



# Kaplan K12 Learning Services, LLC Partnership Proposal

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**Presented to:**

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## Overview

In 1937, Stanley Kaplan founded a small tutoring business in the basement of his parents' home in Brooklyn, NY. He believed deeply that every child, regardless of background, should have the opportunity to receive the best education possible. For the last 75 years, Kaplan has helped millions of students achieve their educational and career goals.

Leveraging Kaplan's deep experience in test preparation and academic skill building, Kaplan K12 Learning Services partners with schools, districts, and community-based organizations across the country to support students on the pathway to college. Our effective, research-based programs for state test readiness and college admissions make us a trusted resource for K-12 students, educators, and the community.

## 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. Students are equipped with key critical thinking and problem solving skills facilitated by expert Kaplan-certified instructors who provide an effective learning experience. Scaffolded instruction includes focused content review, test taking strategy instruction, and in-depth answer analysis. Full-length practice tests, detailed performance and progress reports, and individual study plans provide a personalized approach to college readiness that addresses a wide range of student abilities. Updated online resources, additional practice tests, and Kaplan's College Admissions Zone supplement the live class with enriching, data-driven, and relevant tools to help students succeed on test day and beyond.

- Using Kaplan's deeply researched SmartPoints™ system, instruction is focused to target and prioritize the most tested skills across the exam in order to provide students with an effective and approachable study plan.
- 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.
  - Sessions are divided into four 45-minute modular quarters which include direct instruction, guided review, and independent practice.
- Online resources further enhance instruction for an adaptive, blended learning experience with:
  - Six (6) additional online, full-length practice tests with rich reporting;
  - 50+ hours of online lessons and quizzes that reinforce class-based instruction;
  - 600+ digital flashcards
  - College Admissions Zone supplemental tools and guidance to support the path to college
  - Mobile accessibility on iOS and Android for convenient and reliable study
- SmartReports® provide students with a comprehensive view of their performance and create a customized study plan that include individually adapted online resources; an online reporting tool empowers educators to view aggregate and individual performance to understand academic needs and monitor student growth.



- 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.
- Staff members are Kaplan-certified instructors, having completed an intensive training program that includes course-specific instruction, classroom management and student engagement skills, differentiated instruction techniques to support a range of student abilities, standards-based teaching strategies, and 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 details, and other related class-start information.
- Kaplan staff members manage the 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 receive the skill- and/or strategy-based instruction they need to improve their performance.
- Sessions ensure that classes scaffold learning and provide students the essential practice they need on key skills and strategies.
- Scaffolded lessons provide direct instruction, guided practice and independent review
- Differentiated activities help increase engagement and maximize student learning.

#### ***Technology Licenses***

- Student licenses for SAT Classroom programs provide students access to engaging online lessons, timed quizzes, and additional practice exams to reinforce in-class instruction.
- For SAT Classroom implementations, 600+ digital flashcards provide focused review across the exam with challenging question types, and the ability for students to monitor progress and personalize card selection.

#### ***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 provide students the opportunity to continually refine their skills.



### ***Student Reports***

- Practice test results (overall as well as subject area performance) provide students a detailed review of their strengths and weakness across the exam and include customized study plans tailored to student needs.
- Web-based Smart Reports for SAT Classroom programs keep students informed of their progress via any Internet-connected computer or mobile device.
- 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 and performance over time
  - 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	1
Total Program Hours	Up to 34 per class, plus additional online assets and instruction	Total # of Days	10
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 7, 2015	Program End	April 28, 2015*

\*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 hour program for up to 25 students with materials; tests; supplemental online assets, digital flashcards, and College Admissions Zone; student reports, and educator reports)	3	\$6,175.00	\$18,525.00
*Shipping rates of 10% (ground), 14% (second day), and 18% (overnight) may be charged on materials; if ground shipping is included, then 6% (second day) or 10% (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.	<b>Subtotal**:</b>		<b>\$18,525.00</b>
	<b>Shipping*:</b>	10%	\$0.00
	<b>Tax**:</b>	6%	\$0.00
	<b>Total**:</b>		<b>\$18,525.00</b>
		<b>Total if Tax Exemption Certificate is on file:</b>	<b>\$18,525.00</b>

\*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](http://kaplank12.com/returns). This document expires one month from today (9/30/2014 3:56 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-140999544 9/30/2014 3:56 PM Term of service: **March 07, 2015 to June 03, 2015**

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