

## PERFORMANCE BASED CONTRACT GUIDELINES

1. WHAT IS THE PURPOSE AND SCOPE OF THE SERVICE? (Describe in detail any services to be provided or materials to be purchased)

BrainPop offers cross-curricular topics for elementary through high school students. The subjects covered include Science, Math, Social Studies, ELA, Digital Citizenship, Engineering, Technology, the Arts, and English as a second-language. It is a supplemental resource that is engaging to students and standards-based. In addition, a Creative Coding application has been added at no cost to increase knowledge and practice in engineering principles at the earliest ages.

2. AMOUNT OF SERVICE?

(Set forth the monetary value of the proposed agreement and quantities and/or amounts of time required to be devoted to the contract and describe where services are to be provided as specified in Schedule "B")

User account implementation with district's technology team and BrainPop instructional and tech support. The amount will be \$91,867.56.

3. WHO IN THE SCHOOL DISTRICT IS SERVED?

(Describe whether services are to be provided directly to students, to staff, etc.)

Individual user accounts for all PK-12 grade students, teachers, and administrators.

4. WHO WILL PROVIDE SERVICES?

(If individual providers are contemplated, set forth the names and qualifications of the service providers)

The BrainPop School Support Team will be providing services, including representative Scott Cook and support@BrainPop.

4a. WILL THE CONTRACTOR BE UTILIZING ANY SUBCONTRACTORS OR VOLUNTEERS IN FURTHERANCE OF THIS AGREEMENT? **IF YES, PLEASE LIST ALL OF THEIR NAMES AND CONTACT INFORMATION.**

None

5. WHAT WILL BE COMMUNICATED TO DISTRICT PERSONNEL, PARENTS, OTHERS ABOUT PROGRESS AND RESULTS OF THE SERVICES?

(How specifically will the contractor report to the School District (or parents, if applicable) about their progress towards achieving the goals of the contract?)

BrainPop provides a monthly and annual reports will provide an automated monthly activity report to designated administrators. Product information is also available through webinars and newsletters.

The Executive Director of Social Studies, Science, and Inquiry also plans and monitors professional development for teachers participating and usage of the program on a regular basis as BrainPop is accessible through the district's Clever management system.

6. HOW WILL THE SCHOOL DISTRICT JUDGE THE QUALITY OF SERVICES? (Set forth the method which will be used to evaluate contractor's performance)

Quality is judged through usage reports showing cumulative student data. The quality is also evaluated through feedback from administrators and teachers across the district.

7. INDIVIDUALS RESPONSIBLE FOR ADMINISTERING THE CONTRACT.

Vendor Name: BrainPOP LLC  
Vendor Address: 71 W 23rd St, New York, NY 10010  
Vendor Phone No.: 212-574-6101  
Vendor Business Status: (corporation, non-profit individual, unincorporated)  
Vendor Contact Name: Chris Cook  
Vendor Contact Email: [chrisc@brainpop.com](mailto:chrisc@brainpop.com)  
Tax ID No.:

School District Administrator Name: Elan Kheyman  
School District Administrator Title: Director of Instructional Technology and Innovation  
School District Administrator Phone No.: 914- 376-4773  
School District Administrator Email: [ekheyman@yonkerspublicschools.org](mailto:ekheyman@yonkerspublicschools.org)

8. ARE THE SERVICES PURSUANT TO A GRANT AGREEMENT? **IF YES, WHAT IS THE GRANT, AND WHAT ARE THE GRANT REQUIREMENTS RELATED TO THIS AGREEMENT?**

No

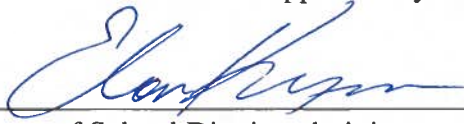
9. WILL THE CONTRACTOR BE RECEIVING ANY STUDENT DATA OR OTHER DATA FROM YONKERS PUBLIC SCHOOLS? **IF YES, PLEASE DESCRIBE. IF STUDENT DATA IS BEING SHARED, PLEASE P**  
**.320ROCEED TO QUESTION 10 BELOW.**

Yes, student information is needed for processing individual user accounts. The information required is first and last name, grade level, and student ID number. There is no other personal information that is required or shared. The student information is for educational purposes at the district or for the student/parents. Student data is not shared to any third parties.

10. WILL THE STUDENT DATA BE USED FOR THE PURPOSE OF DEVELOPING, VALIDATING, ADMINISTERING STUDENT AID PROGRAMS, OR IMPROVING INSTRUCTION? **IF YES, PLEASE SPECIFICALLY DESCRIBE.**

Student data will be retained and assessed only for the use by the teacher or administrators.

Performance Based Guidelines  
Reviewed and approved by:



\_\_\_\_\_  
(Signature of School District administrator/employee)

ELAN KHEYMAN

\_\_\_\_\_  
(Printed Name)

