Routines (2) |
| | Building a Learning Community with OUR (2) | Cool Downs to Clarify Misconceptions and Review Previous Lessons (5) | Flexible Math: Intro to Student Centered Math Practice (2) | Implementing the 5 Practices with Desmos (3) | Planning with the 5 Practices (4) | Planning with the Math Language Routines (2) |
| Secondary | Leader Launch into OUR (Administrators and Coaches) (1) | Building and Implementation Plan (Administrators and Coaches) (1) | Gathering Data about OUR Math Implementation (Administrators and Coaches) (1) | | | +3 Workshops based on staff feedback |

Experience B: Elementary Educators

| | Ongoing Workshop Series | | | | | |
|--------------------------|---|---|---|---|--|------------------------------------|
| | | | | | | |
| Elementary School | Math Positive Culture (2) | Using Representations and Reasoning (2) | Structured Math Discourse (2) | Meeting the Needs of All Learners (2) | Math Routine: Deepening Math Thinking and Communication Skills (2) | Stop the Slide (2) |

Experience C: Math Academy Cohorts-Targeted Services

Ongoing Monthly Workshops and Services for the JCPS Math Academy (serving the Math Leadership Academy and Transformation Zones) to amplify pockets of excellence, codify best practices and to make lasting instructional shifts of Math Language Routines. 18 Workshops Required: 2 groups going through MLRs (8 sessions);5 Practices with Desmos (4 sessions); Stop the Slide (6 session)

| | | | | |
|--|---|-----------------------------------|-----------------------------------|--|
| Monthly Math Meetings Math Language Routines Series | Intro to MLRs & MLR 1 | MLR 2 & MLR 3 | MLR 4 & MLR 5 | MLR 6, MLR 7 & MLR 8 |
|--|---|-----------------------------------|-----------------------------------|--|

EXPERIENCE D Academic Instructional Coach Virtual Coaching

One-on-One Virtual Coaching for AIC Leaders

Academic Instructional Coach educators (AICS) will become skilled facilitators of continuous adult learning, with a focus on supporting teachers to effectively implement the curriculum by setting a vision, identifying goals, supporting shifts in practice based on the curriculum, and reflecting on progress using a continuous and iterative feedback loop that sustains changes in mindset and leadership practice to improve outcomes for students. Every AIC’s experience will be personalized to ensure that we address their most pressing needs while they make observable, measurable progress in their coaching practice. 30 Seats Required.

AICs will receive:

- One-on-one, bi-weekly 30-minute coaching sessions over video-conference with their dedicated BetterLesson Coach for the one full year
- On-demand email support and app-based coaching between sessions

| | | | |
|---------------------------------------|---|---|--|
| Workshops + Full Year Coaching | Session A: Planning Activities with the 5 Practices | Session B: Unpacking the 5 Practices: Anticipating and Monitoring | Session C: Unpacking the 5 Practices: Selecting, Sequencing and Connecting |
|---------------------------------------|---|---|--|

This offering supports instructional coaches to become skilled at supporting teachers to effectively implement OUR 6-8 Math and K-12 student-centered math goals. Each participant’s experience is personalized to ensure that we address his/her most pressing needs while s/he is making observable, measurable progress in his/her coaching practice. A BetterLesson Master Coach will work with your math coaches or teacher leaders to ensure they have a strong coaching foundation by supporting them to build the competencies, resources and depth required to support teachers.

Coaching sessions focus on:

- Deepening your coaches' ability to build instructional capacity in teachers
- Developing a sustainable coaching cycle to maximize their time and effectiveness
- Leveraging qualitative and quantitative teacher and student growth metrics to measure success

Coaches will receive:

- Bi-weekly 1:1 coaching sessions over video-conference with their dedicated BetterLesson Coach
- On-demand email support and app-based coaching between sessions
- Access to the [BetterLesson Professional Learning Lab](#) through the duration of coaching

Experience E: 4 Sessions of 1:1 Virtual Coaching for 120 K- 12 Teachers

BetterLesson Coaches support teachers to adapt instructional strategies to meet their students' needs and track progress in the Lab.

Coaching sessions focus on:

- Deepening ability to build instructional capacity in teachers
- Developing a sustainable coaching cycle to maximize time and effectiveness
- Leveraging qualitative and quantitative teacher and student growth metrics to measure success

Experience F: On-Demand Flexible Learning Workshops

On-Demand Flexible Learning Workshops to accelerate instructional strategy attainment, build capacity, and provide additional agility, professional learning opportunities, and momentum throughout the school year.

Strategic Implementation Planning and Ongoing Alignment, Support, and Impact Reporting

To ensure that we maximize the impact of our partnership for your teachers, BetterLesson will assign members of its Partner Success Team to your team. We will work with you during the implementation planning phase to ensure:

- *Alignment on Vision and Outcomes:* BetterLesson will align its support to your goals, instructional outcomes, teacher needs, and student needs.
- *A Successful Partnership Launch:* BetterLesson will engage you in a strategic planning conversation to understand your context.

As our partnership progresses, we will regularly communicate with you to review progress, get feedback, and ensure ongoing alignment via:

- *Partnership Meetings:* Your BetterLesson Partner Success Manager will schedule regular, ongoing meetings to:
 - share qualitative and quantitative data from Virtual Workshops and Coaching Cycles
 - ensure continued alignment toward identified outcomes
 - troubleshoot and solve challenges

Thank you for the opportunity to partner with Jefferson County Public Schools to support your educators in their work to elevate student learning in math outcomes. We have prepared this custom proposal with your guidance, and it is now ready for signatory. We are honored to enter partnership with you in the coming school year.

Kind Regards,

Kristin Folta
 Director of Partnership

Program Proposal for JCPS K-12 Math Professional Learning 2021-202

This is a custom proposal and quote designed to support capacity building, shifts in practice, and embedded supports that align with the Plan Do Study Act (PDSA) JCPS framework for continuous improvement.

| Experience A Secondary Educators | SY 21-22 Program Rate | Quantity | Total Cost | Notes |
|--|-----------------------------|----------|-----------------------------------|--|
| Summer Academy Virtual Workshop Series for Educators and Admin | \$1500 \$1000 | 33 | \$49,500 \$33,000 | Partnership Discount- Maintain 2020 Pricing |
| Strategic Planning, Data & Impact Consultations | \$2500 | 1 year | Waived for Open Up partners | |
| Discounts Applied | | | (\$19,000) | Current OUR Partner Discount |
| Partnership Total | | | \$33,000 | |

| Experience B Elementary Educators | SY 2021-22 Program Rate | Quantity | Total Cost | Notes |
|---|-----------------------------|----------|-----------------------------------|---|
| Two Hour Virtual Workshops for Elementary Educators | \$1500 \$1000 | 12 | \$18,000 \$12,000 | Existing Partnership Discount- Maintain 2020 Pricing |
| BetterLesson Partner Success: Planning, Data & Impact Consultations | \$2,500 | 1 | Waived for Open Up Partners | |
| Discounts Applied | | | (\$8500) | |
| Partnership Total | | | \$12,000 | |

| Experience C Math Academy Cohort | SY 2021-22 Program Rate | Quantity | Total Cost | Notes |
|---|-----------------------------|----------|-----------------------------------|--|
| Two Hour Virtual Workshops for Math Academy Educators | \$1500 \$1000 | 18 | \$27,000 \$18,000 | Existing Partnership Discount- Maintain 2020 Pricing |
| BetterLesson Partner Success: Planning, Data & Impact Consultations | \$2,500 | 1 | Waived for Open Up Partners | |
| Discounts Applied | | | (\$11,500) | Current Our Partner Discount |
| Partnership Total | | | \$18,000 | |

| Experience D Academic Instruction Coach Cohort | SY 2021-22 Program Rate | Quantity | Total Cost | Notes |
|---|-------------------------------|----------|-----------------------------------|--|
| AIC Year Long 1: Virtual Coaching + three virtual workshops | \$3300 | 30 | \$99,000 | |
| BetterLesson Lab Access to premium strategies and growth tracking tools | \$300/ Educator | 30 | Waived for Open Up Partners | Partnership Discount- Maintain 2020 Pricing |
| BetterLesson Partner Success: Planning, Data & Impact Consultations | \$2,500 | 1 | Waived for Open Up Partners | |
| Discounts Applied | | | (\$11,500) | |
| Partnership Total | | | \$99,000 | |

| Experience E | SY 2021-22 Program Rate | Quantity | Total Cost | Notes |
|---|-------------------------|----------|-----------------------------|-------|
| 4 Virtual Sessions of 1:1 Job-Embedded Coaching | \$675 | 120 | \$81,000 | |
| | \$400 | | \$48,000 | |
| BetterLesson Partner Success: Planning, Data & Impact Consultations | \$2,500 | 1 | Waived for Open Up Partners | |
| Discounts Applied | | | (\$35,500) | |
| Partnership Total | | | \$48,000 | |

| Experience F | SY 2021-22 Program Rate | Quantity | Total Cost | Notes |
|--|-------------------------|----------|-----------------------------|--|
| Two Hour Virtual Workshops Ordered On-Demand (two week notice) Math Flexible and Blended Learning | \$1500 | 20 | \$30,000 | Existing Partnership Discount- Maintain 2020 Pricing |
| | \$1000 | | \$20,000 | |
| BetterLesson Partner Success: Planning, Data & Impact Consultations | \$2,500 | 1 | Waived for Open Up Partners | |
| Discounts Applied | | | (\$12,500) | Current Our Partner Discount |
| Partnership Total | | | \$20,000 | |

| 2021-22 Professional Learning Experience Series | Cost |
|---|-----------|
| Experience A | \$33,000 |
| Experience B | \$12,000 |
| Experience C | \$18,000 |
| Experience D | \$99,000 |
| Experience E | \$48,000 |
| Experience F | \$20,000 |
| Discounts Applied | \$98,500 |
| Partnership Total | \$230,000 |

Term: June 2021 through June 2022

Payment Schedule: Invoice will be sent following Order Form signature; payment is due 30 days after invoice date.

Terms and Conditions: All individuals below are designated as Authorized Administrator Signatories by their respective organizations. "Authorized Administrator Signatory" is an authorized representative with the authority to review and agree to all end-user license agreements and terms of use and acknowledge all privacy policies associated with the BetterLesson Coaching subscription service. All access to and use of the BetterLesson Coaching Platform subscription service is conditioned upon the review of and agreement to all applicable end-user license agreements and terms of use, and the review and acknowledgement of all applicable privacy policies, including, without limitation, the BetterLesson Coaching terms and conditions located [here](#), which are incorporated herein by reference, by such authorized representative on behalf of Jefferson County Public School and its Authorized Users.

BetterLesson, Inc.
 Alex Grodd
 CEO and Co-Founder
 955 Massachusetts Avenue
 Cambridge MA 02139

Jefferson County Public Schools
 Dr. Martin Pollio
 Superintendent
 3332 Newburg Road
 Louisville KY 40218

April 20, 2021

April 20, 2021



Signature: _____