

Customized Proposal for Partnership Services:

Job-Embedded Coaching
CTE Teachers

Bourbon County Schools District
Kentucky

April 21, 2025



KIDS FIRST EDUCATION, LLC

601-765-KIDS

P.O. Box 6512

Laurel, MS 39441

info@kidsfirst.llc

Executive Summary

SCOPE OF WORK – JOB-EMBEDDED COACHING – CTE TEACHERS

Kids First coaches will provide training and coaching to include, but are not limited to, the following outcomes for CTE teachers and students:

- Integrate Bourbon County's Portrait of a Learner into classroom lessons, activities, and events.
- Assist students in building the competencies identified by our community to prepare them for college, the workforce, or trade school.
- Engage all stakeholders to help embed these identified competencies across the district.
- Implement Project-Based Learning (PBL) in at least one unit, focusing on a real-world local/community issue.
- Involve students by using their CTE pathway to develop and present solutions, connecting their learning to authentic and meaningful challenges.
- Strengthen and sustain school-based businesses connected to students' CTE pathways, ensuring they align with both the pathway standards and the needs of our community.
- Utilize the adopted curriculum to create comprehensive learning targets throughout the course to develop student capacity for success in the industry.
- Integrate test preparation to improve student performance on industry certification assessments.
- Create and deliver engaging lessons that immerse students in the industry and provide vibrant learning experiences in the classroom.
- Develop relationships with community members to garner support for students in the industry.
- Plan, create, and conduct community events to engage and promote student skills in the industry.

BUDGET

DEBARMENT STATUS AND UNIQUE ENTITY ID

Kids First Education DUNS: 117514649

Unique Entity ID: YTZCKBYE87Q6

CONSULTANT COST

Daily Rate - \$1,600 per day, per consultant

This rate includes expenses and travel costs. The district will receive materials and instructional deliverables in electronic format.

TOTAL COST OF PROJECT

Kids First Education Service	Cost
Job-Embedded Coaching - CTE Teachers 15 days	\$24,000.00
Total Cost of Project	\$24,000.00

Proposal for Services Submitted by:
Kids First Education, LLC


Cellie Scoggin

April 21, 2025
Date

Proposal Accepted By:

Bourbon County Schools, Kentucky

Date

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ABOUT KIDS FIRST'S CO-FOUNDERS

Mr. Chuck Poer has gained national recognition for his work as an instructional leader in data analysis, data-driven decision making, and school improvement. Chuck has over 30 years of experience in education and was named Mississippi's Administrator of the Year in 2007 by the Mississippi Department of Education. He successfully led Bailey Education Group, LLC from 2008 through 2019, leading the company to prominence as Mississippi's premier service provider during his leadership. In addition to Chuck's current role with Kids First Education, he is the author of his motivational book *Heart to Heart*.

Mrs. Cellie Scoggin brings more than 25 years of experience in education including twelve years of experience in school improvement. She is a former elementary and middle school teacher and elementary principal. Cellie led the teacher, leadership, English learner, and special education coaches with Bailey Education Group from 2009 through 2019. She leads the Kids First Education, LLC Head Coaches and Content Support Leaders working in Mississippi, Alabama, and Tennessee districts to ensure the Kids First Education, LLC services impact teaching and learning.

Chuck and Cellie have now taken their innovative ideas and talents to exciting new levels with the formation of Kids First Education, LLC. Free of autocracy and fueled by collaboration, the company is led exclusively by educators for educators and focused on placing Kids First.

Kids First Education, LLC is domiciled at 510 Springhill Road, Laurel, MS, 39443. Chuck and Cellie co-founded the company on May 1st, 2020. They are joined by a team of coaches and specialists who have successfully worked with them for over a decade. This stellar team is passionate and committed to making a difference for kids. Kids First was founded out of a sincere desire to improve teaching and learning. The company's low overhead and research-based efficiency ensures high quality teaching and learning solutions with competitive pricing.

OUR QUALIFICATIONS TO SERVE

Jennifer K. Weeks, *Vice-President of Educational Services*

Jennifer Weeks is a lifelong educator committed to serving students and teachers. She has previously served Kids First Education as a head coach and Integrated Support Team Manager. Jennifer is an instructional leader with knowledge and experience in various areas. She is a former teacher, psychometrist, and district administrator who has served districts in numerous leadership roles, including Assistant Superintendent of Academic Education, Director of Accountability and Research, and Director of Special Education.

Kristie Ezzell, *Vice-President of Sales and Marketing*

Kristie Ezzell has a lifelong passion for serving children. She has served Kids First Education as a head coach and, most recently, as the Alabama Director of Sales and Marketing. Kristie is an accomplished leader with knowledge and experience in various instructional models. As the principal of a school with a high EL population, she led her school to become a CLAS School of Distinction, one of eight CLAS Banner Schools, and one of 12 Alabama Reading Initiative “Spotlight Schools” for the Science of Reading.

Reeda Betts, *Executive Director of Educational Services, Alabama Division*

Reeda Betts has 25 years of experience in education. As a classroom teacher, she taught grades 7-12 ELA and reading intervention as a classroom teacher. The majority of her time was spent with the Alabama Reading Initiative (ARI) supporting grades K-12 by building literacy projects, developing and delivering professional learning, and providing support and coaching to state and regional staff, as well as district and school level administrators, literacy and instructional coaches, and classroom teachers. While working with Kids First, Reeda has served as a Head Coach and coach for multiple districts/systems in Alabama and now manages the Alabama Division as Executive Director.

Kat Bir, *Executive Director of Educational Services, Arkansas Division*

For the past 18 years, Kat Bir has devoted her time and energy to ensuring the success of every student and teacher she works with. Mrs. Bir has an energetic, fun-loving approach to serving the educational needs of all children. Her enthusiasm and determination aid in helping teachers find inventive ways to help their students feel successful. She has experience optimizing classroom instruction, successfully implementing school-wide programs and initiatives, supporting teachers, leading staff professional development, and promoting a safe learning environment. Throughout her educational career, Mrs. Bir has worked as a Classroom Teacher, Math Curriculum Team Lead, Instructional Facilitator, and Administrator. Each of these positions has played an integral part in her understanding of the learning process. Mrs. Bir has a proven record of exceeding expectations through high-quality instruction, best practices, and communication. She has a firm commitment to data-driven, student-centered learning for all students. Mrs. Bir is highly respected by those she has worked with due to her empathy and deep understanding of all aspects of elementary education. Her dedication is unparalleled, as she genuinely prioritizes students, putting Kids First always. While working for Kids First, Mrs. Bir has served as Head Coach for multiple districts and co-operatives across the state of Arkansas. She now manages the Arkansas Division as Executive Director.

Shawnese Herrington, Ph.D., *Executive Director of Educational Services, Mississippi Division*
Dr. Shawnese Herrington has been an educator for over a decade. Her expertise lies in sharing successful teaching strategies and analyzing data to implement quality lessons that are aligned to Mississippi College and Career Readiness Standards. Dr. Herrington offers teachers and students extensive support through co-teaching, modeling, and feedback in both virtual and traditional classroom settings. She is efficient with utilizing various learning management systems and is knowledgeable of web-based sites and tools that promote student engagement, critical thinking, and interactive learning. Dr. Herrington's data driven results and strong knowledge of English Language Arts have afforded her opportunities to present at conferences on the local, state, and regional levels. She has researched and published work on culturally relevant pedagogy to improve minority adolescent literacy achievement in Mississippi Schools. While working with Kids First, Dr. Herrington has served as an ELA Content Team Lead, Head Coach for multiple large districts in Mississippi, and instructional coach and now manages the Mississippi Division as Executive Director.

Carol D. Smith, *Chief Academic Officer, Tennessee*
Carol Smith is an accomplished educator dedicated to serving students, teachers, and school leaders. She has previously served Kids First Education as Head Coach for projects in Mississippi, Arkansas, and Tennessee and as Leadership Team Lead for Mississippi. Carol is a former teacher, administrator, and district-level academic director. Her knowledge and experience have afforded her numerous leadership opportunities including presenting at local, regional, and state conferences, serving as a guest speaker on instructional leadership for aspiring administrators, and providing instruction to aspiring teachers on academic standards and best instructional practices. Carol now serves as the Chief Academic Officer for Tennessee.

Marvin W. Lishman, Ph.D., *Executive Director of Educational Services, Independent Schools*
Dr. Marvin Lishman is the Executive Director for Educational Services for Independent Schools and is responsible for communicating all products and services Kids First, LLC offers to independent schools and their staff. Dr. Lishman has spent his entire career, 48 years, in independent school education, with the last 41 years as head of school. Additionally, he has served as an adjunct instructor for both Delta State University and Mississippi College teaching educational leadership classes. Dr. Lishman received his Ph.D. from the University of Mississippi in 1989.

Kids First Education, LLC is committed to placing Kids First and to providing the highest quality of teaching and learning solutions in the industry. Our team consists of over 40 employees and over 350 education consultants who are committed to 100% client satisfaction. To learn more about the Kids First Team, [click here](#) or access the QR code below.



Arkansas Division

Director of Educational
Services:
Kat Bir

Head Coaches:
Becca Chism
LeDonnis Norwood

Sales Associates:
Jamie Rowland
Rikki Taylor

Georgia Division

Head Coach &
Sales Associate
Lenora Patterson

Louisiana Division

Head Coach &
Sales Associate:
Carl Michael Day

Alabama Division

Director of Educational
Services:
Reeda Betts

Director of Sales:
Shannon Uptain

Head Coaches:
Jamie Burton | Karen Carr
Renee Carter | Lisa Comer
Lynn Faulk | Donna Harper
Mark Head | Aaron Hightower
Cindy Klages | Michele Lee
Michele Parker
Shondra Whitaker



Owners:
Chuck Poer &
Cellie Scoggin

Vice President of
Educational Services:
Jennifer Weeks

Vice President of
Sales and Marketing:
Kristie Ezzell

Over 400
Independent
Coaches

Mississippi Division

Educational Services

Director of Educational
Services:
Shawnese Herrington

Regional Educational Support
Coordinators:
Cynthia Gabbert
Rachel Wooten

Tennessee Division

Chief Academic Officer:
Carol Smith

Director of Sales:
Norma Gerrell
Jamie Rowland, Associate

Head Coaches:
Riki Jackson
Corey Kelly
Andi Terry

Mississippi Division

Sales

Director of Sales:
Sue Anne Boatman

Area Sales Coordinators:
Stephanie Allen
Katy Boyd
Mary Ruth Wright

Mississippi Division

Head Coaches

Penny Allen | Stephanie Allen
Katy Boyd | Natalie Breithaupt
Stephanie Brewer
Eboney Brown | Kayla Calcote
Tamara Cerrito
Jessica Flynt | Misty Hanna
Katie McDonald
Gabe McPhearson
Gidget Morton
Shanna Nesser | Amber Palmer
Tobie Pillstrom | Shemeka Ware
Casey Wilberding
Mary Ruth Wright

Major Accounts Manager:
Cassandra Williams

RFP Manager:
Dori Hansen

Sales Coordinator:
Phyllis Hicks

Project Support Specialist:
Kayla Calcote

Content Managers:
Amber Palmer, Math
Michele Parker, ELA

**Research, Development, &
Publication:**
Nicole Cooley, Manager
Kayla Calcote, Associate



Multi-State Division

Owners:
Chuck Poer & Cellie
Scoggin

**Vice President of
Educational Services:**
Jennifer Weeks

**Vice President of
Sales and Marketing:**
Kristie Ezzell

Math Content Leads:
Penny Allen
Aaron Hightower
Cindy Klages

ELA Content Leads:
Natalie Breithaupt
Karen Carr
LeDonnis Norwood
Tobie Pillstrom
Shemeka Ware
Shondra Whitaker
Rachel Wooten
Casey Wilberding

**Artificial Intelligence
Content Lead:**
Jamie Burton

**College Readiness Content
Leads:**
Stephanie Brewer
Lynn Faulk
Riki Jackson

Leadership Content Leads:
Jamie Burton
Mark Head
Corey Kelly

Science Content Leads:
Lynn Faulk
Shanna Nesser

Social Studies Content Leads:
Jessica Flynt
Shondra Whitaker

**Special Education
Content Leads:**
Donna Harper
Mary Ruth Wright

**English Learner
Content Leads:**
Cynthia Gabbert
Michele Lee

OUR TEAM QUALIFICATIONS

The Kids First Team reviews each school's historical demographic and student data and determines what our current processes support and which areas will require new personalization for the new school year. Through this analysis, the Kids First Team corroborates a solid understanding of the proposed scope of work that will fulfill the district's needs.

The Kids First Team is the most suitable contender to provide services and support for the following reasons:

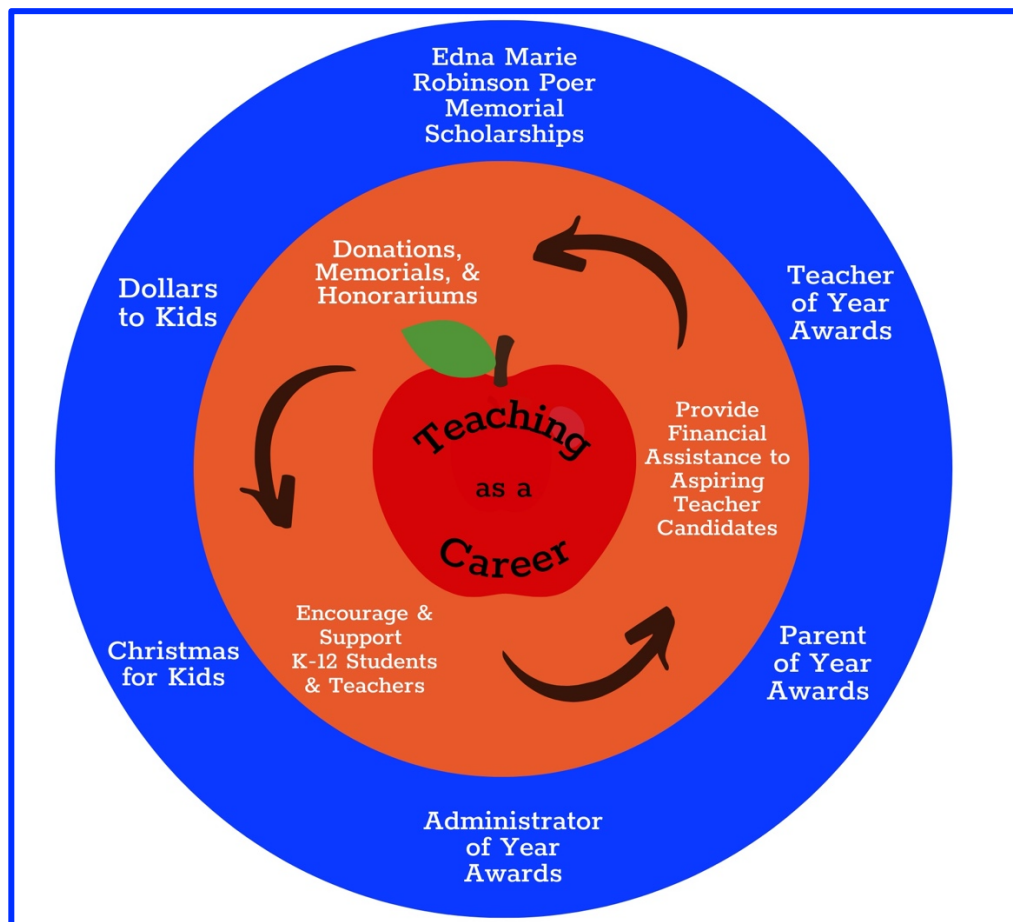
- ⌘ The Kids First Curriculum Teams have developed High-Quality Instructional Resources that support coaching services, build teacher capacity, and accelerate student learning. Visit [our website](#) for our High-Quality Instructional Tools.
- ⌘ The Kids First Team members have successfully provided job embedded professional development and consultation since 2007.
- ⌘ The Kids First Team is currently partnered with over 200 districts, systems, and cooperatives. Over 60 full-time employees and over 400 independent coaches provide these comprehensive, integrated services.
- ⌘ The Kids First Team members have a proven track record of designing and implementing **effective, sustainable solutions**.
- ⌘ The Kids First **personalized solutions** will address the individual needs of each school or school subgroup.
- ⌘ The Kids First company began the approval process in 2021 and was approved by Rivet Education to be included in Rivet's Professional Learning Partner Guide (PLPG). Kids First was re-approved in 2024, going through an even more rigorous approval process. The PLPG is a list of organizations that provide best-in-class curriculum-aligned professional learning services in the country. With multiple HQIM on its list, Kids First Education is approved for partnering with schools and districts in launching an initial implementation of chosen curriculum materials, providing ongoing support for teachers, and providing leadership support in the implementation of those materials to ensure student growth and mastery
- ⌘ The **Arkansas State Department of Education** recently approved Kids First Education as a 1003 Vendor of Choice to support School Improvement plans across the state of Arkansas. This recognition positions Kids First Education as a pivotal resource for schools seeking to implement effective instructional strategies to increase student achievement.
- ⌘ The **Arkansas State Department of Education** recently approved Kids First Education as a Professional Learning Communities Support Vendor. Kids First is approved in ALL FOUR support areas, including Foundational Literacy and the Science of Reading, Strengthening Career Pathways, Strengthening Instructional Quality, and Multi-Tiered System of Supports for Behavioral and Mental Health Services. Kids First is THE ONLY approved vendor for ALL FOUR areas of support.
- ⌘ Kids First's high-quality professional learning opportunities and services have been placed on approved vendor lists in the **South Texas Independent School District** and the **Mesa Arizona Public School District**.



KIDS FIRST GIVES BACK-THE KIDS FIRST SCHOLARSHIP FOUNDATION

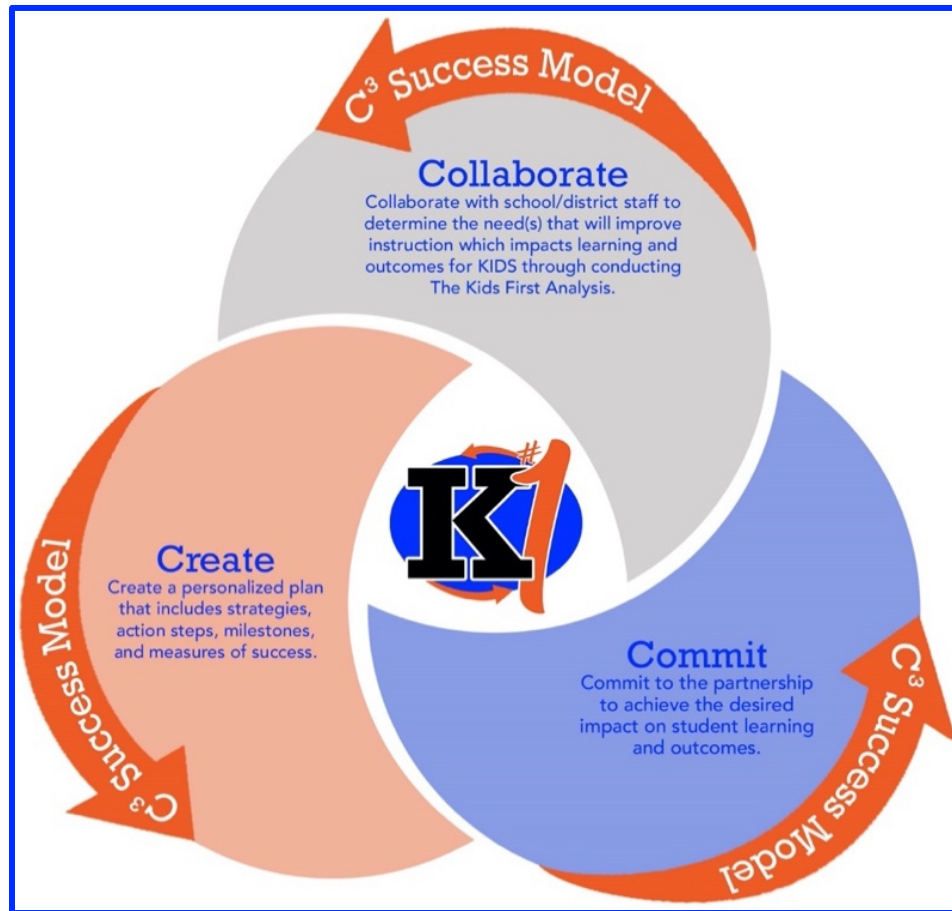
The Kids First Education Scholarship Foundation is in the business of improving lives in each state we serve. In those states, poverty has eroded the well-being for many, impacting education, health systems, and financial security. At the same time, the teacher shortage continues to exacerbate, with fewer students enrolling in teacher education programs. If not addressed, these conditions will worsen and deny opportunities for a complete and fulfilling life for present and future generations. Education is critical to making a difference in these communities.

The Kids First Education Scholarship Foundation was established to generate funding and resources to help address the teacher shortages in the states we serve. Our approach is straightforward and long term: 1) encourage K-12 students to consider teaching as a career, 2) provide financial assistance to aspiring teachers enrolled in K-12 teacher education programs, and 3) serve as a mentor to Kids First teacher candidates on their journey to a degree and licensure. To learn more about Kids First Giving Back from Regina Ginn, Executive Director of the Kids First Foundation, view [this short video](#) or click the QR code below.



KIDS FIRST C³ SUCCESS MODEL

The common threads of our work are the KIDS (students) we serve and our commitment to personalized learning. Our work with KIDS, teachers, and school and district level leadership begins and ends with KIDS in mind. Our C³ Success Model is a KIDS First trademark and remains constant throughout our teaching and learning solutions.



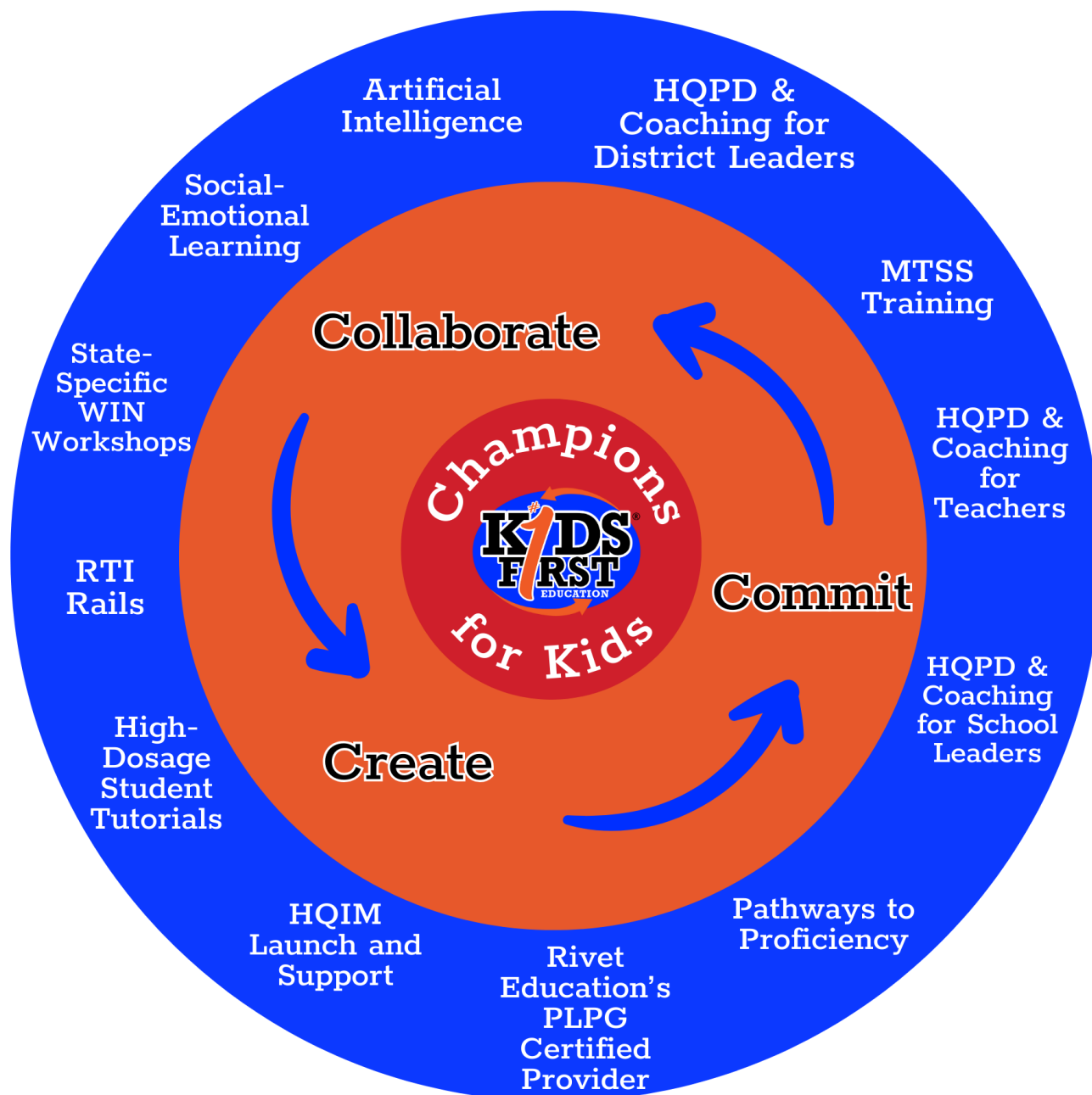
To learn more about Kids First Education, LLC services, scan the QR code:

Kids First Services



KIDS FIRST WINNER'S CIRCLE

At the center of our work is our Mission and Vision, which is putting KIDS FIRST in all circumstances. Using our C³ Success Model, we collaborate to create and commit to the services, tools, and resources we provide to our partnering districts/systems. While those services, tools, and resources may evolve based on the K-12 educational landscape, our Mission, Vision, and Success Model will remain at the center of what we do.



KIDS FIRST TRUST FOUNDATIONS

The foundation of our work within our team and with our partnering districts and systems is trust. Without trust, communication falters and vulnerability cannot be expressed freely. Our C³ Visible Coaching Cycle, Professional Learning sessions, and side-by-side support would not be possible without each stakeholder trusting to work in tandem with the other(s).



Kids First Team Trust Foundations

- **Freely express concerns knowing they will be heard and addressed without mockery or sarcasm.**
- **Freely express personal misconceptions, misunderstandings, skill deficits, and supposed weaknesses knowing they will be accepted with grace and discussed.**
- **Openly communicate.**
- **Back up words with consistent action.**
- **Verbally acknowledge when vulnerability is expressed and support the team member who made the decision to be vulnerable.**

OUR RESEARCH

Visible Learning Research: With over 250+ Influences on Student Achievement, John Hattie's *Visible Learning* research on effect sizes is prominent within Kids First Education's training, coaching, modeling, and co-teaching. Our coaches ensure teachers are aware of, understand, and know how to implement the influences that accelerate student learning, such as the Jigsaw method, and meta-cognitive strategies to help in students' and teacher' self-efficacy. Service reports written for a contractual day's work will also include Hattie's Influences with the effect sizes to further emphasize the research-based focus of Kids First coaching. For more information, watch:



The Science of Reading: While “the science of reading” has become more popular in recent years, the research behind it has been around for decades. Multiple studies have provided evidence that students who leave grade 3 having transitioned from learning to read to reading to learn have a higher success rate of graduating high school and entering some type of post-secondary education. Kids First High-Impact Coaches embed the Science of Reading research into professional learning experiences, side-by-side teacher coaching, planning and preparing meetings, and analysis of multiple forms of assessments. By integrating research behind The Simple View of Reading and Scarborough's Reading Rope, our coaches build capacity in teachers and their leaders to consistently identify areas where literacy can be strengthened and how to deliver instruction using Structured Literacy to ensure that ALL learners can grow.

The Adolescent Brain and Brain Research: Adolescence is a challenging time both personally and academically. With the growing popularity of social media and video games, these challenges have risen exponentially. Many of our professional learning sessions begin by using the behavioral research of Simon Sinek to understand the need of knowing the “why” of education. Works of Eric Jensen, William Glasser and other educational researchers provide the connection of biology, psychology, and social variables to the educational challenges in today's world for adolescents and their teachers. John Hattie and Robert Marzano's research is then used to provide educators with strategies to engage adolescents and improve learning outcomes.

Professional Learning/Development: Our professional development sessions are hands-on, engaging “work” sessions wherein the participants not only receive information but then immediately collaborate with each other and/or work independently to engage in the cognitive process to implement for specific classrooms and students. Whole group, small group, and one-on-one collaborative sharing during sessions is a formative assessment strategy our High-Impact Professional Learning Facilitators and Instructional Coaches use to provide immediate, actionable feedback to participants to clarify any misunderstandings, close any skill deficits, and increase participant self-efficacy with the topic/subject prior to implementing in the district and/or school building.

Our training and coaching occur through multiple avenues, including high-impact, engaging professional learning sessions with multiple participants around a shared, research-based topic/area; facilitation of Professional Learning Communities for deepening content expertise and analyzing data to drive instruction; and in-classroom modeling and co-teaching experiences with a reflective, transformative debriefing immediately following. In collaboration with district and school level leadership, our coaches help determine the professional learning experiences needed to ensure a successful partnership. This ensures an increase in teacher and leader efficacy that leads to ALL KIDS growing and learning. Within these collaborations, our coaches stress four prerequisites for effective professional learning (adapted from Learning Forward) to help shape the conditions for the professional learning to be effectively successful: 1) All participants are committed to ALL students, laying the foundation for professional learning to be effective; 2) Each participant comes to each PL experience ready to increase self-efficacy and learn; 3) All participants know and believe they have something to contribute to the PL experience that will enhance individual and collective performance; and 4) All participants learn in different ways; therefore, PL facilitators and participants will engage in a variety of learning experiences.

After each professional development session, Kids First Leadership Coaches will administer a quantitative evaluation to assess the participants' analysis of the session. Using Thomas Guskey's five levels of professional learning, Kids First will create a customized evaluation specific to the goals of the Professional Development sessions.

Levels 4 and 5 of the evaluation can also be conducted on-site at each school represented in the professional development sessions.

Specific to the five levels will be the following:

1. Participants' reactions: Initial satisfaction with the professional development session
2. Participant learning: *New* knowledge and skills participants take away
3. Organization support and change: Specific changes and/or extensions to current practices to be implemented
4. Participant use of new knowledge and skills: Fidelity of participants' implementation of specific changes and/or extensions
5. Impact on student learning outcomes: Overall impact of professional development on student learning outcomes

OUR INNOVATIVE CYCLICAL APPROACH

Based on the latest research through Northwest Evaluation Association, educators across the United States have determined top priorities as addressing both the equity, achievement gap and social emotional learning and providing services with a clear purpose and measurable impact for teachers and students.

Our innovative approach has improved:

- Student acceleration,
- Learning loss,
- Social emotional learning, and
- Instructional continuity.

Kids First has a proven formula of identifying the specific High-Impact Intentions that lead to our cyclical approach to the theory of change, which necessitates adjustments based on analysis of given evidence.

1. All stakeholders will first commit to the purpose of the partnership. The purpose is begun with the district/school and then solidified through the collaboration and discussion with Kids First designees.
2. The district/school leadership team then identifies the stakeholders who will be the focus of the work, receiving the services needed to impact the purpose of the project. Kids First designees are available to collaborate and create the focus stakeholders, if needed.
3. Next, high-impact outcomes are either created by district/school leadership at the outset and discussed with Kids First designees or collaborated upon and created by the shared stakeholders within both parties.
4. District/school leadership will identify the physical space(s) where the services will occur. These spaces will effectively ensure the quality of the purpose and outcomes of the partnership.
5. After logistics are determined and the services begin, Kids First commits to obtaining continuous feedback throughout the scope of the project to ensure any adjustments that need to be made are based on quantitative and qualitative evidence and data. Once the evidence and data are analyzed, adjustments will be discussed with all stakeholders on both sides to ensure the changes are implemented effectively.



PROPOSED SCOPE OF WORK

SCOPE OF SERVICES

Focus: Job-Embedded Coaching – CTE Teachers

15 days

Personalized Plan: Through the Kids First Education LLC C³ Success Model, Kids First coaches will support teaching and learning. The coaches will **collaborate** with the Bourbon County Schools team to **create** personalized plans for teachers. The Kids First coaches will train, model, coach, and support throughout the project. Through debriefing with the district leadership/principal or designee, the scope of work will be adjusted and communicated as needed. The Kids First Team will fully **commit** to implementing the training, modeling, coaching, and supporting plans.

Kids First coaches will provide training and coaching to include, but are not limited to, the following outcomes for CTE teachers and students:

- Integrate Bourbon County's Portrait of a Learner into classroom lessons, activities, and events.
- Assist students in building the competencies identified by our community to prepare them for college, the workforce, or trade school.
- Engage all stakeholders to help embed these identified competencies across the district.
- Implement Project-Based Learning (PBL) in at least one unit, focusing on a real-world local/community issue.
- Involve students by using their CTE pathway to develop and present solutions, connecting their learning to authentic and meaningful challenges.
- Strengthen and sustain school-based businesses connected to students' CTE pathways, ensuring they align with both the pathway standards and the needs of our community.
- Utilize the adopted curriculum to create comprehensive learning targets throughout the course to develop student capacity for success in the industry.
- Integrate test preparation to improve student performance on industry certification assessments.
- Create and deliver engaging lessons that immerse students in the industry and provide vibrant learning experiences in the classroom.
- Develop relationships with community members to garner support for students in the industry.
- Plan, create, and conduct community events to engage and promote student skills in the industry.

SERVICE REPORTS AND COMMUNICATION

Kids First Education will:

- Prepare service reports that reflect daily services outlining actions taken and recommendations to be submitted to district and school teams,
- Meet with the district leadership to review the progress of the project,
- Deliver service reports every week, and
- Contact the district leadership in the event of an interruption of traditional school to ensure services are continued.

SERVICE CONTINUITY PLAN

The challenge of providing high-quality professional services during interruptions to traditional school has prompted a need for change in how Kids First Education works with schools. In the event of a disruption to the school schedule, we are prepared to provide training, modeling, co-teaching, consultation, and technical assistance in various modalities. The safety and well-being of students and school/district staff will always be our top priority.

For on-campus services, Kids First coaches and representatives will follow school/district protocols during interruptions to the traditional school schedule while supporting the established instructional continuity plan. To ensure strict adherence to established norms, Kids First Leadership will ensure all representatives:

- Follow school/district protocols for social distancing.
- Follow school/district instructional continuity plans.

Kids First anticipates there may be interruptions to the traditional school day due to various reasons. In this scenario, Kids First coaches will:

- Coach/Train teachers on-campus or virtually while always following district guidelines and school/district protocols.
- Certify that all coaches have been trained and have hands-on experience with the school/district's instructional management system and any learning applications included in the continuity plan for virtual learning and professional development.

CONFIDENTIALITY

Kids First Education shall agree to ensure the confidentiality of any records obtained from any district or school as state and federal privacy laws require. No information, documents, or other material provided to or prepared by Kids First Education deemed confidential by Bourbon County Schools according to state and federal privacy laws shall be made available to any person or organization without the prior approval of the Bourbon County Schools. Any liability resulting from the wrongful disclosure of confidential information on the part of Kids First Education shall rest with Kids First Education.

SUSTAINABILITY

Kids First prides itself on creating sustainable instructional processes for administrator and teacher professional development and coaching. Because these processes are continuously implemented within a research-based coaching cycle, instructional leaders and teachers can continue using them even after completing services. All presentations, activities, and materials used in professional learning and coaching sessions will be shared with the district/school to encourage continuous refreshing and replication.

PROFESSIONAL ETHICS

Kids First Education ensures that consultants/trainers/presenters/speakers are fit to work with teachers, staff, students, and parents and agree to perform the Specified Services herein described above in a proper, workmanlike, and dignified manner; warrants that he/she is able to and will perform such Specified Services in a manner acceptable to Bourbon County Schools; and agrees to make all additions, deletions and/or changes that may be required by Bourbon County Schools, as condition precedent to the acceptance of such Specified Services by Bourbon County Schools. Kids First Education agrees that, at all times, the employees of Kids First furnishing or performing any of the services specified under this agreement shall do so in a proper, workmanlike, dignified manner in alignment with the Bourbon County Schools Code of Conduct. All consultants working through this bid are expected to conduct themselves professionally.

Kids First Education will:

- Ensure all trainers and coaches have professional credentials to work with administrators, instructional leaders, and teachers.
- Ensure all consultants/trainers/presenters/speakers are expected to follow the District's Code of Ethics as is applicable to their role.
- Ensure any consultant performing the services specified through this partnership agreement shall do so professionally.
- Ensure all consultants have completed a criminal background check and a child abuse registry check.
- Ensure consultants do not engage in coarse language, inappropriate dress, or express personal political or religious beliefs.

REFERENCES

DeSoto County Schools, Mississippi

Cory Uselton, Superintendent

662-429-5271

cory.uselton@dcsms.org

Kids First provides professional development, job-embedded coaching, and support for College-and Career-Readiness, teacher effectiveness in all grades and subjects, HQIM support at the elementary level, tutoring support, AP support, and boot camps to prepare for high stakes testing.

Arch Ford Education Service Cooperative, Arkansas

Julie Workman

817-694-6475

julie.workman@archford.org

Kids First provides professional development and side-by-side coaching this school year to leaders and teachers for content areas and the launching/re-launching of their HQIM, accelerating learning, and standards-based teaching.

Tuscaloosa City Schools, Alabama

Dr. Mike Daria, Superintendent

205-759-3700 ext. 1022

tbyrts@tusc.k12.al.us

Kids First provides professional development and job-embedded coaching to teachers and instructional leaders for content areas, data-to-instruction, and College and Career Readiness.

Arkansas River Education Service Cooperative, Arkansas

Michael D. Walker

870-730-2927

walkerm@aresc.k12.ar.us

Kids First provides professional development and side-by-side coaching this school year to leaders and teachers for content areas and the launching/re-launching of their HQIM, accelerating learning, and standards-based teaching.

Hardin County Schools, Tennessee

Greg Wyatt

731-607-0903

greg.wyatt@hctnschools.com

Kids First provided professional development and side-by-side coaching to leaders and teachers in data-to-instruction at Northside Elementary School in the spring of 2024.

Dayton City Schools, Tennessee

Trish Newsom

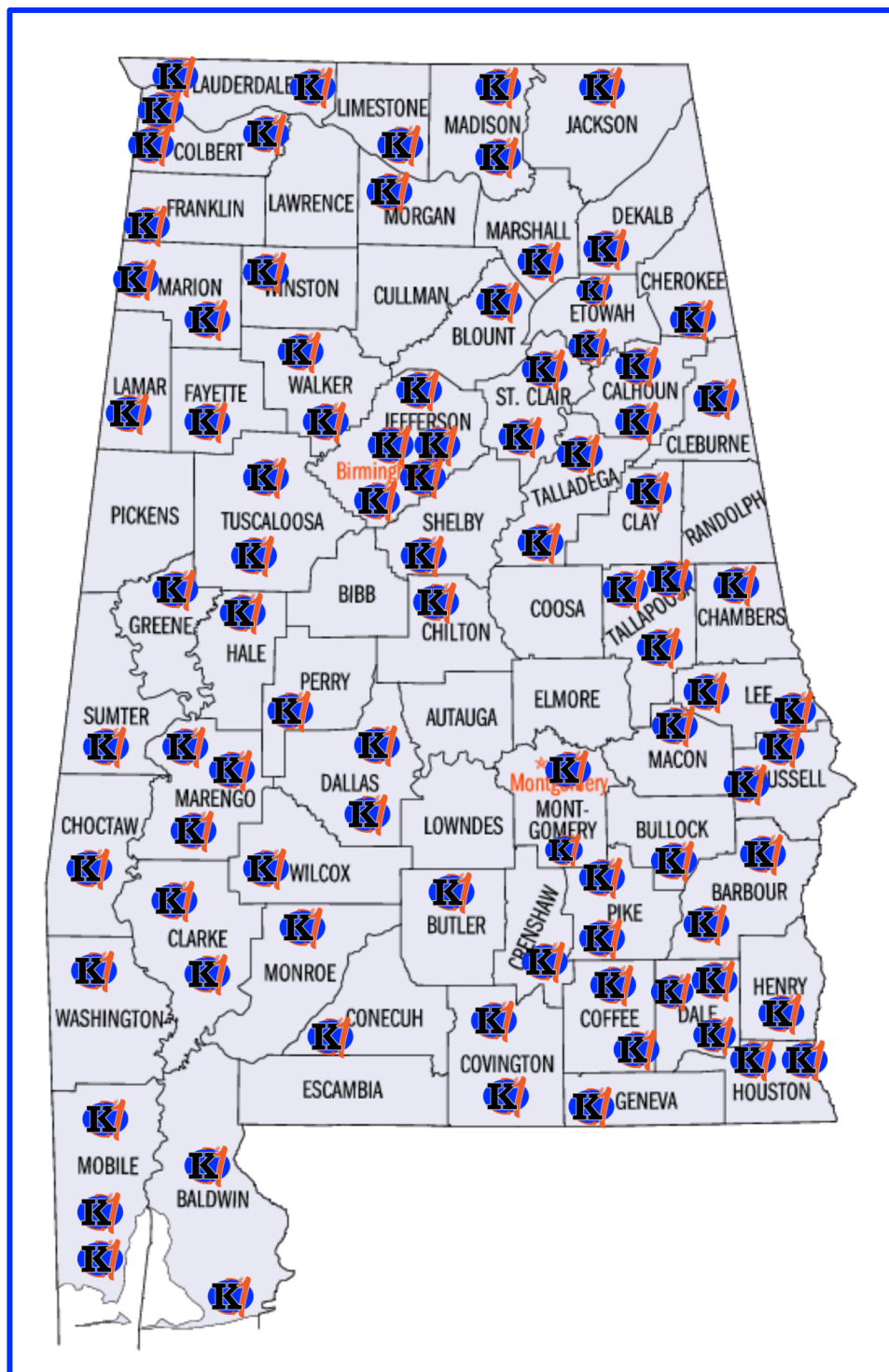
423-774-2251

newsomtr@daytoncity.net

Kids First provides professional development and side-by-side coaching this school year to leaders in Dayton City Schools. This model is hybrid with both virtual and in-person delivery utilized each month. Topics include creating a culture of learning, instructional and managerial leadership strategies, and building leadership capacity in administrators and school leaders

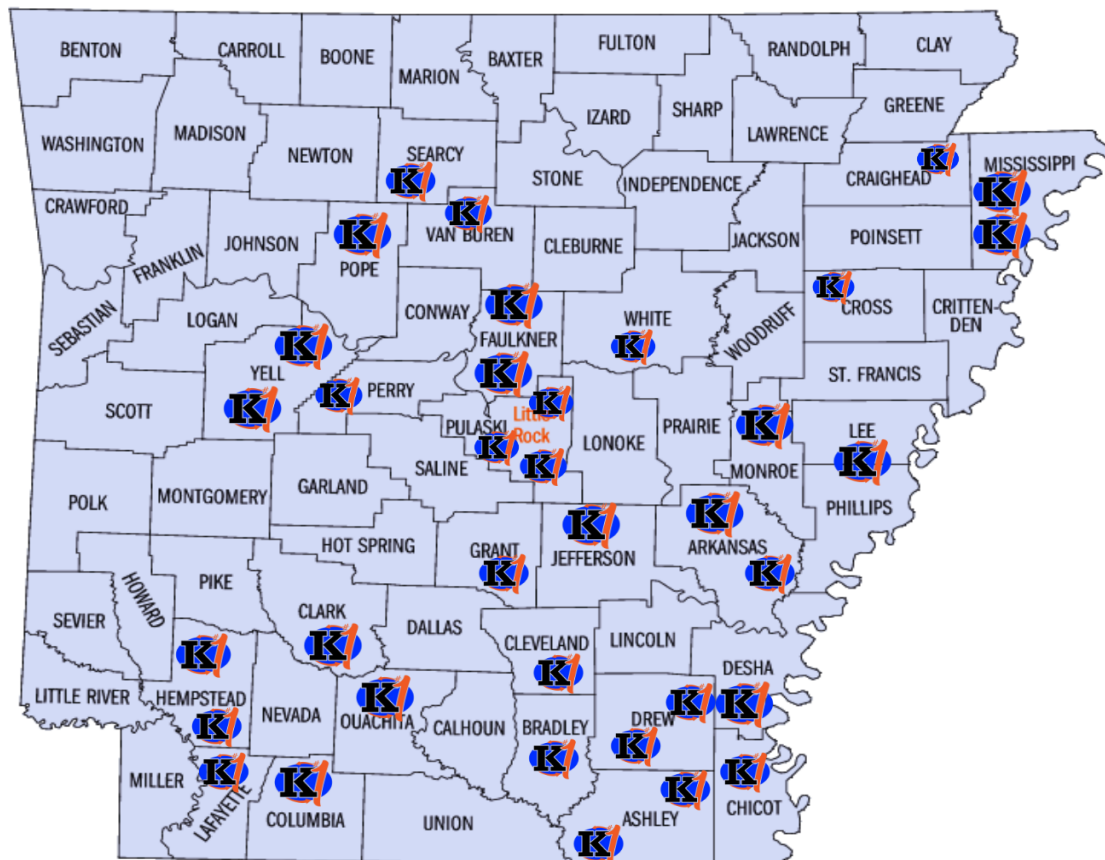
OUR PARTNERS AND KIDS FIRST SCOPE OF WORK

ALABAMA

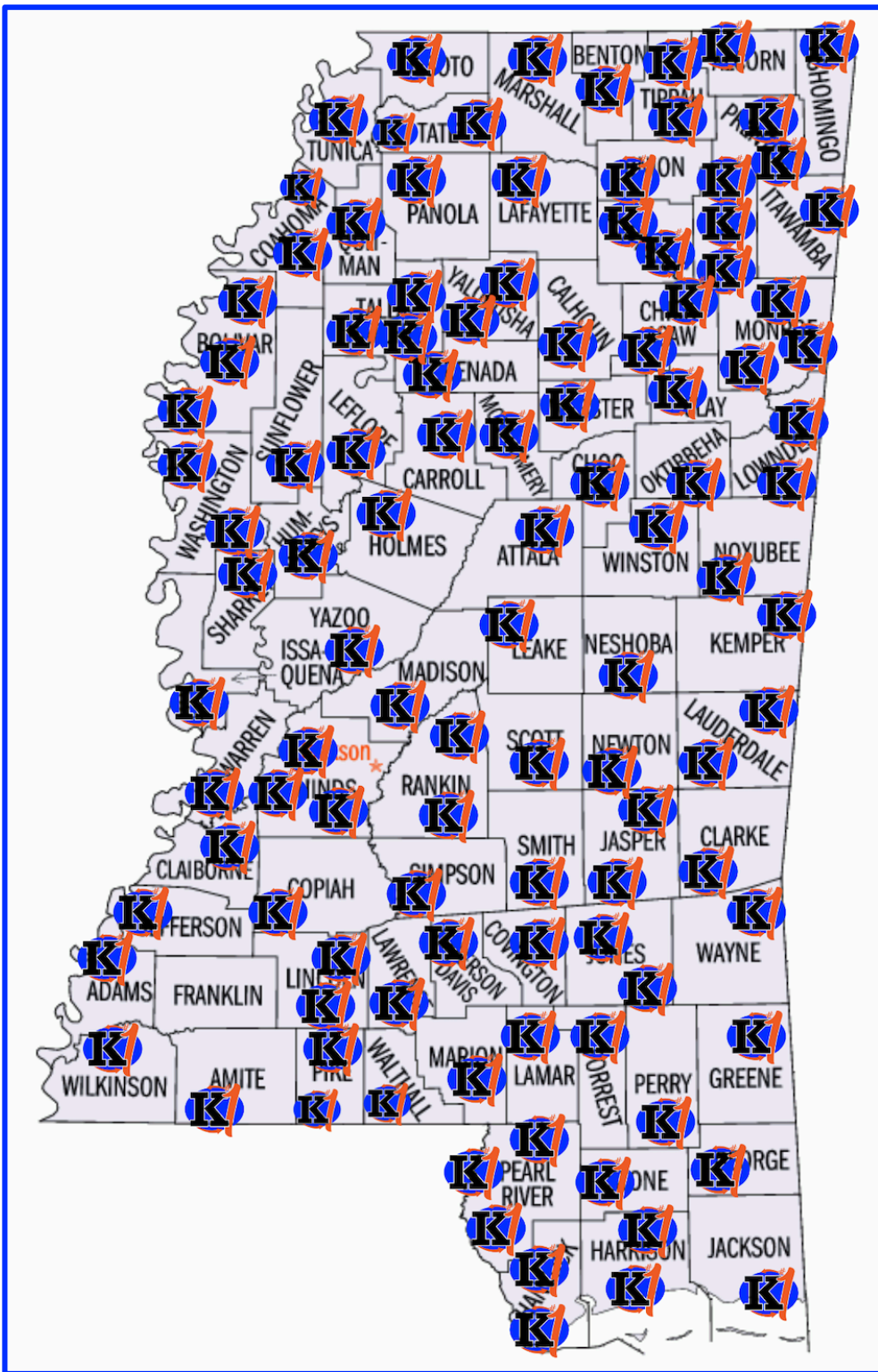


Click on the QR Code for a comprehensive listing of District Partners and Kids First Scope of Work.

ARKANSAS

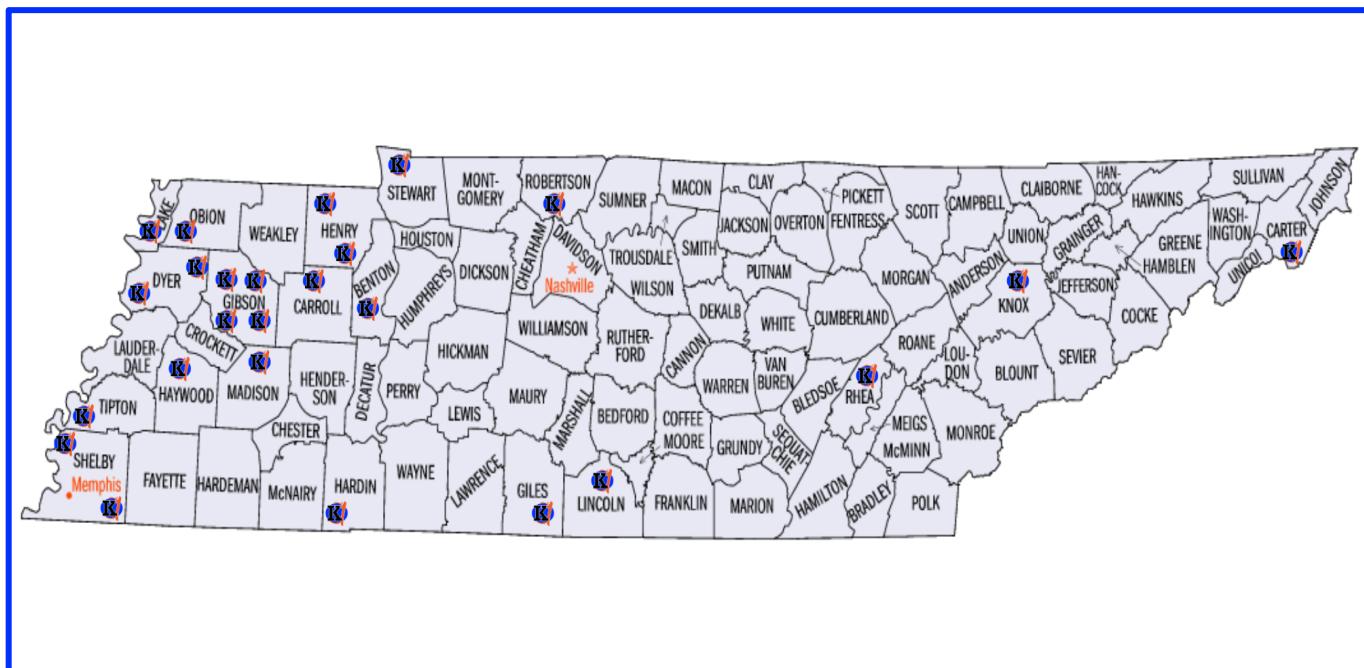


Click on the QR Code for a comprehensive listing of District Partners and Kids First Scope of Work.



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TENNESSEE



Click on the QR Code for a comprehensive listing of District Partners and Kids First Scope of Work.

PROPRIETARY STATEMENT

The submitted proposal contains trade secrets and/or other proprietary data that Kids First Education, LLC wishes to keep confidential.

BUDGET

DEBARMENT STATUS

Kids First Education DUNS number is 117514649.

UNIQUE ENTITY ID

Unique Entity ID: YTZCKBYE87Q6

CONSULTANT COST

Kids First Education, LLC will provide services at a daily rate of \$1,600 per day per consultant. This rate includes all expenses and travel costs. Materials and instructional deliverables provided to the district during the project's duration will be provided via electronic copies to the district.

TOTAL COST OF PROJECT

Kids First Education Service	Cost
Job-Embedded Coaching – CTE Teachers 15 days	\$24,000.00
Total Cost of Project	\$24,000.00

Proposal for Services Submitted by:
Kids First Education, LLC


Cellie Scoggin

April 21, 2025
Date

Proposal Accepted By:

Bourbon County Schools

Date