



Kaplan K12 Learning Services, LLC Partnership Proposal

October 11, 2013

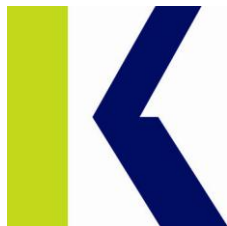
Presented to:

Kevin Bucceroni, Board President
Jean Grubb, Business Administrator Supervisor of Personnel Services
Black Horse Pike Regional School District
Blackwood, NJ

Presented by:

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Overview



With 75-years of college-readiness experience, Kaplan K12 Learning Services, LLC (Kaplan or Kaplan K12) partners with districts, schools, and community-based organizations to deliver supplemental resources and services that open doors and broaden post-secondary opportunities for all students. Our research-based programs for State Test Readiness and College Preparation make us a trusted resource for K-12 students, educators, and the community.

Kaplan solutions help students build skills needed meet and exceed state-specific and/or Common Core State Standard expectations; increase their expertise in taking state-specific, PSAT/NMSQT[®], SAT[®], ACT[®], AP[®], and/or GED[®] exams; and/or develop their insight into the college admissions process. In addition, Kaplan increases the capacity of educators through high-quality professional development sessions, turnkey classroom offerings, and implementation services.

Partnership Offering

The Kaplan offering for **Black Horse Pike Regional School District** includes the following program(s).

Kaplan-Taught Classes

SAT Classroom courses offer a fully turnkey approach to helping students prepare for college entrance exams. Expert Kaplan instructors teach the students directly, providing content review; score-raising strategies; and in-depth analysis of answers, explanations, and homework. Full-length practice tests, detailed performance and progress reports, and individual study plans maximize test performance. Newly updated online lessons, tests, and a College Admissions Zone supplement the live class with enriching, data-driven, and relevant tools to help students along the path to college.

- Kaplan's 75 years of test prep expertise helps students focus their studying on the most tested skills (Smart Points[™]), providing materials, content review and critical-thinking strategies for each subject area and question type.
- Class time includes six three-hour instructional sessions (18 hours) and four four-hour practice tests (16 hours), for a total of 34 hours; and customized schedules and/or Web-based delivery (Classroom Anywhere[™]) that allow for course modifications based on implementation needs.
- Online assets (updated and expanded for the 2013-14 school year) further enhance instruction for an adaptive, blended learning experience with:
 - additional online, full-length practice tests (six (6)) with rich reporting;
 - supplemental videos, lessons and quizzes that reinforce class-based lessons;
 - 600+ digital flashcards for SAT courses; and
 - College Admissions Zone supplemental tools and guidance to support the path to college.
- SmartReports[®] turn scores into customized study plans that help students maximize their scores; an online reporting tool empowers educators to view aggregate and individual performance and attendance data.
- Ongoing course updates ensure students benefit from the latest Kaplan research, technology and strategies to improve performance.

The program offering includes:

Classes Delivered by Kaplan Instructors

- Expert Kaplan instructors effectively deliver all instruction to students, either On Site at the local building or via Classroom Anywhere technology over the Internet.
- These staff members have completed the Kaplan Teacher Academy, an intensive training program that includes instruction in the program that they teach, classroom management skills, ways to engage students, differentiated instruction techniques to support all types of student learners, standards-based teaching strategies, and overall training in the Kaplan methodology.
- Kaplan instructors have also cleared all necessary background checks.
- Courses are flexible and tailored to a range of implementation needs (as outlined in the Scope of Work).

Site Logistics

- Partnership Planning Meetings ensure that both educators and Kaplan staff members have clearly outlined program goals, timelines, classroom locations, security information, and other related class-start information.
- Kaplan staff members ensure that tracking of materials, scheduling of classes, and monitoring of program success occurs on a regular basis to meet the goals of the partnership.

Student Materials

- Robust course materials ensure that students get the skill- and/or strategy-based instruction they need to improve their performance.
- Sessions ensure that classes scaffold learning and give students the essential practice they need on key skills and strategies.
- Scaffolded lessons provide direct instruction, guided practice and independent practice
- Differentiated activities help maximize student learning.

Technology Licenses

- Student licenses for SAT *Classroom* programs provide access to online *On Demand* lessons, videos, and assessments reinforce learning in the classroom and provide customized learning plans based on results.
- For SAT *Classroom* implementations, 600+ digital flashcards cover every section of the test and include review of key topics, practice with challenging question types, and the ability for students to track scores and skip or remove cards based on knowledge.

Practice Tests & Formative Assessments

- Practice tests are built into the course schedule to give students the essential practice they need to apply their new skills to a test format.
- Formative assessments in each lesson give students ongoing practice to refine their skills.

Student Reports

- Practice test results (overall as well as subject area performance) give students insight into their scores.
- Additional reports analyze strengths and weaknesses and include customized study plans tailored to student needs.
- Web-based Smart Reports for SAT programs students informed of their progress via any Internet-connected computer.
- When parent/guardian email addresses are provided to Kaplan for SAT courses, family members can also have access to individual student results.

Educator Reports

- Administrators and teachers can monitor SAT student progress at any time via online reports
- Data captures information related to SAT student progress and performance and includes:
 - **Overall Performance** (available at the district, region, school, class, and student levels) : a high-level view of full-length practice test scores, online lesson completion and usage, and attendance in the Kaplan class
 - **Student Usage** (available at the district, region, school, class, and student levels): time spent using the online assets in the program and also records class attendance
 - **Test Performance** (available at the class and student level): insight into individual test results and tips for how to best address student skill gaps

Scope of Work

The scope of work for this Proposal includes the offering(s) listed below. For a successful partnership, the purchase order and/or contract is needed at least **4 weeks** (Kaplan-Taught classes), **2 weeks** (workshops), **2 weeks** (books), and/or **1 week** (online) **prior to the start**, as relevant to the purchase. Additionally, partners should view [Partnership Responsibilities](#) for a successful Kaplan implementation.

Kaplan-Taught Classes

Implementation Model			
# Site(s)	1	Grade Level(s)	9-12
# Class(es)	3	# Students	75
Class Size	Up to 25 per class	Subject Area(s)	SAT
Delivery Model	On Site	Day(s) per Week	2
Total Program Hours	Up to 34 per class, plus additional online assets and instruction	Total # of Days	10 per class
Total Instructional Sessions	Up to 6 sessions per class; Up to 3 hours per session, Up to 18 total hours	Total Testing Sessions	Up to 4 sessions per class; Up to 4 hours per session, Up to 16 total hours
Program Start	March 01, 2014	Program End	April 30, 2014*

*Educators will have access to online reports for 90 days after the classes end for *Classroom* SAT programs.

Class	# Hrs.	SAT Classroom
1	4.5	Full-Length Practice Test & Introduction
2	3	Math: The Basics
3	3	Critical Reading: The Kaplan Way: Details, Vocab-in-Context, and Global Question Types; Writing: The SAT Essay
4	4	Full-Length Practice Test
5	3	Math: Difficult Algebra and Geometry
6	3	English: The Kaplan Way; Critical Reading: Function and Inference Question Types
7	4	Full-Length Practice Test
8	3	Math: Advanced Geometry, Proportions and Probability, and Logic
9	4	Full-Length Practice Test
10	3	Critical Reading: Sentence Completions, Paired Passages, and Reading ReKap; Writing: SAT Essay II and Writing ReKap

schedules may be modified during the implementation based on individual partner and Kaplan collaboration

SAT Classroom

- **Services**
 - Kaplan instructors to deliver classes to students (teaching assistants also support *Classroom Anywhere* implementations, as applicable)
 - Site coordination to manage program logistics and implementation
- **Materials**
 - Print-based materials (*Course Book*)
 - Up to 4 full-length practice tests
 - Associated answer grids
- **Licenses**
 - Online student licenses for up to three (3) months for video-based lessons; six (6) additional practice tests for the SAT; digital flashcards for the SAT; and individualized student reports that show progress and performance
 - Online educator licenses during the partnership and for up to three (3) months after classes end to access reports that document student progress and performance in individual and aggregate formats

Partnership Pricing

The pricing for the Kaplan partnership is as follows:

Product Name*	Quantity	Unit Price	Item Total**
SAT Classroom Class (~34 hours of instruction and practice tests for up to 25 students with materials; tests; supplemental online assets, digital flashcards, and College Admissions Zone; student reports, and educator reports)	3	\$5,650.00	\$16,950.00
*Shipping rates of 8% (ground), 12% (second day), and 16% (overnight) may be charged on materials; if ground shipping is included, then 4% (second day) or 8% (overnight) may be charged on materials. **Organizations must provide a Tax Exemption Certificate to Kaplan K12 Learning Services, LLC to be exempt from additional tax charges.	Subtotal**:		\$16,950.00
	Shipping*:	8%	\$0.00
	Tax**:	0%	\$0.00
	Total**:		\$16,950.00
	Total if Tax Exemption Certificate is on file:		\$16,950.00

*Test names and other trademarks are the property of the respective trademark holders. Unless stated explicitly, no endorsement of this information, service, or product by any company or person should be made or implied.

**Pricing may only be available with the bundles and quantities listed, with the scope of work listed, or via a promotional offer that cannot be combined with other offers. If bundles, quantities, scope of work, or promotion changes, the price is subject to change. Kaplan reserves the right to change prices anytime. To review the policy on order errors or returns, please visit kaplank12.com/returns. This document expires one month from today (10/11/2013 4:03 PM EST).

Send orders via fax to **(877) 712-5487** or email **K12_operations@kaplan.com** and address to:

Kaplan K12 Learning Services, LLC - 395 Hudson Street, 4th Floor, New York, NY 10014

Proposal #: KSF-131011948 10/11/2013 4:03 PM Term of service: March 2014 – April 2014

If you have questions, please contact **Jane Berkowitz** at **718-926-4858** or **jane.berkowitz@kaplan.com**.