San Leandro Unified School District

Naviance Proposal

Prepared by: Eric Copsey
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June 16th 2014

Rosanna Mucetti
Asst Superintendent Educational Services
San Leandro Unified School District
14735 Juniper St
San Leandro, CA 94579

Ms. Mucetti,

Thank you for the time you have invested in helping Hobsons understand the specific goals that San Leandro Unified is working towards. As we have discussed, we are confident that you can leverage the Naviance platform to achieve the following key objectives:

- Increasing student readiness for both college and career
- Promoting parent engagement by providing more visibility into their students' post secondary planning
- Enhanced data collection on key college and career metrics
- Giving counselors tools to help reach all their students

Hobsons already helps millions of educators, administrators, students, and families maximize success through every stage of the learning lifecycle. As a result of this experience, Hobsons is the logical, natural choice of education administrators in achieving goals similar to those you outlined in our conversations.

Hobsons is committed to exceeding your expectations through teamwork, innovation, and industry leadership. No other education technology company can provide such a comprehensive set of solutions through one integrated system. We believe these are important factors to consider as you make your decision.

Thank you for the opportunity to submit the attached proposal. I look forward to speaking with you soon to discuss this in detail and help San Leandro in your mission to educate and inspire students to achieve their personal best.

Sincerely,

Eric Copsey
District Account Executive
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Hobsons Overview

At Hobsons, our mission is to maximize student success and institutional effectiveness to create the world-changers of tomorrow. We believe in the transformative power of education and the opportunity it provides for successful outcomes in all aspects of life.

Since our founding in 1974 we've grown to become one of the leading education technology companies in the world, serving millions of students across more than 7,500 schools, colleges, universities and nonprofits. Our strong relationships in the teaching and learning community provide us with the knowledge we need to offer a broad range of solutions that meet the challenges faced by students at all stages of the "P-20" education pipeline.



We understand that the decisions students make are cumulative, and academic choices made early on have a far-reaching impact on their futures. Students who make the connection between learning and life success become more personally invested in their education and are more apt to take advantage of the resources available to them.

The solutions offered by Hobsons increase student and family engagement as well as provide a robust set of tools to improve academic performance. By capturing more data and reporting and analytics, Hobsons empowers teachers, counselors and administrators with new ways to monitor and evaluate students' progress.

At the core of the Hobsons K-12 portfolio is Naviance, the world's most widely adopted college and career readiness platform.



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The Naviance Platform

Naviance is a college and career readiness platform that helps connect academic achievement to post-secondary goals. Its comprehensive college and career planning solutions optimize student success, enhance school counselor productivity, and track results for school and district administrators.

Naviance enables schools and districts to create personalized success plans for each of their students, and aligns to many state mandates for individual learning plans. The solution offers a core set of functionality that enables students and counselors to connect college and career planning to individual student goals. The platform allows students to collaborate with educators to: set personal goals and tasks; search for colleges; and explore careers based on personal skills and interests.

In addition, the Naviance platform offers schools and districts the flexibility to customize the solution to their needs, and add additional functionality that extend the reach of their college and career readiness efforts. These solutions include:

- The Naviance College & Career Readiness Curriculum
- Adaptive Test Preparation for PSAT, SAT and ACT
- Electronic Transcript and Document Exchange
- Course Planning
- Alumni Tracking
- Additional solutions available in the Naviance Marketplace

The Naviance Marketplace provides a wide variety of third-party solutions that complement a school's Naviance implementation. Learn more at http://www.naviance.com/marketplace

The following sections provide more detailed information on the elements of the Naviance platform included in this proposal.

Student and Family Portal

The Naviance Family Connection portal provides students with web-based and mobile access to help students plan for their futures and stay in communication with school staff about their post-secondary goals. Parents have visibility into their students' progress and can see where they may need extra help.

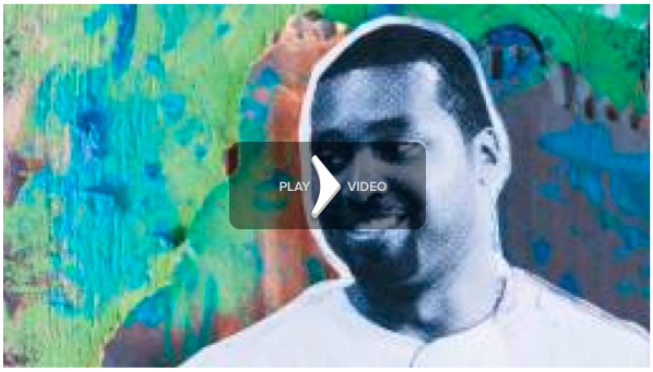
Self-Discovery and Career Exploration

Naviance empowers middle and high school students to learn more about themselves by reflecting on their strengths and interests. Students can identify careers that match their interests and understand the academic preparation required to ensure workplace readiness.

GALLUP® StrengthsExplorer® Recommended for students in grades 6 – 10, Gallup StrengthsExplorer® identifies each student's three strongest emerging talents. The results include strategies for capitalizing on those strengths to apply them towards success in school, career and life.

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Students can also learn from leaders in career fields of interest to them. The Roadtrip Nation Interview Archive features over 3,500 videos of leaders who candidly discuss hardships they faced, obstacles they overcame and how they achieved success on their own terms. Leaders interviewed include Soledad O'Brien, Michael Dell, Craig Newmark (Craigslist), and Howard Schultz (CEO of Starbucks).



Learn More at http://vimeo.com/58454032.

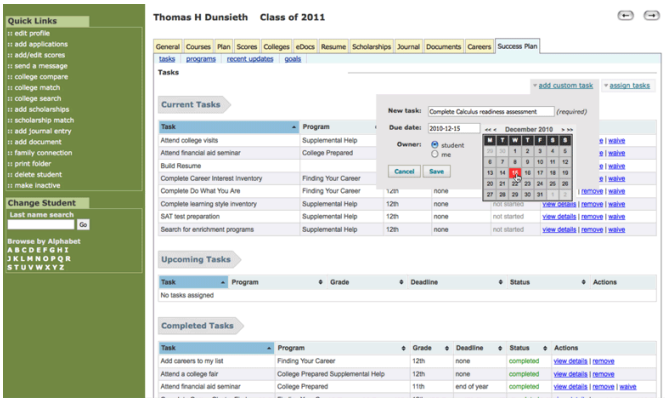
The Cluster Finder and Career Interest Profiler help students identify specific careers that match their interests, including career descriptions, academic preparation and requirements, as well as wage information at the city, state, and national level for more than 1,000 careers with their associated Holland profiles. More than 600 of the careers have videos associated with them, many offered in English and Spanish. Naviance reporting tools give teachers, counselors and administrators comprehensive information regarding student career interests to guide curriculum planning, career days, and other activities.

Learn more at http://vimeo.com/24627921.

Goal Setting and Task Management

Naviance offers a robust set of tools to help students tie college and career planning efforts to specific tasks and goals. The solution provides schools the ability to customize the career and college readiness experience by school, grade-level, group and individual student. Naviance ensures that every student has meaningful goals for the future, and an action-oriented plan for achieving his or her goals.

Counselors, teachers and parents are equipped with the tools and data to effectively monitor and coach students toward their goals. Schools and districts can create a library of tasks using rich content including images, media files and document attachments. Tasks sync with the Naviance Student mobile app, allowing students to stay on track and communicate with counselors on the go.



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This provides the basis for a comprehensive college and career readiness program that enables school and district administrators to track student progress towards goals and identify areas for improvement. All functional areas work together to help facilitate the successful transition of students from middle school, to high school, to post-secondary success.

Learn more at http://vimeo.com/55952408.

College Search and Planning

Naviance creates and supports a college-going culture by encouraging all students to explore post-secondary education options. Students and parents are given valuable insight into the college admissions process with the best college search tools on the market, including scattergrams, college visit scheduling, scholarship opportunities, application statistics and much more. Students can track their college applications and clearly see what still needs to be done, make sure they are meeting deadlines, and even make requests for transcripts or teacher recommendations. Students can access college research tools and plan college visits with the mobile app.

Learn more at https://vimeo.com/42340184.

Counselors and teachers are able to manage the college advising process and assist students with planning, preparation, and eventual enrollment in post-secondary institutions. Counselors can track applications, teacher recommendations, record transcript requests, track student milestone completion, survey students on multiple issues, personalize mass communications, and more. With Naviance, students can also research extra-curricular and academic enrichment programs.



Multiple reports provide insight into individual school and overall district progress on college admissions. You can quickly generate reports on student outcomes and disaggregate by gender, ethnicity, or other groupings.

Learn more at: http://vimeo.com/55967630.

Course Rigor and Planning

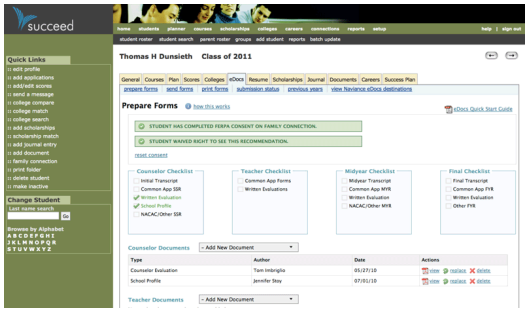
With Naviance Course Planner, counselors can electronically manage course planning and help students see how their plans affect their futures. School staff can build Plans of Study with graduation requirements and recommended coursework for four-year college-bound students, technical education seekers, and any other student group, and easily review their students' course plans.

Using educator-created Plans of Study, students build their own course plans, creating a sense of ownership over their paths through high school. Students can see if their course plans satisfy high school graduation requirements, as well as college entrance requirements for schools on their college application lists. Plus, they can identify areas where they can increase academic rigor to improve their college admissions chances. Parents view student plans and provide informed suggestions and encouragement. Reports help educators see student progress, provide insight into academic rigor for different groups of students, and predict demand for courses in future years.

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Electronic Document Preparation and Transfer

Though our relationship with Parchment®, Hobsons allows high school counselors, registrars, and teachers to securely send student application forms, recommendations, transcripts, and school profiles electronically to more than 3,000 participating colleges and universities – including all members of the Common Application.

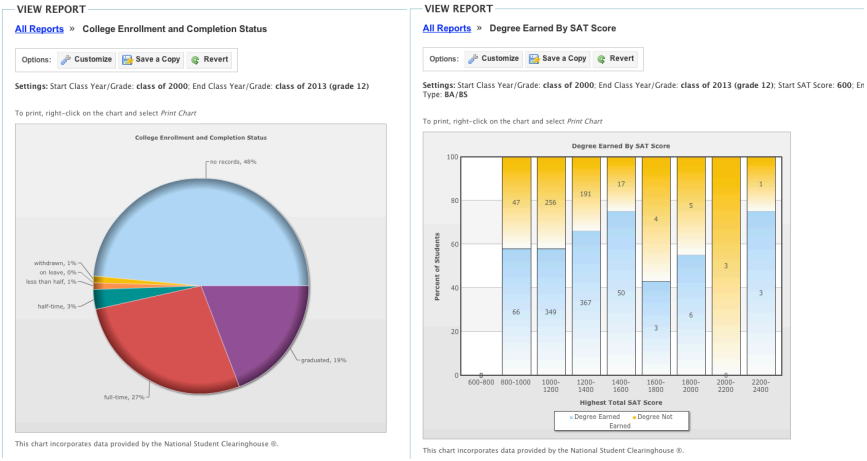


Naviance eDocs saves time and money while reducing the stress associated with meeting deadlines for delivering credentials throughout the college admissions process. Students can view the status of their application materials in Family Connection, keeping them informed without additional e-mails and phone calls to staff.

Learn more at http://vimeo.com/24627997.

Alumni Tracking

Only Naviance makes it possible to integrate data from the National Student Clearinghouse® about graduates' college enrollment and completion status with the world's premier student success platform. Schools and districts can determine how their graduates are performing after high school and report on progress. The data also help schools to focus on opportunities to improve the college-going culture for all students.



Schools can submit alumni information to the Clearinghouse directly from Naviance, and the Clearinghouse automatically populates post-secondary outcomes. Naviance allows schools and districts to deliver much greater functionality at a much lower cost versus building a separate data warehouse to track alumni outcomes. As a result, schools can save tens of thousands of dollars and hundreds of staff hours while making data more readily available to educators and families through a system they already depend on in their daily work.

Learn more at http://vimeo.com/49241206.

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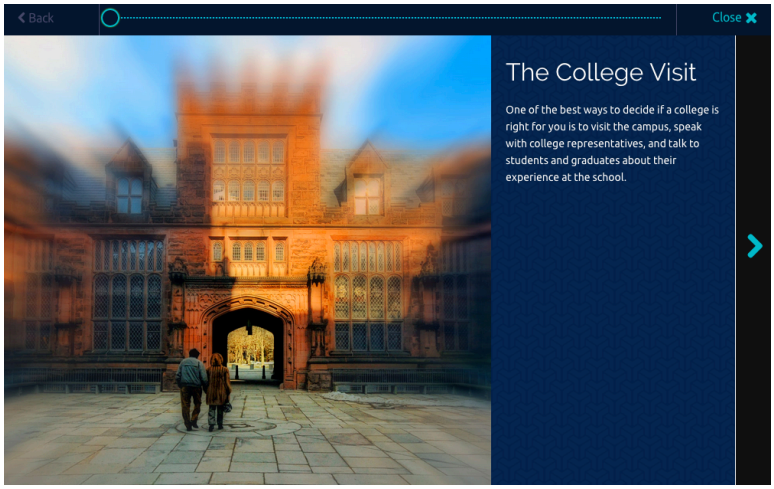
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Naviance College & Career Readiness Curriculum

The Naviance College and Career Readiness Curriculum is a blended learning experience for students in grades 6-12 that helps students develop the skills and college knowledge needed to reach their post-secondary goals and instills confidence so they know that they can persevere.

The Curriculum equips students in critical areas that research shows increase students' likelihood of reaching their post-secondary goals. The Curriculum helps students to:

- See What's Possible
- Develop Critical Non-Cognitive Habits
- Acquire College Knowledge
- Take Ownership Over Their Path



The Naviance Curriculum provides a sequence of lessons and activities that connect the tools within the Naviance Platform. The Curriculum also enables schools to assess readiness at each grade level with pre- and post-assessments college knowledge and non-cognitive skills. The assessments also allow schools to more effectively target students who may need additional support.

Curriculum Impact

During a pilot conducted in the 2013-2014 school year: *Over 50% of students showed readiness gains with an average 8 percentage point increase in college knowledge and financial literacy between pre- and post-assessment.*



Curriculum Design

Developed in collaboration with Roadtrip Nation, the Naviance Curriculum addresses the college readiness standards outlined by the U.S. Department of Education, including assessing college readiness, reaching out to adult supporters, academic preparedness, the financial aid process, and guidance through the college application process. The Curriculum is also aligned to the American School Counselor's Association National Standards for Students (2014).

Learn More at https://vimeo.com/88476137.

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AchieveWorks℠

AchieveWorks assessments support a personalized learning approach, working together to provide you with a comprehensive profile of each student's strengths and giving students the tools they need to take charge of their own learning. Discover how each student learns best and views the world. Review strategies to encourage student engagement in class and deliver instruction that accommodates all learners. AchieveWorks includes:

- **Do What You Are®:** Used by millions of students to discover which of 16 personality types is most like them. Personality type and career interest survey results reveal which careers and college majors offer the greatest likelihood of success. Prepare students for more educated decision making and goal setting with these insights.
- **MI Advantage™**: Uses multiple intelligences theory to generate a comprehensive, personalized report covering nine distinct intelligences such as interpersonal intelligence and logical-mathematical intelligence. Students discover cross-intelligence strengthening strategies to build on current talents. Great for learning to accept differences – and sharing with parents!
- **Learning Style Inventory:** The most used learning style program in the education community around the world. Identify each student's environmental, emotional, sociological and physical preferences to create their best possible learning environment at school and home.

Offered by assessment provider Human eSources.

The Career Key®

The Career Key is a scientifically valid measure of Holland's six personality types for students in grades 6-12. Students are matched with careers based on their personality type and interests. The assessment is fully integrated with Naviance.

- **Accurate:** Career Key is one of the few tests that truly measures the Holland six personality types, according to scientific studies.
- **Respected:** Professional counselors have trusted this assessment for over 20 years. It is based on the most respected and widely used career theory, Holland's Theory of Career Choice.
- **Best Fit:** Career Key's scientific matching system enables students to identify careers that match their set of interests, traits, skills and abilities. Students can then explore related college majors in Naviance.
- **Proven Success:** Research shows close personality-career and college major matches predict success and satisfaction.

Career Key's author is nationally recognized counseling psychologist, Dr. Lawrence K. Jones.

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Professional Development, Implementation and Support

Hobsons K-12 solutions have been successfully deployed at thousands of schools, and we use that experience to ensure that new users can quickly begin realizing the benefits of our solutions through our required training, consulting and expert customer service.

Professional Development - Training

Part of our methodology for successful deployment of Naviance for a school or district is incorporating professional development for staff into every implementation. The Hobsons Professional Development team crafts learning plans so that the right users receive the right training at the right time.

We offer flexible options for training school staff, with onsite sessions and web-based courses, as well as online tutorials and help topics that can be accessed at any time. We also have train-the-trainer programs to assist schools in training their students and parents. All courses can be taken in web-based format or in-person at the school's location. Our comprehensive curriculum coupled with highly professional course instruction provides Naviance users with the skills and knowledge needed to effectively utilize the Naviance solution.

Implementation – Consulting

For districts and school consortiums, Hobsons K-12 Professional Services consultants assist with implementing Naviance and other solutions across multiple sites and a large number of end-users. Our consultants build implementation and professional development plans, assist with importing new data and prepare import files for automation, review user roles and rights, ensure the user list is properly maintained and design custom surveys and reports.

A five-phase methodology is the cornerstone of our Consulting Services. This methodology uses a hands-on approach, incorporates best practices and ensures that we provide the tools your school needs to improve student outcomes. Our consulting programs offer peace of mind by enabling you to leverage the collective experience of Naviance professionals. Our consultants advise you to make the right decisions early and accomplish critical tasks to ensure your implementation is on the right path. They provide strategic guidance as well as tactical, hands-on support to augment your implementation efforts. Our prepackaged programs can guide you through all the stages of implementation.

Implementation Package

The Naviance Implementation Package consists of three toolkits to guide counselors, teachers, and administrators during the implementation process. These toolkits provide best practices on how to incorporate Naviance into your school's culture, and accelerate engagement among all stakeholders by leveraging strategies proven effective with users across thousands of schools worldwide.

Implementation Guide - For new schools and districts, our Implementation Guide provides worksheets, checklists, and templates to ensure a smooth and timely rollout to school staff, students and families. This includes recommended activities and milestones for staff and students broken down by grade level.

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The Implementation Guide includes our proven five-phase Consulting Services Methodology, a sample 90-day implementation timeline, school activity calendar and checklist, data import checklists, configuration recommendations, Family Connection rollout strategy, and suggested key performance indicators.

Family Connection Engagement Package - Engaging families in the post-secondary planning process is key to student success. The Family Connection Engagement Package provides best practices and resources for schools to educate parents and guardians on the role they play in their students' college- and career-readiness activities. The package includes:

- One student brochure on how to use Family Connection
- Two parent brochures on how to use Family Connection
- Six quick reference guides for students on Getting Started, College Planning, Career Planning, Success Planning and Course Planning
- Three quick reference guides for parents on Getting Started, College Planning, Career Planning, Success Planning, and Course Planning
- Communication templates for Family Connection awareness among parents and guardians
- List of activities that foster student use of Family Connection

All materials in the Family Connection Engagement Package are provided in English and Spanish.

Teacher Engagement Package - The Teacher Engagement Package educates teachers on how to incorporate Naviance into the classroom, with the goal of helping students connect learning and life. Using Naviance in the classroom will have a strong, positive effect on student achievement, and empowering teachers is one of the best ways to infuse Naviance into your school's culture. The package includes:

- A seven-module online training series reviewing components of Naviance and PrepMe that are relevant to teachers
- One teacher brochure on how to use Naviance
- Communication templates for Naviance and PrepMe teacher awareness and a sample distribution plan for administrators
- Quick reference guides for teachers on Getting Started with Naviance, PrepMe for Teachers, and Success Planning in the Classroom
- Lesson plan samples focusing on classroom activities that incorporate Naviance and PrepMe
- Roadtrip Nation and PrepMe extension activities for applied learning

Support

Hobsons maintains a robust staff dedicated to developing and supporting the Naviance platform. The staff consists of a team of success managers, training specialists, consultants, technical support specialists and product engineers dedicated to supporting our clients to help achieve student success objectives.

Once a school or district becomes a Hobsons client, they are assigned a success manager who serves as a single point of contact. The success manager ensures the client stays well informed of Naviance events, updates, and new features. They are also instrumental in sharing best practices and suggestions for usage based on what has worked well with other accounts similar in size and scope.

In addition to having the support of a Naviance consultant and trainer throughout the implementation life cycle, schools and districts have access to Naviance Support Services to answer questions related to

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system usage and functionality. Naviance Support Services are available via phone, e-mail or through online help between 8 a.m. – 7 p.m. EST weekdays. 96% of phone calls are answered by live representatives with no hold time. During business hours, web support inquiries can expect a two-hour response time.

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Investment Summary - Option 1

Software Solutions:

Term	Product	
12 months	**Naviance for High School** - $3 per student x 2750 students	$8,250
	Naviance for Middle School - $2 per student x 1981 students	$3,962
	Course Planner – both MS/HS - $1 per student	$4,731
12 months	**AchieveWorks –** Three Assessment Bundle ($1 per student)	$4,731
	The Career Key – Personality and Career Assessment ($195 per site)	$585
	Total Investment:	**$22,259**

Professional Services:

Term	Services	
12 months	**Professional Development**	
	- 4 (6-hour) Onsite Training Sessions	$6,000
	Implementation	
	- 40 Hours Consulting	$7,000
	- Family Connection Engagement Package ($400 per site)	$1,200
	- Teacher Engagement Package ($400 per site)	$1,200
	- Implementation guide	$875
	Total Investment:	**$16,275**

Total 1st year investment: $38,534

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