



115 W. 30th St., New York, NY 10001

www.schoolology.com

Enterprise Learning Management System (LMS)

and

Enterprise Plus Assessment Management Platform (AMP)

Proposal for:



Educational Services Commission of New Jersey

1660 Stelton Road, Piscataway, NJ 08854

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School Districts over 5000 enrollment

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School Districts under 5000 enrollment



Introduction

Thank you so much for your interest in Schoology as your resource to unify the academic experience in your learning community through the adoption of scalable blended strategies. Schoology is transforming education by enabling easy access to meaningful instructional data. We are helping educators to engage learners in a familiar digital environment to truly personalize learning for every child, thus creating an authentic learning community. Parents can be more easily involved to help their children based on teacher-driven, but data-informed, insight to classroom progress. Students are empowered to reflect on their progress in taking ownership of the outcomes of their education. Schoology can be used for everything from a basic homework portal, to an automated gradebook to a completely paperless classroom, and even power a virtual school--ultimately it is the ease of implementation that sets Schoology apart. Schoology accelerates achievement for all learners by creating a collaborative learning community.

This agreement outlines the relationship between Schoology, the Education Services Commission of New Jersey (ESCNJ) and participating School Districts implementing a digital learning environment that promotes learning, communication, and collaboration inside and outside of the classroom. Schoology grants ESCNJ the right to market Schoology's products to your member Districts and will provide subscribing Enterprise and Enterprise Plus Customers implementation services per "Scope of Services" all in accordance with the "Fee Schedule" below.

The purpose of this agreement is to define an operational strategy between Schoology and ESCNJ. We believe that strong partnerships with regional education agencies promote a greater learning community. This community furthers our mission of advancing what is possible in education in providing the platform that connects the people, content, data, and systems that fuel education. We consider this partnership both as an opportunity to add value to our offering through your vision and expertise and an opportunity to scale broader adoptions that transcend the traditional boundaries of classrooms, schools and districts. In short, the value you add allows us to offer the best possible pricing to your member districts and a regionally focused professional Community for teaching and learning.

In this document, you will see that we have defined the operational agreement in terms of what we'd like to see from ESCNJ in our partnership as well as the specific details we are offering through the consortium subscription model. We have defined the basic services that districts need to be successful and we have described the additional supports that we find many districts want to build their capacity for online and hybrid learning. Further, we believe that your member districts may also benefit from additional services and plans you and your network of affiliated organizations may offer. Together we feel that this partnership will foster a greater community supported by the Schoology Education Cloud.

Yours in Student Achievement,

Eric Valcheff



Partnership Role

Schoology values the opportunity to partner with you. As a regional education agency, you are a trusted advisor for School Districts looking to understand the impact of various education technology initiatives—from managing change in building instructional capacity for a blended pedagogy, to the pressure to transition to online testing or the underlying challenges of network, broadband and device management. We at Schoology feel that this partnership will open a dialogue for shared insights, ultimately leading to the mutual enhancement of the ability to assist districts in achieving their educational outcomes. With this in mind, we propose a three-point agenda in creating a partnership that promotes the benefits of personalized instruction, not the endorsement of a product. Specifically we propose a forum for group presentations, a regularly scheduled dialogue to gain perspective on regional initiatives and a commitment to collaborate around regional events, where appropriate.

Schoology Event: Having a platform to exchange meaningful information, success stories, challenges, needs, and insights truly makes the difference in the ability to achieve outcomes. We propose hosting an annual/bi-annual regional event onsite which would likely include group demonstration, product roadmap and user best practice sharing. As a service you bring to your member Districts this is an open forum for with the following expected outcomes:

- Introduce your preferred pricing
- Network with local/regional district leaders and innovators
- Engage in a presentation with a district about their change management journey
- Explore creating teacher buy-in with regard to technology
- Define your strategy for ‘success’ in digital conversion
- Experience a demonstration of the Schoology Education Cloud

Landscape conference call: Communication is the key to cultivating and sustaining a successful partnership. We propose a regularly scheduled conference call (4-12 week intervals as needed) centered on the following areas:

- Partnership Review (how can we mutually improve our partnership)
- Regional/Local EdTech Trends (and initiatives)
- Change Management w/n Districts (how can we assist)
- Upcoming Events & Additional Support

We also suggest other activities to build upon your leadership of a digital learning Community for your member Districts.

Conference support Our goal is to work with you to identify appropriate local/regional conferences and events that will generate greater learning community awareness of the Schoology Education Cloud. Once conferences and events have been identified joint participation and support needed from our respective entities, including but not limited to, event promotion, discussion groups, conference sessions, and booth presence will be defined accordingly.

District Communication Creating awareness around successes is essential to having a substantive impact on education. To mutually contribute to such, we propose working with you in developing a Community around instructional success in modeling best practice and implementation highlights (i.e. monthly or quarterly administrator emails) for your member districts aimed at highlighting a local/regional ‘success’ (i.e. district implementation, professional development session, case study, etc.). Schoology can assist in provide a sample/template outlining possible formats and suggested content inclusions in supporting effective workflow management.



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EDUCATION CONSORTIUM
EXPIRATION DATE: 6.30.2018

Schooly Enterprise ESCNJ Consortium Subscription

Enterprise LMS and Enterprise Plus (LMS + AMP) Subscription Licensing (12 month term)

ESCNJ Consortium Member Cost per Student. Includes Students and site-related faculty, administration, parents and staff with subscription fees at no additional cost.

- ❖ Annual School (District or Building) License = Student Enrollment x Cost Per Student
- ❖ Minimum Subscription \$3,500
- ❖ AMP requires Enterprise LMS subscription.
- ❖ Referral Management Fee to the ESCNJ = 5% of per Student Cost

LMS Pricing

District Enrollment	Cost Per Student
<2,000 students	\$5.75
2,000-10,000	\$5.25
>10,000	\$4.90

AMP Pricing (Optional Add-on)

District Enrollment	Cost Per Student
<2,000 students	\$4.31
2,000-10,000	\$3.94
>10,000	\$3.67

Subscription Includes:

- Schoology LMS Features
- Enterprise Administrator Management Interface
- Advanced User Management
- Site Branding / Domain Customization
- Support Services (Priority SLA + Phone/Email Support)
- Premium API Access & Single Sign-On (SSO) Integration
- Assessment Management Platform *
- Assessment Teams (Authoring and Distribution) *
- Assessment Reports (Performance, Mastery and Item Analysis) *

*Only included with "AMP" subscription. The Assessment Management Platform is an optional addition to the LMS. Please note that assessments are included in the LMS for teachers in their classes, and may be shared among teachers (permission controlled.) These may be designed to automatically grade and can utilize any of the LMS features such as rubrics. AMP, at an institutional level, manages centrally created tests from the LMS to be pushed out into course sections across the district within the LMS, allowing teachers to have the grade information and students to have an authentic in-class experience. AMP then pulls these common assessments back, reporting by performance and mastery into a centralized dashboard at an administrative level, regardless of where the test was administered.



Schoolology, Inc.

Federal Employer Identification Number (FEIN) 260808340

2017 Fee Schedule

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Schoolology Enterprise ESCNJ Consortium Services

Implementation Services, Training and Project Management

Our goal is to work with our partners to create an instructional development plan incorporating a “train-the-trainer” model to develop a capacity for Schoolology orientation evaluation and best practices coaching via your professional development teams. We will also partner with the ESCNJ technology teams in support of centralized district roll-outs of tasks including at a minimum SSO, SIS, facilitating artwork/branding to Schoolology and domain customization. ESCNJ will provide Schoolology with an authorized contact at each member district subscribing to Schoolology Enterprise.

❖ Implementation Services Discount per District (non-recurring): 25%

Notes: SIS integration via API, automated SFTP or Schoolology SIS Adapter App (where available) is included in Subscription Fees.
→Consult SIS Vendors as they may have configuration costs not controlled by Schoolology
ESCNJ will provide Schoolology with an authorized contact at each subscribing member district.
ESCNJ has the ‘right to purchase.’ It is the intent of this agreement that purchase orders are issued by ESCNJ, but this may be reviewed based on unforeseen individual circumstances. Schoolology maintains the exclusive right to contract with Customers regarding the Schoolology Subscriptions.
ESCNJ pricing information is confidential and are not to be shared publicly.
(It is understood that District extended pricing may be publicly examined as required by school board governance and State law.)
Unless otherwise stated, pricing is valid through school year 2017-18.
Increases, though are not projected, would be negotiated in advance.
Please see Sales Order Master Subscription Agreement “MSA” for complete details.



Support Options

Building a relationship with Schoolology Support will help you succeed throughout your ongoing Schoolology career, and the team is eager to help. Online Help Center and Community Access (support.schoolology.com) are available to all users 24/7/365. Depending on the support package that best fits your needs, additional support services and priority support will be available to dedicated Support Contacts and/or to all teachers and faculty at your organization.

	Standard	Standard Plus
Services	<ul style="list-style-type: none"> ▪ 24/7/365 Online Help Center ▪ 24/7/365 Online Community ▪ Email/Web support within 2-day response time for Support Contacts ▪ Phone support for Support Contacts Mon-Fri 8am-8pm ET ▪ Chat support for Support Contacts Mon-Fri 8am-8pm ET ▪ Up to 3 Admin Support Contacts 	<ul style="list-style-type: none"> ▪ 24/7/365 Online Help Center ▪ 24/7/365 Online Community ▪ Email/Web support within 8-hour response time for System Administrators, teachers, and faculty ▪ Phone support for System Administrators, teachers, and faculty Mon-Fri 8am-8pm ET ▪ Chat support for System Administrators, teachers, and faculty Mon-Fri 8am-8pm ET ▪ Up to 3 Admin Support Contacts
Pricing	Included in subscription	20% of annual subscription, \$2,000 minimum
	Premium	Premium Plus
Services	<ul style="list-style-type: none"> ▪ 24/7/365 Online Help Center ▪ 24/7/365 Online Community ▪ 24/7/365 Email/Web support within 8-hour response time for Support Contacts ▪ 24/7/365 Phone support for Support Contacts ▪ 24/7/365 Chat support for Support Contacts ▪ Up to 3 Admin Support Contacts 	<ul style="list-style-type: none"> ▪ 24/7/365 Online Help Center ▪ 24/7/365 Online Community ▪ 24/7/365 Email/Web support within 8-hour response time for System Administrators, teachers, and faculty ▪ 24/7/365 Phone support for System Administrators, teachers, and faculty ▪ 24/7/365 Chat support for System Administrators, teachers, and faculty ▪ Up to 3 Admin Support Contacts
Pricing	20% of annual subscription, \$2,000 minimum	30% of annual subscription, \$3,000 minimum

Authorization

- Terms Net 30 per signed Schoolology Sales Order
- Purchase Orders (POs) to be issued by schools
- Onsite Travel: Upon acceptance in writing by both parties; minimum advance notice required
- A Schoolology Sales Order will be issued upon final Scope agreement for LEA
- All business documents must be received before any services may begin
- EMAIL: ericv@schoolology.com



Thank you for your business!



Scope of Services (Descriptions)



Professional Development Offerings

Enhancing Your Instruction

Schoology recommends a train-the-trainer professional development model. We also recognize that some organizations have certain needs when it comes to training and are open to revising training plans to fit the needs of the organization. Experience has shown us that creating experts within an organization helps Districts achieve continued success using Schoology. This gives Districts the greatest flexibility, to customize professional development needs around the unique needs of their vision. Overall, Schoology is extremely easy and intuitive to implement, utilize, and manage; therefore, the training is designed with a hands-on approach. Schoology offers a variety of ways for delivering professional development.

In addition to the implementation services included in the initial onboarding process (see your Sales Order), several additional supports may be procured at the option of the District. It is recommended that all implementations create a core group of experts and enroll them in the 'Schoology for Master Instructors' course. Our most comprehensive offering it serves as a prerequisite for many other Schoology courses. This is a train-the-trainer style course and is offered so instructors, instructional support personnel, curriculum developers and organizational leaders can build expertise with many facets of Schoology - Courses, Groups, Resources, and communication tools. Participants in this hands on course will experience a yearlong Schoology journey through the lens of an instructor learning the platform for the first time.

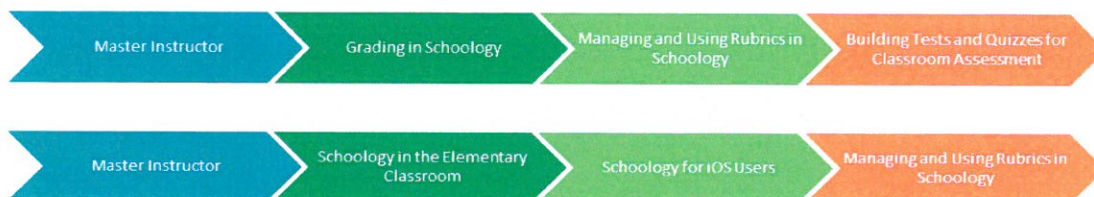
Schoology PD Course Catalog

Schoology offers several options for enhancing instruction through various material types. Features such as Grading Groups, Individually Assigning, Question Banks, Resource Apps (Google Drive), Workload Planning and Analytics that will be added throughout courses where appropriate and as time permits. Courses may require pre-requisites and target audience will vary by course. (examples System Administrator, Organizational Leader, Curriculum Developer, Lead Instructor, Instructor, Instructional Support). Sample courses

- Getting Started with Schoology
- Schoology for iOS Users
- Using Google with Schoology
- Schoology in the Elementary Classroom
- Grading in Schoology
- Managing and Using Rubrics in Schoology
- Building Tests and Quizzes for Classroom Assessments
- Building a Curriculum Repository
- Accessing Content within Schoology
- Schoology for Master Instructors
- Schoology Enterprise Administration

Sample Course Progression

Your dedicated Account Manager will work with you to determine the best professional development options for your goals and your unique implementation.





Implementation Project Overview

As we get started, please rest assured that we'll be with you every step of the way. We will begin by taking a few minutes to consider your current technology infrastructure as well as initial considerations of your Schoology implementation preferences.

In order to ensure a smooth implementation, our process typically begins with a 'kick-off' call to ensure we understand your goals, identify the key stakeholders and begin planning for specific administration training (particularly for more in-depth integrations.) We then look for specific milestone objectives that include setup for users, courses, SSO, branding (custom domain, logos etc.) and, of course, preliminary/potential dates for teacher training. On an ongoing basis our professional team will work with you in determining the appropriate levels of usage and engagement in terms of the overall satisfaction of the implementation.

Upon acceptance and receipt of business terms (via signed sales order with purchase order or payment) these are the typical steps to implementation:

Milestone	Date	Attendees/Note
Kick-off Call		
Users Setup		
Courses Setup		
SSO Setup		
Branding Setup		
Admin Training		
Teacher Training		
Enterprise Management Setup		


The Client Success Team, composed of the Implementation, Professional Development, Technical Success, Account Management, and Support teams, ensures that all organizations have a positive implementation experience, receive effective professional development, and have access to appropriate support resources after implementation.

Implementation timelines will vary based on the scale and scope of each project, see Sales Order for details. Generally these initial implementation windows constitute the Milestones described above. A successful implementation is not necessarily one that is fast or slow; rather, it is one that aligns with the needs and desires of your organization. It is important that you receive the necessary guidance and support to determine the appropriate plan to meet your goals and complete the implementation to your satisfaction. For that reason, Schoology provides a comprehensive team focused on your teams' rollout, including integration services, project management, and professional development tailored to your specific needs. Getting you implemented and up and running in Schoology should take between 8-12 weeks, but we'll continue to work with you to support the integration of Schoology into your organization for up to 4 months.



Project Team and Implementation Plan Overview

The following table identifies and describes the different roles and included services that will support your Schoology implementation process, as well how each role fits in to the overall project workflow. The Services Included are the minimum required services, additional supports may be needed based on the scale and scope of each project, see Sales Order for details.

Team Roles	Project Workflow Overview
<ul style="list-style-type: none"> ▪ Project Specialist (PS): <ul style="list-style-type: none"> - Product Subject Matter Expert (SME) ▪ Implementation Engineer (IE): <ul style="list-style-type: none"> - Technical SME ▪ Professional Development Specialist (PDS): <ul style="list-style-type: none"> - Training SME ▪ Account Manager (AM): <ul style="list-style-type: none"> - Long-term relationship manager 	 <pre> graph TD PS[Project Specialist] --> IE[Implementation Engineer] PS --> PDS[PD Specialist] IE --> AM[Account Manager] PDS --> AM </pre>
Services Included, see Sales Order for Specific Details	
<ul style="list-style-type: none"> ▪ Kickoff Call led by Schoology team. ▪ Regular status calls and communication with Project Specialist. ▪ Assistance from Project Specialist with Enterprise Configuration. ▪ Custom Branding of your Schoology site. ▪ Domain Customization of Schoology landing page to your domain or subdomain. ▪ Data Consolidation of free Schoology user data. ▪ Technical Planning Call between Implementation Engineer and equivalent at your organization to create a Data Population timeline. ▪ Assistance from Implementation Engineer with Data Population provisioning of users, courses, and enrollments. 	<ul style="list-style-type: none"> ▪ Assistance with User Authentication via Single Sign-On. ▪ Schoology Enterprise Administration Training delivered by Project Specialist. ▪ Assistance with all aspects of the implementation process guidance, documentation, and other non-hands-on help. ▪ Guidance and Best Practices for migrating data from existing LMS into Schoology. ▪ You are free to migrate as much of your own content as you want without charge; alternately, Schoology can provide a quote if you wish us to migrate your content for you. ▪ Web-based product training. <ul style="list-style-type: none"> Admin Training Train the Trainer ▪ Standard Support from Schoology Client Advisors.
<p>Because every implementation is unique, Additional Services, including Onsite visits for Planning, Project Management and Professional Development, are available for your implementation.</p>	



Scope of Subscription Services (from “Sales Order”)

Enterprise Subscription

Schoology offers a complete cloud-based solution. All hardware, database, and maintenance costs are included in the pricing. School District will not incur costs associated with system upgrades or releases that improve the current features.

- 1. User Authentication** Schoology will work with School District to set up users with usernames and passwords to access the Schoology environment. School District will maintain all usernames, passwords, user groups, roles, and account names locally.
- 2. Advanced User Management** School District will have access to Schoology’s Advanced User Management Interface which allows administrators to manage user roles, permissions, privacy, and overall system settings. This also affords administrators the ability to manage user, course and enrollment data.
- 3. Enterprise Management Interface** School District will be able to create multiple buildings using the Enterprise Management Interface. Administrators can organize users into individual buildings, and they can designate different users as administrators. The system administrator is able to then manage all users and schools from the main parent account while certain administrators will be responsible for a particular group of users across different buildings.
- 4. School Site Branding** Schoology will provide custom branding services to the Schoology interface for School District. Schoology will brand the top banner and links with School District’s desired color scheme, and Schoology will also replace the Schoology logo with School District’s organization logo. In addition, School District will receive domain customization (e.g. lms.schoolname.org) or subdomain customization (e.g. schoolname.schoology.com).
- 5. Support Services** Schoology has a variety of ways for you to access support. There is community-based support that is available to all administrators and instructors via the “Help Center” located in the dropdown menu in the upper right corner of Schoology. Community support is helpful for finding frequently asked questions and for posting new ideas. As part of your support management practices, you may choose to recommend this level of support for teachers and other staff or faculty at your school.

As an enterprise client you will have access to priority support. You may choose up to three (3) dedicated support contacts from your organization, whose role is to relay any questions, concerns or ideas to the Schoology team. These three (3) main support contacts can contact Schoology by:

- a) Phone:** Support contacts may contact a Schoology representative by using a support code listed in the “Help Center” area (only visible to support contacts).
- b) Ticketing System:** Support contacts may create and track their own support tickets by going directly to support.schoology.com. Additionally, they can email help@schoology.com to automatically create a support ticket.
- c) Chat:** Support contacts may use the Chat feature to contact a Schoology representative to ask questions and troubleshoot issues.

The Schoology Support Team will work with School District to provide ongoing support throughout your partnership with Schoology. Schoology is accessible 24 hours a day, 365 days a year through a multi-channel support system that includes the Help Center (support.schoology.com), an email-based ticketing system, chat, and dedicated phone support.

Standard Support Standard Support includes 24/7/365 Online Help Center access, 24/7/365 Community access, and email/web ticket, phone, chat support for Support Contacts during business hours (Mon-Fri 8am-8pm ET). Standard support is included in the cost of subscription.

When users in the organization outside of the scope of the package (including, but not limited to, students or parents) contact the Schoology Help Desk, they will be assisted by Schoology’s Support team. We believe that we should make our greatest effort in helping you and your users succeed. However, please note that response times for these users are not included in the SLA, so they may receive a later response than Support Contacts or other supported faculty members at the organization.



Assessment Management Platform (Optional Add)

By adding AMP, ESCNJ will have access to tools available in Schoolology's Assessment Management Platform to support the delivery of centralized assessments and collect data around those assessments. Schoolology's AMP can administer one fully digital assessment with precisely the same questions to a large number of students and is not limited to one section of one course. Our method produces "clean" data that provides insight into student achievement. AMP's deep integration with the Schoolology LMS creates a seamless workflow between two previously siloed digital ecosystems. Data from the assessment platform can directly influence academic functions housed in the platform, such as curriculum management and learning environment.

With Schoolology's Assessment Management Platform (AMP), educational intuitions can:

- maintain central control over the management of assessments;
- manage custom or pre-integrated item banks; and
- analyze student performance results across the institution, individual courses, or instructors.



Scope of Implementation Services (from “Sales Order”)

Enterprise Services

After we have received School District’s signed Sales Order, a member of School District’s implementation team will send an Implementation Verification Document to verify information and gather some additional account information. Upon receiving the verification document, the Schoology Project Specialist will schedule a Kickoff Call to begin the implementation process. During the Kickoff Call, the Schoology Project Specialist will review all of the initial setup steps that School District will need to get started, as well as address any potential questions or needs that School District might require. After the Kickoff Call, School District will have access to Schoology’s consulting services, which includes check-in calls and support during implementation. During this process, we establish milestones for your Enterprise Subscription system configuration, and product training. Schoology will provide continual support throughout the implementation process through our Implementation and Support Teams.

6. Implementation At the beginning of the implementation, the Schoology Project Specialist will provide supporting documentation to help guide the setup of the Schoology system. School District’s Project Specialist will assist you in the configuration of your system. Items included in your implementation are enterprise configuration, data consolidation, custom branding, domain customization, technical planning, data population, user authentication and consulting. These items contribute to the overall success of your implementation strategy. In addition to the standard implementation services you will also receive:

- Regular communication for monitoring the progress of the implementation.
- Assistance with all aspects of the implementation process via guidance, documentation, and other non-hands-on help.
- Guidance for setting up custom authentication or single sign-on.
- Guidance and Best Practices for migrating data from existing LMS into Schoology.

A successful implementation is one that aligns with the needs and goals of School District. The Schoology Implementation Team will work with School District to provide guidance and support throughout the implementation process to ensure your goals are met to your satisfaction.

7. Web Delivered and Onsite Training Sessions* Schoology offers web delivered product training to School District’s team members via a train-the-trainer approach. As part of your implementation, School District will receive training as described on the Sales Order.

The Schoology Professional Development team will work with project leaders in advance to determine the most effective plan for the web training and will work towards tailoring course agendas to client requests.

*Training services will expire one (1) year from contract start date.

Services for Assessment Management Platform (Optional Add)

As part of this addition, you will receive the following services:

- A Kickoff Call that highlights an overview of AMP processes and workflow.
- A Scoping Call to outline the goals for implementing AMP in your organization.
- Regular communication and status calls for monitoring the implementation progress of AMP.
- Instruction and consulting around the permissions and workflow for AMP.
- Guidance and Best Practices for configuring, managing and delivering Managed Assessments.

Training*

Training is an important aspect of implementing AMP. Experience has shown us that developing Schoology experts within an organization helps the client achieve continued success using Schoology. It is recommended that ESCNJ identify an Assessment Team that will take the lead working with the AMP product. ESCNJ will work with a member of Schoology’s Professional Development team to schedule the recommended Schoology courses.

Below is a list of recommended courses for your Assessment Team:

- “Getting Started with Schoology” - 2 hours of web training; 1 group of 10 attendees (these hours can be used for other content if the Assessment Team has baseline knowledge of the Schoology platform)
- “Introduction to Managed Assessments” - 3 hours of web training; 1 group of 10 attendees
- Follow-up Session - 1 hour web training; 1 group of 10 attendees; your choice of courses from the course catalog