

# BrainPOP + Yonkers Public Schools



## Your Partner in Boosting Achievement

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BrainPOP paves the way for student success while supporting educators every step of the way— no matter what grade or subject you teach. Our resources are designed for K–8 and up, covering topics within Science, Math, Social Studies, Digital Citizenship, Engineering, Technology, the Arts, English Language Arts, and English as a Second Language.

To learn more visit [go.brainpop.com/efficacystudy](https://go.brainpop.com/efficacystudy)

## BrainPOP Solutions

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### **BrainPOP – *Currently Implemented***

Our flagship resource offers cross-curricular topics for upper elementary and middle schoolers. Each includes an animated movie written with humor in an age-appropriate voice, plus a rich array of supporting features and tools like coding projects, movie making, concept mapping, learning games, playful assessments, primary source activities, and leveled nonfiction articles from leading media sources, through Newsela.

### **BrainPOP Jr. – *Currently Implemented***

BrainPOP Jr. is our K–3 resource designed to gently encourage young learners to ask questions and form their own ideas. Each of its curricular topics includes an animated movie, learning games, concept mapping, and interactive features like Word Play, Write About It, and Draw About It, which help extend key concepts and meet the needs of students with different learning styles. All text is read aloud to enhance comprehension.

### **Creative Coding – Recommended Introduction for (10) Schools**

Available as an add-on to your BrainPOP and/or BrainPOP Jr. subscription Creative Coding was created in partnership with Scratch and Vidcode. With coding projects integrated in every topic, students can apply their understanding of BrainPOP topics across the curriculum – no experience necessary.

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### **BrainPOP ELL**

BrainPOP ELL is our comprehensive English language learning program. Each lesson features animated movies that model conversational English while seamlessly introducing grammar concepts and vocabulary. Based on everyday social situations, the leveled movies and associated activities build on each other, reinforcing previous lessons. BrainPOP ELL also

includes Word Play, an interactive enrichment activity that helps students make vocabulary connections.

### **BrainPOP Español – *Currently Implemented as part of Combo***

BrainPOP resources translated into Spanish with special topics on Mexican history and culture.

### **BrainPOP Français – *Currently Implemented as part of Combo***

BrainPOP resources translated into French with special cultural topics on French and European history, holidays etc.

## **Current LMS Integration(s)**

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Currently integrated with **Clever** at Yonkers Public Schools.

BrainPOP Point of Contact for Clever integration is [onboarding@brainpop.com](mailto:onboarding@brainpop.com)

## **BrainPOP Key Account Deliverables**

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Identified as Key Account, Yonkers Public Schools is entitled to the following:

- Dedicated points of contact.
  - Shalon Thomas – Key Account Director
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  - Chris Cook – Key Account Manager
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- Quarterly Usage Reports (unless otherwise requested)
- White Glove Support
- Yearly in-person renewal Review and Proposal
- BrainPOP Educators Website Access for Administrator and Teacher Support
  - Access to monthly live and pre-recorded Webex professional development
  - Opportunity to earn CTLE credits with Live monthly WebEx professional development. See schedule available at this link:  
<https://educators.brainpop.com/webinars/webinarregistration>
- On-Site Review of new and existing features
- District Administration Dashboard – Ability to see usage by all schools in district.
- School Administration Dashboard – Ability to see usage at only one school.

## Year in Review

From January 1, 2018 to January 1, 2019, you had **40** schools with BrainPOP subscriptions.

Total Logins in your district: **66,782**

### Account Types



39% of logins came from individual accounts (teacher and student logins)

61% of logins came from a shared, school wide account (generic logins)

### BrainPOP had the most logins.



## Logins by School

Note: You'll only see Teacher and Student logins and the school-level if the school has set up individual accounts. Go to [www.brainpop.com/my-brainpop/](http://www.brainpop.com/my-brainpop/) to get started.

Asterisk (\*) denotes currently expired schools.

School	Teacher Logins	Student Logins	Generic Logins	Total Logins
Charter School Of Educational Excellence*	0	0	909	909
Casimir Pulaski School	174	1558	2097	3829
Cedar Place Elementary School	63	860	873	1796
Cross Hill Academy	66	286	490	842
Enrico Fermi School For The Performing Arts	154	1221	1286	2661
Eugenio Maria De Hostos Microsociety School	63	567	1519	2149
Family School 32	104	1328	1175	2607
Foxfire School	125	822	816	1763
Gorton High School	38	69	61	168
Kahlil Gibran School	40	660	264	964
Lincoln High School	38	110	693	841
Mlk Jr High Tech And Computer Magnet School	95	575	1248	1918
Montessori School 27	58	644	1753	2455
Montessori School 31	108	1833	510	2451
Museum School 25	72	68	1779	1919
Paideia School 15	3	209	1899	2111
Paideia School 24	75	1212	1144	2431
Palisade Preparatory School	97	284	391	772
Patricia A Dichiaro School	181	396	179	756

PEARLS Hawthorne	288	2436	855	3579
Riverside High School	63	176	833	1072
Robert C Dodson School	156	116	325	597
Rosmarie Ann Siragusa School	75	502	179	756
Saunders Trades And Technical High School	1	112	169	282
Scholastic Academy For Academic Excellence	77	95	269	441
School 13	79	148	2848	3075
School 16	128	885	1790	2803
School 17	70	192	1297	1559
School 21	66	100	2094	2260
School 22	49	62	2011	2122
School 23	168	185	545	898
School 29	153	2178	2582	4913
School 30	73	482	852	1407
School 9	64	27	1941	2032
Thomas Cornell Academy	70	377	343	790
Yonkers Middle School	94	212	159	465
Yonkers Montessori Academy	30	353	454	837

## BrainPOP Professional Development Services

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*BrainPOP Professional Development is everything you've come to expect from our offerings: engaging, applicable, and enjoyable! Our workshops are delivered using a blended approach: each will consist of an in-person session plus customized online follow-up with support and scaffolding from a BrainPOP "coach." Workshops start with basic BrainPOP training, then dive deeper into the themes of tech integration, differentiation, assessment, or STEM/NGSS. Upon completion, you'll have an implementation plan and attainable goals for more meaningful BrainPOP use.*

### ***BrainPOP Integration and Best Practices:***

In this introductory workshop, participants will explore BrainPOP's resources with pedagogically sound teaching practices. We'll demonstrate some of the non-traditional ways that quizzes can be used beyond assessment, and how concept mapping helps students build and convey knowledge in creative, visual ways. The session will also cover different approaches to implementing curriculum-based learning games and take a look at the related learning artifacts students can produce with tools exclusive to our GameUp platform. Attendees will also delve into differentiated task designs, concrete goal-setting, and the importance of integrating BrainPOP in conjunction with specific educational initiatives at the school or district level.

***Workshop Length: 3 or 6 Hours, With Custom Options Available***

### ***Embedded Professional Learning:***

Embedded Professional Learning is a time-effective, context-specific, and economical way to help your community learn about our resources and get the most they can out of a subscription. Host a BrainPOP "Lead Learner" (an award-winning current or former teacher) at your site and customize the training they deliver to best meet the needs of students, faculty, and administration. Whether our Lead Learner helps model a specific lesson in class, facilitates a faculty meeting, or runs a small-group training, your community will experience best practices in action. We work within the time frame of a standard school day, so no substitute teachers, additional hours, or dedicated PD days are needed.

***6 Hour – fully Customized***

### ***Assessment:***

Through an exploration of meta-cognition and the various ways we learn, this workshop aims to characterize different approaches and help teachers differentiate assessment and evaluate outcomes. We'll cover a number of methods for using BrainPOP content and tools like game play, concept mapping, and custom quiz creation for formative and summative assessment. Participants will learn to better assess students' understanding and progress through data and digital artifacts created with BrainPOP features.

***Workshop Length: 6 Hours + Online Coaching***

***Differentiation:***

By exploring various approaches to differentiation, this workshop will provide practical applications for teaching students with a range of readiness, interests, and learning needs. We'll consider the many paths teachers can take to reach students, incorporating specific BrainPOP content and tools. Participants will learn to tap into student choice and adapt activities for all kinds of learners.

***Workshop Length: 6 Hours + Online Coaching***

***STEM & the Next Generation Science Standards:***

Attendees will participate in a model lesson anchored to a chosen NGSS performance expectation, and delve into the standard's practices, core ideas, and cross-cutting concepts. They'll discuss and address the importance of ensuring students in any grade can formulate questions and explore possible answers via research, collaboration, and model engineering. This workshop highlights the ways BrainPOP content can support learner achievement using these and other STEM skills.

***Workshop Length: 6 Hours + Online Coaching***

***Creative Coding:***

This workshop will introduce coding as a 21st century literacy and illustrate best practices for integrating it into existing curriculum. In a hands-on forum that models the student experience, teachers will use BrainPOP's JavaScript and Scratch-based creative coding tools to demonstrate understanding of a chosen subject. We'll also address assessment practice for coding projects: evaluating process, code, content, and creativity. This introductory workshop is ideal for teachers with or without prior coding experience who wish to introduce these projects for student expression.

***Workshop Length: Available as one half of a 6 hour course; "Integration and Best Practice" in the morning and "Creative Coding" in the afternoon.***

***Coaching:***

*Customized online coaching plan will be developed with your trainer and will be completed in three months. Coach can dedicate up to two hours for full day workshop and one hour for 1/2 day workshop.*





# Quote

Date	Quote #
01/22/2019	US519152173R

Payment Status  
**Open**

## Bill To Attention

Accounts Payable  
Yonkers Public Schools  
One Larkin Center  
4th Floor  
Yonkers NY 10701  
United States

Username	E-mail	Start Date	End Date
yonkers	gbell@yonkerspublicschools.org	08/03/2019	08/02/2020

Item	Type	Quantity	Description	Rate	Amount
District Combo 24/7, per school	Renewal	31	Unlimited Access to BrainPOP, BrainPOP Jr., BrainPOP Español and BrainPOP Francais for School District (includes home access) for 12 Months. brainpop.com, jr.brainpop.com, esp.brainpop.com and fr.brainpop.com	2,550.00	79,050.00
District BP 24/7, per school	Renewal	7	BrainPOP for School District (includes home access) for 12 Months. www.brainpop.com	1,895.00	13,265.00
District ELL, per student	Renewal	3,000	ESL District Access is available 24 hours a day from school and home for students, faculty, and parents. esl.brainpop.com (~3,000 students across district.)	2.05	6,150.00
Reference	Renewal	1	31 @ BrainPOP Combo renewal access for:  Casimir Pulaski - un: yonkers1 Cedar Place Elementary - un: yonkers2 Cross Hill Academy - un: yonkers3 Enrico Fermi - un: yonkers6 Eugenio Maria De Hostos - un: yonkers7 Family School 32 - un: yonkers32 Foxfire School - un: yonkers8 Kahlil Gibran School - un: yonkers11 King Tech Computer Magnet - un: yonkers12 Montessori School 27 - un: yonkers27 Montessori School 31 - un: yonkers 31 Museum School 25 - un: yonkers25 Paideia School 15 - un: yonkers15 Paideia School 24 - un: yonkers24 Patricia Dichiaro Elementary - un: yonkers4 Pearls Hawthorne - un: yonkers19 Scholastic Academy 18 - un: yonkers35 School 05 - un: yonkers5 School 09 - un: yonkers9		

\* Please include any applicable tax exemption certificates for your school/district along with your order.

## Remit to:

BrainPOP Accounts Receivable 71 W 23rd St., 17th Floor | New York, NY 10010 | Fax: 866-867-6629

Please make all checks payable to 'BrainPOP'.

Email: purchaseorders@brainpop.com



# Quote

Date	Quote #
01/22/2019	US519152173R

Item	Type	Quantity	Description	Rate	Amount
			School 13 - un: yonkers13 School 16 - un: yonkers16 School 17 - un: yonkers17 School 21 - un: yonkers21 School 22 - un: yonkers22 School 23 - un: yonkers23 School 29 - un: Yonkers29 School 30 - un: yonkers30 Robert C Dodson - un: yonkers26 Rosmarie Ann Siragusa - un: yonkers33 Thomas Cornell Academy - un: yonkers38 Yonkers Montessori Academy - un: yonkers37		
Creative Coding		10	Unlimited school access to Creative Coding projects available 24 hours a day for 12 months.	795.00	7,950.00
Subtotal					106,415.00
Multi-Site Discount (31-40)	Renewal		20% discount for an order of 31-40 schools.	% -20.00	-21,283.00
Subtotal					85,132.00
Discount	Renewal		30% Additional courtesy renewal discount per Key% Accounts Manager. Discount not guaranteed on future renewals.	-30.00	-25,539.60
Reference	Renewal	1	7 @ BrainPOP renewal access for:  Gorton HS - un: yonkers10 Lincoln HS - un: yonkers14 Riverside HS - un: yonkers20 Roosevelt HS - un: yonkers28 Palisade Preparatory - un: yonkers18 Saunders Trades & Tech. HS - un: yonkers34 Yonkers Middle High School - un: yonkers36		
Reference	Renewal	1	BrainPOP ESL access for ~3,000 ENL students across district.		
Reference		1	10 @ BrainPOP Creative Coding for:  Schools to be determined based on highest usage.		
Quote valid for 90 days. All amounts listed are in USD. This subscription is governed by the Terms of Use and Privacy Policy posted on www.brainpop.com, as amended from time to time. By accepting this quote, you agree to these terms. Changes/modifications to the terms must be approved and signed by an authorized representative of BrainPOP. Terms and conditions submitted with any Purchase Order shall not apply to this subscription.				Total	\$59,592.40

## Contact Information

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The primary contacts for BrainPOP's proposal for Yonkers Public Schools is:

Name: Shalon Thomas  
Title: Key Account Director  
Phone: 212-574-6097  
Email: [sthomas@brainpop.com](mailto:sthomas@brainpop.com)

Name: Chris Cook  
Title: Key Account Manager  
Phone: 212-574-6101  
Email: [ccook@brainpop.com](mailto:ccook@brainpop.com)

Name: Clever Integration & Support Contact  
Email: [onboarding@brainpop.com](mailto:onboarding@brainpop.com)

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