

MEMORANDUM OF AGREEMENT

Between

Jefferson County Board of Education

And

Mackin Book Company dba Mackin Educational Resources

This Memorandum of Agreement (hereinafter "Agreement") is entered into between the Jefferson County Board of Education (hereinafter "JCPS"), a political subdivision of the Commonwealth of Kentucky, with its principal place of business at 3332 Newburg Road, Louisville, Kentucky 40218 and Mackin Book Company doing business as Mackin Educational Resources (hereinafter "Mackin"), a corporation located at 3505 County Road 42 West, Burnsville, MN 55306.

WHEREAS Mackin and JCPS desire to increase literacy in the home through access to books and increase parent/guardian support for promoting daily reading habits. As such, Mackin will mail a set of Level Up books to eligible JCPS Kindergarten students during the 2024-2025 school year.

THEREFORE, in consideration of the terms, conditions, premises, and mutual agreements set forth herein, JCPS and Mackin agree as follows:

1. Duties of JCPS:

- a. In order to provide students access to books within their homes, JCPS staff will identify eligible kindergarten students to receive books at their home address.
 - i. JCPS agrees to order books under the terms of a purchase order between JCPS and Mackin per Attachment C: Price Quote #149085, dated 12/17/2024.
- b. JCPS shall provide the data identified in Attachment A.

2. Duties of Mackin:

- a. Mackin agrees to provide a set of Level Up books, under the terms of a purchase order between JCPS and Mackin.
 - i. Mackin agrees to mail the books to each student's mailing address as provided by JCPS.
- b. Acknowledges that projects involving program evaluation, monitoring activities, or data collection or research of any kind, are subject to JCPS IRB review and approval as determined by the JCPS IRB to meet federal, State, and Board policies. In these cases, JCPS student or staff participation is voluntary. As a federally authorized Institutional Review Board (IRB), JCPS complies with the federal definition for research, which includes sharing of Personally Identifiable Information (PII) for the purpose of answering a question or evaluating activities

for effectiveness beyond standard educational or operational procedures. Thus, all research, program evaluation and data collection activities must be approved by the JCPS IRB and shall not begin before approval is secured from the JCPS IRB.

- c. If the performance of this Agreement involves the transfer by JCPS to Mackin of any data regarding any student that is subject to the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. 1232g as amended, (“FERPA”), Mackin and JCPS must manage the data transfer in accordance with FERPA requirements, and Mackin agrees to the following conditions:
 - i. If Mackin requests transfer of identifiable data by JCPS that is subject to JCPS IRB procedures, as determined by the JCPS IRB to meet federal, State, and Board policies, JCPS cannot transfer identifiable data to Mackin before the JCPS IRB-approved informed consent process has been executed. In this case, Mackin does not function as an exception under FERPA. Mackin is responsible for obtaining, and maintaining, signed consent after JCPS IRB approval. No data will be provided under this agreement without signed consent from the guardian for records requests involving students or from the JCPS employee or community member for records requests involving adults. Mackin must deliver copies of the signed authorization to JCPS upon request.
 - ii. If Mackin has been legally deemed a FERPA exception by JCPS in accordance with FERPA Exception Conditions, then Mackin shall:
 - (a) In all respects, comply with the provisions of FERPA, including any requirements of Chapter 99 of Title 34 of the Code of Federal Regulations and any other applicable state or federal law.
 - (b) Use any such data for no purpose other than to fulfill the purposes of this Agreement, and not share any such data with any person or entity other than Mackin and its employees, contractors, volunteers, and agents, without prior approval of JCPS. Disclosure shall be limited to only those employees, contractors, volunteers, or agents who are necessary for the fulfillment of this Agreement.
 - (c) Require all employees, contractors, volunteers, and agents of Mackin to comply with all applicable provisions of FERPA with respect to any such data. Mackin shall require and maintain confidentiality Agreements with each employee, contractor, volunteer, or agent with access to data pursuant to this Agreement.
 - (d) Maintain any such data in a secure environment, whether physical or electronic, and not copy, reproduce, or transmit any such data except as necessary to fulfill the purposes of this Agreement. Mackin shall notify JCPS within 24 hours in the event of any data breach or disclosure of data to any person or entity other than the parties listed in this agreement.

- (e) Collect, store, and maintain data in a manner that does not permit the identification of an individual student by anyone other than employees, contractors, or agents of Mackin necessary for the fulfillment of this Agreement and having a legitimate interest related to the purposes of this Agreement in knowing such personal identification, and not disclose any such data in a manner that would permit the identification of an individual student in any form, including, but not limited to, published results of studies.
- d. Limit data requested from JCPS to the specific elements listed in Attachment A. If the data request is associated with an approved JCPS IRB application, then the data in Attachment A should match the JCPS IRB final approval letter data elements listed.
- e. Adhere to the reporting timeframes (e.g., quarters, semesters, years) service provider requested in Attachment A.
- f. Adhere to the timelines in Attachment A for when a service provider will provide JCPS with Mackin [lists of students, signed consent forms, etc]. Notify JCPS of unexpected changes in timelines as soon as possible and accept that changes may alter JCPS' capacity to provide requested data.
- g. If relevant, obtain signed non-disclosures (Attachment B) for each individual from Mackin responsible for evaluation and analysis activities who must access identifiable data referenced in Attachment A.
- h. Use reports produced for this project only for the purposes described above. The data and reporting shall not be used for personal or institutional gain or profit.
- i. To direct all communication and decisions regarding the evaluation, data collection, and analysis to the Accountability, Research, and Systems Improvement office.
- j. Acknowledges that JCPS retains the right to audit Mackin's compliance with this agreement.
- k. Mackin acknowledges that any violation of this Agreement and/or the provisions of FERPA or accompanying regulations related to the nondisclosure of protected student information constitutes just cause for JCPS to immediately terminate this Agreement pursuant to Article V of this Agreement.
- l. Not use the name or logo of JCPS or individual JCPS schools in printed materials, websites, videos or social media without prior approval from JCPS.
- m. Maintain an all-risk property and casualty insurance policy with respect to the facilities and a policy of commercial general liability in amounts no less than \$1,000,000/\$2,000,000 per policy and provide JCPS with a certificate of insurance upon request.

- n. Require all Mackin employees/volunteers/contractors performing services under this Agreement to have on file a Criminal Records Check, per Kentucky law and JCPS requirements, completed no more than five years ago. Employees/contractors convicted of any of the following, per JCPS Board Policy 03.6, shall not be considered:
 - i. Any conviction for sex-related offenses.
 - ii. Any conviction for offenses against minors.
 - iii. Any conviction for felony offenses, except as provided below.
 - iv. Any conviction for deadly weapon-related offenses.
 - v. Any conviction for drug-related offenses, including felony drug offenses, within the past seven years.
 - vi. Any conviction for violent, abusive, threatening or harassment related offenses.
 - vii. Other convictions determined by the Superintendent/designee to bear a reasonable relationship to the ability to perform services under this Agreement.
- o. Mackin shall require all staff and volunteers performing services on JCPS school premises during JCPS school hours under this Agreement 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 findings of substantiated child abuse and neglect records maintained by the Cabinet for Health and Family Services.
- p. Mackin staff and volunteers will comply with all JCPS health safety guidelines including rules related to COVID-19 mitigation.
- q. To the extent that JCPS facilities are closed to students, those facilities will also be unavailable to Mackin. During any periods of the Non-Traditional Instruction (NTI) or remote learning, JCPS facilities will not be available to Mackin.
- r. Mackin will ensure that all confidential data in its possession and in the possession of any subcontractors or agents to which they may have transferred data are destroyed within forty-five (45) days after the data are no longer needed for the specified purpose as defined in this agreement, upon JCPS' request or upon termination of this agreement. Mackin agrees to provide written notice in an email to jcps.irb@jefferson.kyschools.us within forty-five (45) days after the data is destroyed outlining the date of destruction along with method of destruction.

3. **Mutual Duties:**

- a. Each party shall not discriminate based on 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.
 - b. Each party shall comply with all federal and state laws and regulations and all JCPS policies applicable to the provision of the services described in this Agreement, including without limitation the Federal Family Educational Rights and Privacy Act (FERPA), the Kentucky Educational Rights and Privacy Act (KFERPA), the federal Health Insurance Portability and Accountability Act (HIPAA) and JCPS policies and procedures for volunteers and visitors entering JCPS facilities.
 - c. The respective administrative offices of JCPS and Mackin who have responsibility for the implementation of this Agreement shall meet periodically during the term of this Agreement to evaluate the program and discuss issues of mutual concern.
4. **Term**: This Agreement shall be effective commencing January 29, 2025 and shall terminate on January 28, 2026. The Agreement may be extended by mutual written agreement of JCPS and Mackin.
 5. **Termination**: Either party may terminate this Agreement prior to the end of its term by giving sixty (60) days prior written notice to the other party. If JCPS terminates the Agreement, Mackin will be permitted in their discretion to continue to provide services during the period in which the sixty (60) day notice becomes effective. JCPS may terminate this agreement immediately in the event of a student health or safety concern or a breach of data security as outlined above. Mackin acknowledges that any violation of this Agreement and/or the provisions of FERPA or accompanying regulations related to the nondisclosure of protected student information constitutes just cause for JCPS to immediately terminate this Agreement. In the event of an immediate termination, Mackin shall not be permitted to continue to provide services after receipt of the notice of termination.
 6. **Amendment**: This Agreement may be modified or amended only by a written agreement signed by JCPS and Mackin.
 7. **Independent Parties**: JCPS and Mackin are independent parties, and neither shall be construed to be an agent or representative of the other, and therefore neither shall be liable for the acts or omissions of the other. Each party shall, however, be liable for any negligent or wrongful acts of its own employees, students and invitees.
 8. **Captions**: Section titles or captions in this Agreement are inserted as a matter of convenience and reference, and in no way define, limit, extend, or describe the scope of this Agreement.

9. **Entire Agreement:** This Agreement contains the entire agreement between JCPS and Mackin concerning the Mackin and supersedes all prior agreements, either written or oral, regarding the same subject matter.
10. **Severability:** If a court of competent jurisdiction holds any provision of this Agreement unenforceable, such provision shall be modified to the extent required to make it enforceable, consistent with the spirit and intent of this Agreement. If such a provision cannot be so modified, the provision shall be deemed separable from the remaining provisions of this Agreement and shall not affect any other provision.
11. **Counterparts:** This Agreement may be executed in counterparts, in which case each executed counterpart shall be deemed an original, and all executed counterparts shall constitute one and the same instrument.
12. **Applicable Law:** This Agreement shall be governed by, and construed in accordance with, the laws of the Commonwealth of Kentucky.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed.

Jefferson County Public Schools:

Mackin Book Company:

Marty Pollio, Ed.D, Superintendent



Mesa Heise, Director of Bids and Contracts

Date: _____

Date: 1/6/2025

ATTACHMENT A

USE IF RECORDS ARE REQUESTED FOR DISCLOSURE

Data Request and Reporting Schedule

Mackin - JCPS Directory Information for book distribution

Record Collection Timeframe	School year	JCPS Library Media Services will fulfill request
2025	SY 2024-2025	Between February 14, 2025 and March 15, 2025
2026	SY 2025-2026	Between March 16, 2025 and February 14, 2026

Data Elements Filled by JCPS Library Media Services:

Data Elements	Comments
Guardian First Name	
Guardian Last Name	
Student First Name	
Student Last Name	
Postal Address	Address Line 1 Address Line 2 City State Zip Code

ATTACHMENT B

USE IF RECORDS ARE REQUESTED FOR DISCLOSURE

SERVICE PROVIDER'S EMPLOYEE NONDISCLOSURE STATEMENT

I understand that the performance of my duties as an employee or contractor of _____ ("Services Provider") involve a need to access and review confidential information (information designated as confidential by the Jefferson County Board of Education, and that I am required to maintain the confidentiality of this information and prevent any redisclosure prohibited under applicable federal and state law. By signing this statement, I agree to the following:

- I will not permit access to confidential information to persons not authorized by Services Provider.
- I will maintain the confidentiality of the data or information.
- I will not access data of persons related or known to me for personal reasons.
- I will report, immediately and within twenty-four (24) hours, any known reasonably believed instances of missing data, data that has been inappropriately shared, or data taken off site to my immediate supervisor.
- I understand that procedures must be in place for monitoring and protecting confidential information.
- I understand that the Family Educational Rights and Privacy Act ("FERPA") protects information in students' education records that are maintained by an educational agency or institution or by a party acting for the agency or institution, and includes, but is not limited to the student's name, the name of the student's parent or other family members, the address of the student or student's family, a personal identifier, such as the student's social security number, student number, or biometric record, other indirect identifiers, such as the student's date of birth, place of birth, and mother's maiden name, and other information that, alone or in combination, is linked or linkable to a specific student that would allow a reasonable person in the school community, who does not have personal knowledge of the relevant circumstances, to identify the student with reasonable certainty.
- I understand that any unauthorized disclosure of confidential information is illegal as provided in FERPA and in the implementing of federal regulations found in 34 CFR, Part 99. The penalty for unlawful disclosure is a fine of not more than \$250,000 (under 18 U.S.C. 3571) or imprisonment for not more than five years (under 18 U.S.C. 3559), or both.
- I understand and acknowledge that children's free and reduced price meal and free milk eligibility information or information from the family's application for eligibility, obtained under provisions of the Richard B. Russell National School Lunch Act (42 U.S.C. 1751 et seq)(NSLA) or Child Nutrition Act of 1966 (42 U.S.C. 1771 et seq.)(CNA) and the regulations implementing these Acts, is confidential information.

- I understand that any unauthorized disclosure of confidential free and reduced price lunch information or information from an application for this benefit is illegal as provided in the Richard B. Russell National School Lunch Act (42 U.S.C. 1751 et seq)(NSLA) or Child Nutrition Act of 1966 (42 U.S.C. 1771 et seq.)(CNA) and the regulations implementing these Acts, specifically 7 C.F.R 245.6. The penalty for unlawful disclosure is a fine of not more than \$1,000.00 (under 7 C.F.R. 245.6) or imprisonment for up to one year (under 7 C.F.R. 245.6), or both.
- I understand that KRS 61.931 also defines "personal information" to include an individual's first name or first initial and last name; personal mark; or unique biometric or genetic print or image, in combination with one (1) or more of the following data elements:
 - a. An account number, credit card number, or debit card number that, in combination with any required security code, access code, or password, would permit access to an account;
 - b. A Social Security number;
 - c. A taxpayer identification number that incorporates a Social Security number;
 - d. A driver's license number, state identification card number, or other individual identification number issued by any agency;
 - e. A passport number or other identification number issued by the United States government; or
 - f. Individually identifiable health information as defined in 45 C.F.R. sec. 160.103, except for education records covered by the Family Educational Rights and Privacy Act, as amended, 20 U.S.C. sec. 1232g.
- I understand that other federal and state privacy laws protect confidential data not otherwise detailed above and I acknowledge my duty to maintain confidentiality of that data as well.
- I understand that any personal characteristics that could make the person's identity traceable, including membership in a group such as ethnicity or program area, are protected.
- In addition, I understand that any data sets or output reports that I may generate using confidential data are to be protected. I will not distribute to any unauthorized person any data sets or reports that I have access to or may generate using confidential data. I understand that I am responsible for any computer transactions performed as a result of access authorized by use of sign on/password(s).

Employee signature:

Date:

SUMMARY

JEFFERSON CO BOARD OF EDU
 ATTN : TERRA GREENWELL
 3001 CRITTENDEN DR
 BLDG 6
 LOUISVILLE, KY 40209

Date: 12/17/2024
 Customer #: 14096
 JEFFERSON COUNTY PUBLIC SCHOOLS
 Quote #: 149085
 PO #: LEVEL UP 4.0
 Reference #: 685372



Notes: **EACH STUDENT SET IS 41 TITLES. ALL 4981 STUDENT SETS WILL BE SHIPPED TO STUDENT HOMES. EACH TITLE ONE LIBRARY SET IS 18 TITLES. ALL 68 LIBRARY SETS WILL RECEIVE FREE STANDARD MACKIN SHIPPING.**

Total titles		205445
Total Cost of All Titles		\$2,744,762.71
Student Shipping/Handling	4981 @ \$28.00	\$139,468.00
Sales tax		\$0.00

TOTAL QUOTED COST: \$2,884,230.71
 U.S. Dollars

This quote is valid for 60 days from the date of quote.

Please contact us if you have a specific shipping deadline or if you have any questions about turning this quote to an order.

Qty	Title	Author	ISBN	Format	RL	IL	Volume	Unit Price	Extended Price
Quoted to Customer									
5049	1 TO 20, ANIMALS APLENTY	VIGGERS, K.	9781648230554	T-HC			PS-2	\$13.25	\$66,899.25
4981	ALL ARE NEIGHBORS	PENFOLD, A.	9780593429983	T-HC			PS-3	\$14.81	\$73,768.61
4981	ALL ARE WELCOME	PENFOLD, A.	9780525579649	T-HC	2		PS-2	\$14.03	\$69,883.43
4981	AMIRA'S PICTURE DAY	FARUQI, R.	9780823451265	PBK	3.5		K-3	\$8.99	\$44,779.19
5049	AS COOL AS IT GETS	JOHN, J.	9780063045422	T-HC	3.3		PS-3	\$10.13	\$51,146.37
4981	THE BAD SEED GOES TO THE LIBRARY	JOHN, J.	9780062954565	T-HC	1.8		PS-1	\$14.03	\$69,883.43
5049	THE BIG CHEESE	JOHN, J.	9780063329508	T-HC	3		PS-3	\$15.59	\$78,713.91
4981	CHEZ BOB	SHEA, B.	9780316483117	T-HC	3.3		PS-3	\$14.81	\$73,768.61
4981	CHICKA CHICKA BOOM BOOM	MARTIN, B.	9780671679491	L/R	1.9		PS-1	\$14.81	\$73,768.61
5049	THE COOL BEAN	JOHN, J.	9780062954527	T-HC	2.5		PS-3	\$15.59	\$78,713.91
5049	THE COOL BEAN MAKES A SPLASH	JOHN, J.	9780063329560	T-HC	1.9		K-2	\$14.03	\$70,837.47
5049	THE COUCH POTATO	JOHN, J.	9780062954534	T-HC	2.8		PS-3	\$15.59	\$78,713.91
4981	EYES THAT KISS IN THE CORNERS	HO, J.	9780062915627	T-HC	3.7		PS-3	\$14.39	\$71,676.59
4981	A FAMILY LIKE OURS	MURPHY, F.	9781534111868	T-HC			K-3	\$14.81	\$73,768.61
5049	FIELD TRIP TO VOLCANO ISLAND	HARE, J.	9780823455911	PBK	2.3		K-2	\$8.99	\$45,390.51

Qty	Title	Author	ISBN	Format	RL	IL	Volume	Unit Price	Extended Price
Quoted to Customer									
5049	GO, WILMA, GO! : WILMA RUDOLPH, FROM ATHLETE T	DAVIS, A.	9781547612093	T-HC			K-3	\$14.81	\$74,775.69
5049	THE GOOD EGG	JOHN, J.	9780062866004	T-HC	2.3		PS-3	\$15.59	\$78,713.91
4981	HAVE YOU EVER SEEN A FLOWER?	HARRIS, S.	9781452182704	T-HC	2.3		K-2	\$14.03	\$69,883.43
4981	I AM GOLDEN	CHEN, E.	9781250842053	L/R	3.3		PS-1	\$14.81	\$73,768.61
4981	I DON'T WANT TO BE A FROG	PETTY, D.	9781984852083	PBK	1.6		PS-2	\$8.99	\$44,779.19
5049	I SEE A CAT	MEISEL, P.	9780823439737	PBK			PS-1	\$8.99	\$45,390.51
5049	I WISH YOU MORE	ROSENTHAL, A.	9781452126999	T-HC			K-3	\$11.69	\$59,022.81
4981	I'M ON IT!	TSURUMI, A.	9781368066969	T-HC	1		K-3	\$8.57	\$42,687.17
4981	IT'S A SIGN!	PUMPHREY, J.	9781368075848	L/R	1.7		K-3	\$8.57	\$42,687.17
5049	JUMPER : A DAY IN THE LIFE OF A BACKYARD JUMPIN	LANAN, J.	9781250810366	L/R	5.5		PS-3	\$15.59	\$78,713.91
4981	MILO IMAGINES THE WORLD	DE LA PENA, M.	9780399549083	T-HC	4.6		K-3	\$14.81	\$73,768.61
5049	THE NIGHT SKY	BAUER, M.	9781665931496	T-HC	2.3		K-2	\$14.03	\$70,837.47
4981	NOTHING FITS A DINOSAUR	FENSKE, J.	9781665900652	T-HC	1.6		K-2	\$14.03	\$69,883.43
4981	OUR FAVORITE DAY OF THE YEAR	ALL, A.	9781481485630	T-HC	3.6		PS-3	\$14.03	\$69,883.43
4981	PETE THE KITTY : WASH YOUR HANDS	DEAN, J.	9780062974181	T-HC	1.2		PS-3	\$13.25	\$65,998.25
5049	POLAR BEAR, POLAR BEAR, WHAT DO YOU HEAR?	MARTIN, B.	9780805017595	L/R	2.1		PS-1	\$15.59	\$78,713.91
4981	REGGIE : 1 : KID PENGUIN	DE OLIVEIRA, J.	9780759557550	T-HC	2		PS-3 1	\$10.13	\$50,457.53
4981	RUBY FINDS A WORRY	PERCIVAL, T.	9781547602377	T-HC	3		PS-1	\$14.03	\$69,883.43
4981	THE SHAPE OF HOME	KHEIRIYEH, R.	9781646140985	T-HC			PS-2	\$14.03	\$69,883.43
5049	THE SMART COOKIE	JOHN, J.	9780063045408	T-HC	3.1		K-2	\$15.59	\$78,713.91
4981	SOUL FOOD SUNDAY	BINGHAM, W.	9781419747717	L/R	2.5		PS-2	\$14.03	\$69,883.43
5049	THE SOUR GRAPE	JOHN, J.	9780063045415	T-HC	3.1		PS-3	\$15.59	\$78,713.91
5049	SPECIAL DELIVERY : A BOOK'S JOURNEY AROUND THE	FABER, P.	9781536229851	T-HC			PS-2	\$14.03	\$70,837.47
4981	THAT'S NOT MY NAME!	SYED, A.	9780593405178	T-HC	3		PS-K	\$14.81	\$73,768.61
4981	TIG AND LILY : 1 : TIGER TROUBLE	THOMPSON, D.	9780593486283	T-HC			K-3 1	\$8.57	\$42,687.17
5049	THE YELLOW BUS	LONG, L.	9781250903136	L/R	3.1		K-2	\$15.59	\$78,713.91
								Subtotal:	\$2,744,762.71
								Number of items:	205445

Report Totals

TOTAL QUOTED COST: \$2,884,230.71

Thank you for using our services.