FLOYD COUNTY BOARD OF EDUCATION
Anna Whitaker Shepherd, Superintendent
442 KY RT 550
Eastern, KY 41622
Telephone (606) 886-2354   Fax (606) 886-4550
www.floyd.kyschools.us

Linda C. Gearheart, Board Chair - District 1
William Newsome, Jr., Vice-Chair - District 3
Dr. Chandra Varia, Member- District 2
Keith Smallwood, Member - District 4
Steve Slone, Member - District 5

Date: 11/9/2021

Consent Agenda Item (Action Item): Consider the purchase of OTUS single teaching and learning platform for use by all K-12 stakeholders to teach, test, analyze, and plan.
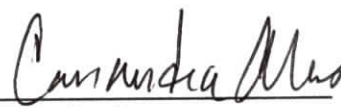
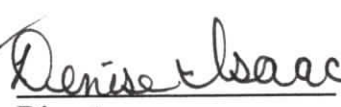**Applicable State or Regulations:** Board Policy 01.11 General Powers and Duties of the Board.

Fiscal/Budgetary Impact: OTUS pricing proposal is 67 month subscription for Staff and Students and Navigate Item test bank beginning December 1, 2021 at a cost of $186, 328 *Proposal and Quote Attached and will be paid from ESSER 2 funding.
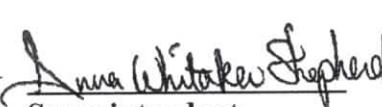
History/Background: Traditionally in Floyd County, teachers, administrators and central office personnel spend a lot of time reviewing, compiling and analyzing data. OTUS will allow all data to be represented in one place (i.e.: KPREP data, MAP data, CERT data, Behavior data, Attendance data) Teachers and Administrators will be able to utilize the OTUS platform to quickly see reports of their choosing, whether it is District wide reports, School level reports, Teacher level reports, Classroom level reports, or individual student reports. The ability to see all data we have on one student in one place will free up the teachers and administrators to better plan support and instruction for their students. OTUS will also provide the Navigate Item Test Bank that houses KY State test-like questions based on all standards at all levels in all subjects. This will allow the district to build their own assessments and push them out to all students as needed to support instruction. Parents also will have access to see all data on their individual student as we reach out to partner with parents to provide the best education we can to students. OTUS is a solution built, single-source product that supports districts in creating integrated classroom tools for students and teachers. These tools create powerful transparency for families and school leaders and most often support the following: personalized learning, common assessments, benchmark and formative assessments, differentiation, data-informed instruction, leveraging Google in 1:1 classrooms, blended learning, communication and collaboration and culture, support for at-risk learners and addressing learning loss. Our goal is daily, data driven instruction resulting in effective teaching and learning, without going through stacks and stacks of data.

Recommended Action: Approve the purchase of the an OTUS 67 month subscription for Staff and Students and Navigate Item test bank beginning December 1, 2021 at a cost of $186, 328

Contact Person(s): Cassandra Akers, Data/Assessment Consultant & Denise Isaac Chief Informational Technology Coordinator
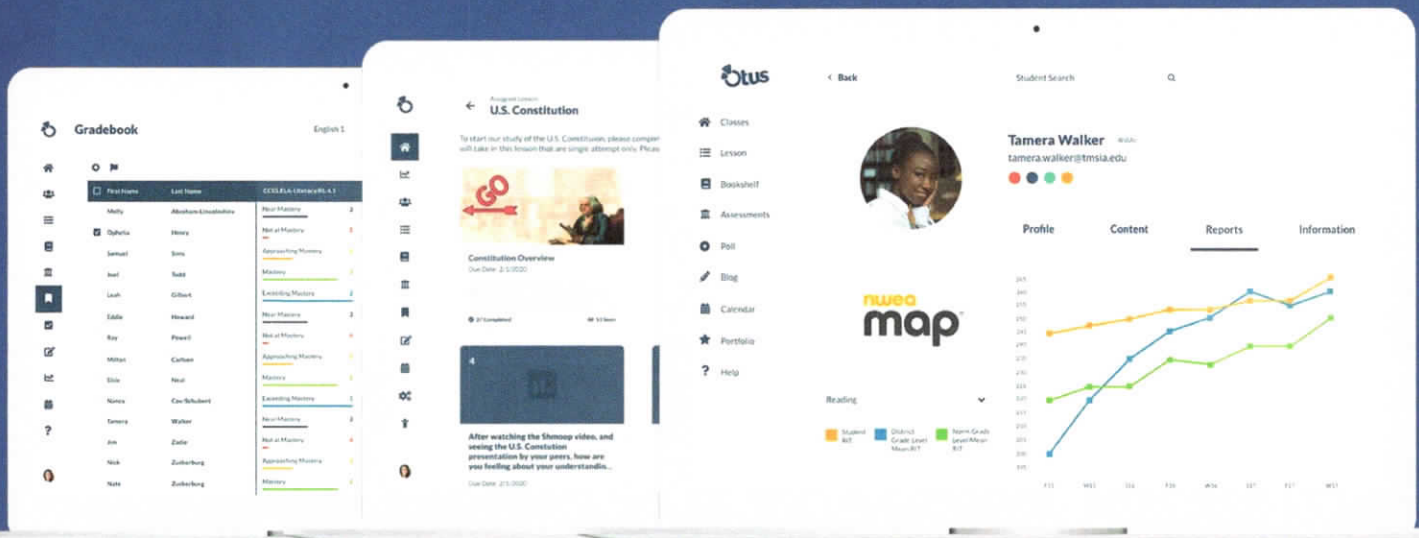
Principal	**Director**	**Superintendent**

Date: 11/9/2021

Otus

Proposal

Floyd County Schools

Prepared for:

Denise Isaac
denise.isaac@floyd.kyschools.us
Floyd County Schools

Created by:

CedricHarrison
cedric@otus.com
Otus

Otus

Nov 04, 2021

Denise Isaac
Director of Information Technology
Floyd County Schools
106 N FRONT AVE
PRESTONSBURG, KY41653-7832

Dear Denise Isaac,

It is with pleasure that I provide you an official proposal for Otus. We believe this proposal reflects a deep understanding of your needs while also providing you with the information needed to begin your journey with us.

Should you have any questions about Otus, this proposal, or anything else, please do not hesitate to contact me directly.

Sincerely,

Cedric Harrison

Cedric Harrison
Director of Strategic Sales
cedric@otus.com
8032188588
900 N. Michigan Ave
Suite 1600
Chicago, IL 60611

Table of Contents

What Is Otus?

Otus

What is Otus?

Otus is a single teaching and learning platform that is used by K-12 stakeholders to teach, grade, analyze, and plan.

What initiatives can be supported through the use of Otus?

Otus is a solution built to support the organization initiatives by creating integrated classroom tools for students and teachers. These tools create powerful transparency for families and school leaders and most often support the following initiatives.

- Standards-Based Grading & Reporting
- Personalized Learning
- Common Assessments
- Benchmark and Formative Assessments
- Differentiation
- Data-Informed Instruction

- Leveraging Google in 1:1 Classrooms
- Blended Learning & 1:1
- Communication, Collaboration & Culture
- Social-Emotional Learning
- Support for At-Risk Learners
- Addressing Learning Loss

Why Does Otus Exist?
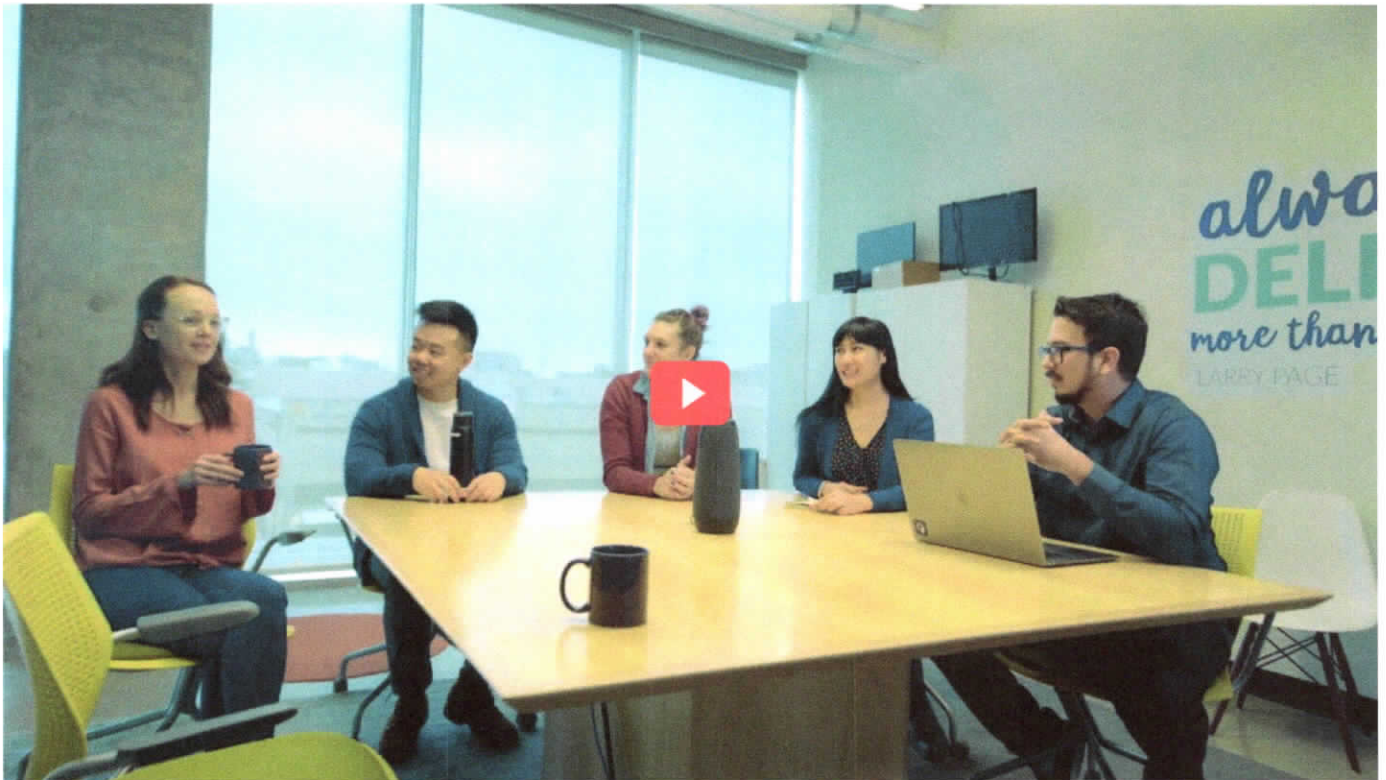
Our Mission And Beliefs

Our mission is to give students, teachers, school leaders, and families the tools and insight necessary to create a culture of success while maximizing learning.

- **Students** should be empowered by access to technology, not burdened by it.
- **Teachers** do their best work when they can focus on supporting the learning, not managing technology.
- **School leaders** need visibility of collected performance data.
- **Families** should feel connected and able to support learning at home.

Our Values

Authenticity: Otus was created and built for teachers, by teachers. This unique characteristic is the foundation for the future development and implementation of the platform.

Transparency: The voice of educators is invaluable to the constant evolution of the Otus platform. We will continually strive to keep our users informed about new features, updates to existing ones, and the exciting future of Otus.

Empathy: The challenges that students and teachers face in the classroom are what motivates our team to create new solutions within Otus. We work to organize the chaos; shine light on the great experiences that are already happening and provide an opportunity to implement meaningful improvements.

Courage: We believe in challenging the status quo when necessary. We work to serve all students and teachers, especially the traditionally underserved or those at risk of falling through the cracks.

Otus

Our Leadership Team

Andy Bluhm, Chief Executive Officer, Co-Founder

Otus is fully owned and operated by Andy Bluhm, a Chicago-based investor and philanthropist. While Andy's investments are diverse, educational technology is of particular importance to him. Andy and our co-founders started with the belief that Otus is here to give students, teachers, school leaders, and families both the tools and the insight necessary to create a culture of success while maximizing learning.

Christopher Hull, Chief Product Officer, Veteran K-12 Educator

Until mid 2017, Chris was a social studies teacher in the Chicago suburbs and Andy Bluhm collaborated on the creation of Otus beginning in 2012 when Chris and his co-teacher at Elm Place Middle school received a grant to bring 1:1 computing iPads to their students. They quickly recognized the potential these classroom management tools offer but were disappointed with the effectiveness of the current apps on the market.

Keith Westman, Ed.D., Chief Operating Officer, Veteran K-12 Educator

Keith brings significant experience to Otus having worked with thousands of school systems to implement educational technology in those organizations during his tenure at AppliTrack / Aspex Solutions (now Frontline Education). Prior to his work in edtech, Keith was a middle school principal, district technology director, and classroom teacher. Keith also serves as an adjunct professor at DePaul University in Chicago.

Phil Collins, Ed.D., Chief Learning Officer, Veteran K-12 Educator

Phil brings over 30 years of education experience to this project. He has worked as a Superintendent of Schools, Assistant Superintendent of Curriculum and Instruction, a building principal, and classroom teacher. Phil is a regular presenter for NWEA at their local, regional, and national conferences. Phil serves as an adjunct professor at Governors State University in Chicago.

Otus

Implementation

As longtime educators, the Otus team completely understands the need to get your district up and running with our platform as quickly as possible. The process of implementing Otus is the first step in creating a meaningful relationship with, what we believe to be, the most useful tool at the tip of your fingers. With a personal technology coach and an in-app chat support feature, the whole Otus team is on board to guide you towards success!

You will quickly see that our priority with implementation is to make certain your district reaches its goals. You will be assigned a personal technology coach, who will help you determine the specific needs of your district. Once these requirements have been determined, you and your coach will come up with a plan of action to accomplish these goals, together. With our on-site and remote implementation plan, our team at Otus will be with you every step of the way!

4 STEPS OF IMPLEMENTATION AND ONBOARDING

Our dedicated team of Otus Technology Coaches are the best of both worlds: many years of experience as K-12 educators and expertise with the rollout of Otus to K-12 school systems like yours.

Step 1: Meet Your Otus Technology Coach

Work with a dedicated Otus expert throughout your entire implementation of Otus to ensure that each step of the process is easy and manageable.

Step 2: Roster Otus with Your Data

With your Otus Technology Coach, you will be guided through the process of connecting your SIS to Otus.

Step 3: Data Upload

Along with our help and support, you will share your 3rd-Party student assessment data with us through a secure data transfer process so that it can be visualized within Otus.

Step 4: Schedule Training

Determine the goals of your training, choose a date and format, and let us design a great day of learning for you and your staff.

Otus

Client Services

Ensuring clients have the best user experience is incredibly important to Otus. After you are onboarded by your Technology Coach, our caring Client Success team takes over to support you throughout the year while a dedicated Account Manager stays connected to you throughout our partnership.

Data-Driven Client Success

93%

of all support request rated Great or Amazing during 2020-21

3m 23s

is our median response time to teacher, admin, or parent support chats during 2020-21

1,478

educator hours saved using our AI-powered support features during 2020-21

A Few Words From Our Clients

6:33 AM

Yes thank you.
By the way... I have been working tirelessly with your team during this school year, and have had several teachers say they have been using your chat feature, collectively we have experienced wonderful customer service. Thank you for being prompt and diligent.

WD. Thank you so much this chat feature is by far the best help via a virtual platform

thank you for being understanding and knowledgeable

1m ·

You should hear our parents raving about how awesome it is this year with remote learning

We were all google docs in k-5 and now with otus they love it

My k-5 teachers are ASKING me to put our envision tests in there too!

Win win

AT I have received amazing feedback from parents about how much they like Otus. They love that all their child's work and links are within the same program and students are going to multiple places. So kudos to you. :)

I appreciate your help. Have a wonderful afternoon.

1m ·

Otus

Pricing Proposal For Floyd County Schools

Nov 04, 2021

Annual SaaS Subscription	Rate	Subtotal
Otus Staff & Students • Subscription includes Otus for Staff & Students and Navigate Item bank for 67 month term beginning Dec 1st 2021.	$182,203.00	$182,203.00
	Total	**$182,203.00**

Initial One-Time Cost	Quantity	Rate	Subtotal
Setup & Implementation • Dedicated Implementation contact to support getting student data rostered, 3rd party data uploaded, and your success	1	$4,125.00	$4,125.00
Remote Training (Included in Setup Cost) • # of days will be determined during Kickoff meeting with Coach	0	$0.00	$0.00
		Total	**$4,125.00**

This proposal has been accepted by:

Name

Title

Please enter PO Number in box below. If you do not have PO number, type 0000 and send a copy to cedric@otus.com when available.

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67 Month Subscription to be invoiced and paid upfront in full December 2021

This proposal is valid for 30 days from the date of receipt.

Terms

To view our Terms of Service, click here.
To view our Privacy Policy, click here.

Otus

January 1, 2021

Re: Otus Sole Source Letter effective until 6/30/2023

To Whom it May Concern,

This is a single source letter to let you know that the product Otus is an exclusive product to Otus, LLC. Otus is the creator, developer, and seller of this product and we will answer any questions you have about this product and support the application of this product if necessary.

Please feel free to contact me directly if you have any questions about Otus.

Sincerely,

Keith Westman, Ed.D.
Chief Operating Officer
773.789.5444 x102
keith@otus.com