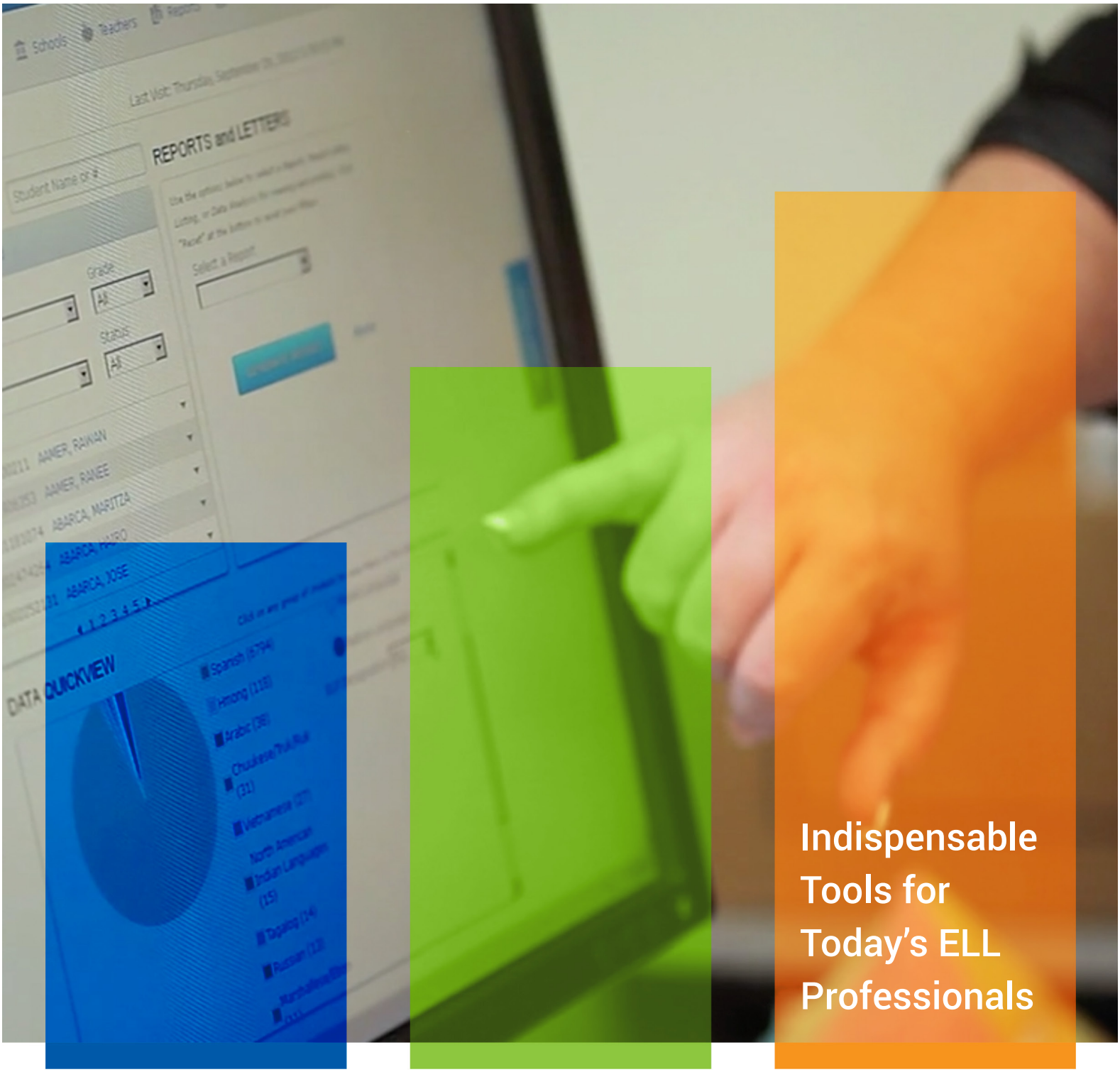


Indispensable Tools for Today's ELL Professionals

ELLEVATION

Prepared for:

Prepared by:

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Executive Summary

Ellevation is a software company exclusively focused on English Language Learners (ELLs) and the educators that serve them. Today, Ellevation serves more than 450 public school districts across 37 states. In the following proposal we'll discuss our approach to serving ELL professionals, identify benefits associated with using Ellevation, introduce technical requirements and an implementation timeline, and provide next steps on how to get started.

About Us

Our Story

Ellevation was initially conceived in 2006 by an ELL coordinator in North Carolina named Carrie Hill. The inspiration for creating the product grew out of the frustration that many ELL professionals like her experience every day; namely, overwhelming administrative burdens and communication obstacles that divert attention away from student instruction. Today, with our focus still rooted in the experience of educators, Ellevation develops tools that simplify administrative obligations, save time, and enable more effective instruction so that ELL students can thrive in school and beyond.

Our Mission

The success of our nation's underserved students is closely tied to effective teaching. To support hard-working and passionate educators, we develop solutions to improve instruction, enhance collaboration and maximize impact.

Fast Facts: 2016 At-A-Glance

2006 — In 2006 an ESL teacher and her father developed the first Ellevation platform

50+ — Ellevation team members as of February 2016

450+ — School districts served across the country

12,000+ — ESL / Bilingual educators served

1.2+ MM — ELLs impacted

Our Team

Ellevation, LLC is a company formed by educators to serve educators. The Ellevation team brings a diverse array of experiences and expertise to the work. In fact, many of our current employees are former ESL teachers.

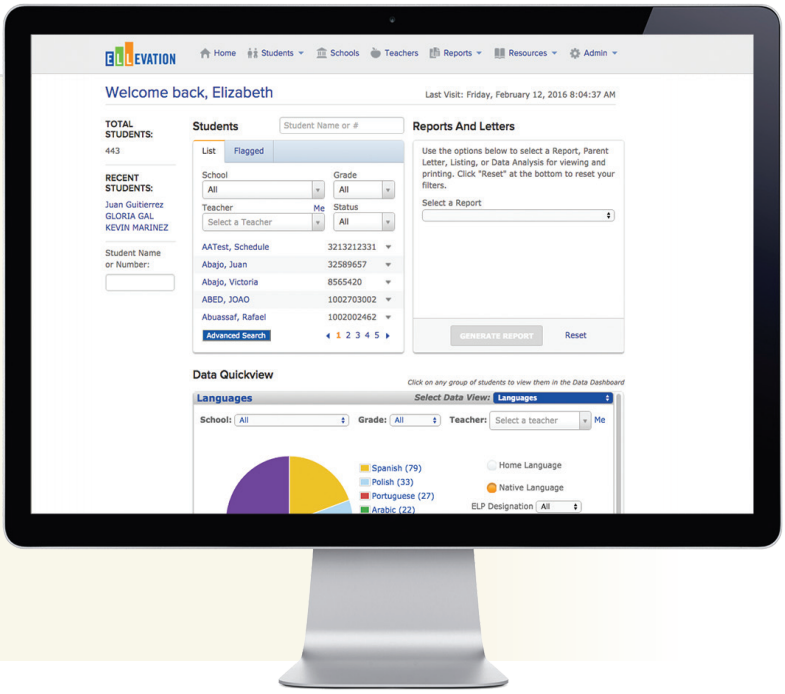
Our talented team continues to grow with offices in Texas, North Carolina, California, Illinois and Massachusetts. We currently serve over 12,000 ESL / Bilingual educators in 450+ school districts across the country impacting over one million English language learners.

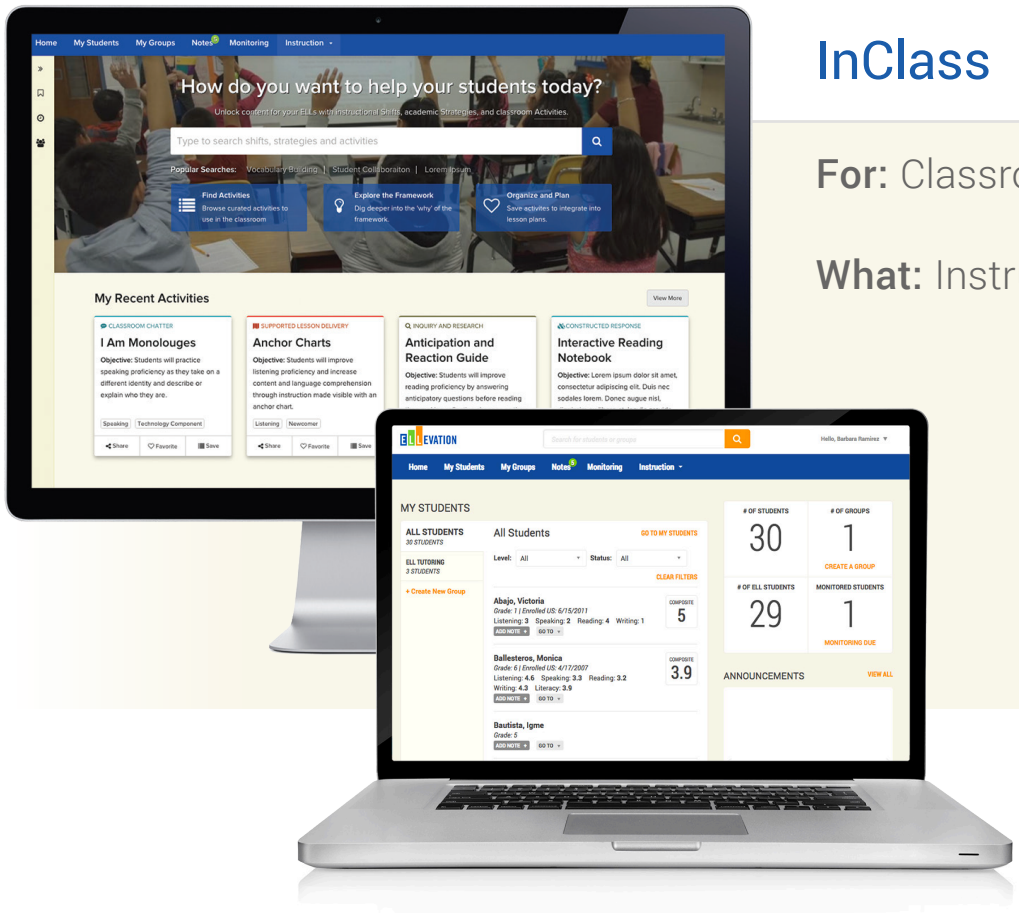
Main Platform

For: ELL Coordinators & Specialists

What: Program Management

- Data Analysis
- Record Keeping
- Reporting
- Standards Aligned Instructional Planning





InClass

For: Classroom Teachers

What: Instructional Support

- Effective Practices
- Strategies
- Activities
- Collaboration

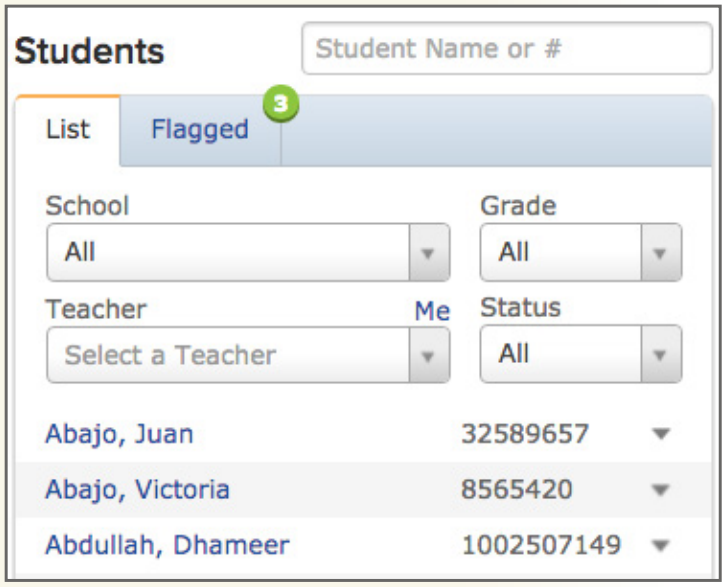
The Basics: Your English Language Learners

Ellevation offers educators a detailed look at English Learners. Using Ellevation, educators can review a student's proficiency level, accommodations and more, while monitoring current, reclassified, and exited students.

ELLs at a glance

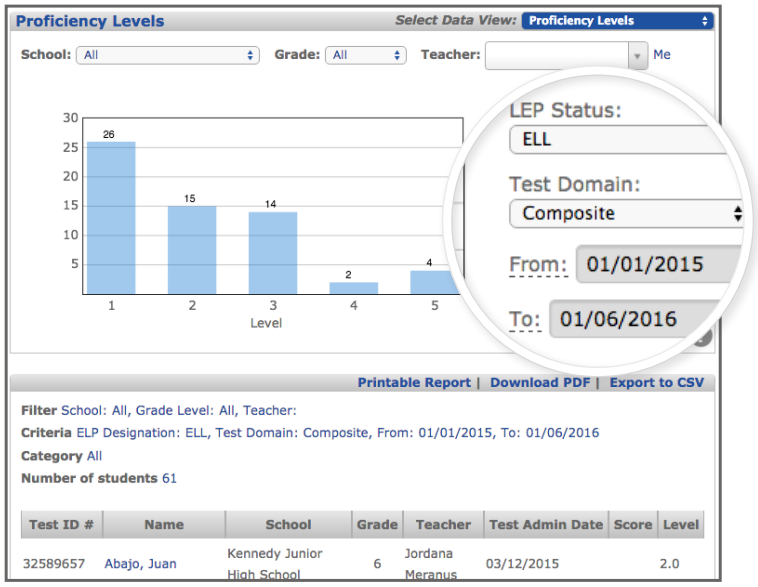
Get to know students more deeply.

Easily view a student's level, status, and history, and record notes.



Proficiency Levels

Review and group students by proficiency level based on English Language Proficiency assessments (including WIDA, CELDT, CELLA, TELPAS, NYSESLAT, ELDA, and many more).

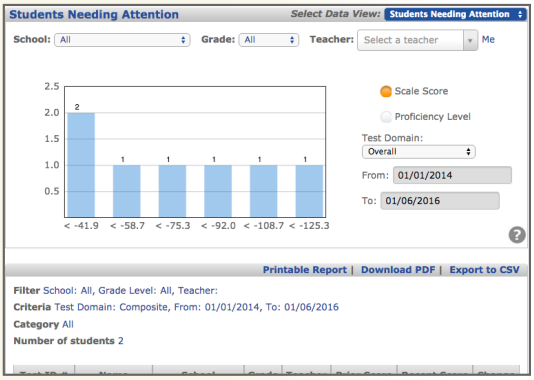


Data for Differentiation

The Ellevation Dashboard offers a comprehensive view of ELL-related data. Educators can filter and view data at the district, grade, classroom, and school levels to easily group students and view trends.

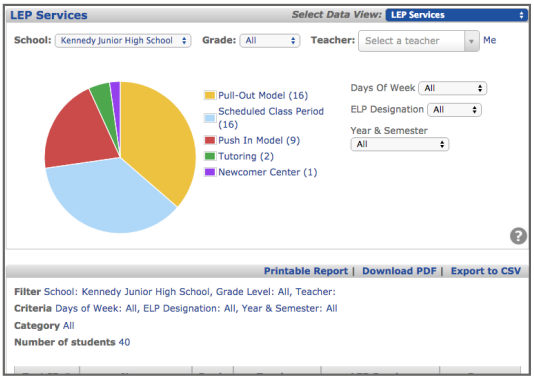
Students Needing Attention

Review students based on ELP assessment progress at the domain level to identify students that need attention.



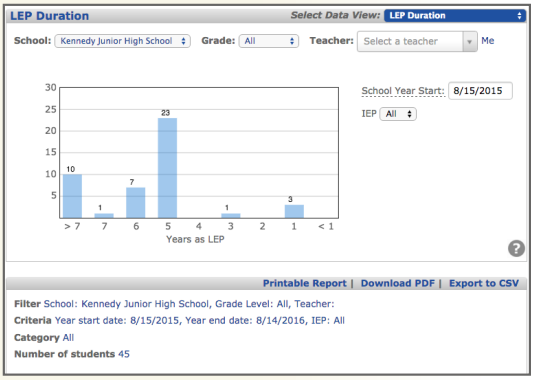
Services

View services being provided across a district or in a school, customized for the services offered in your state and district.



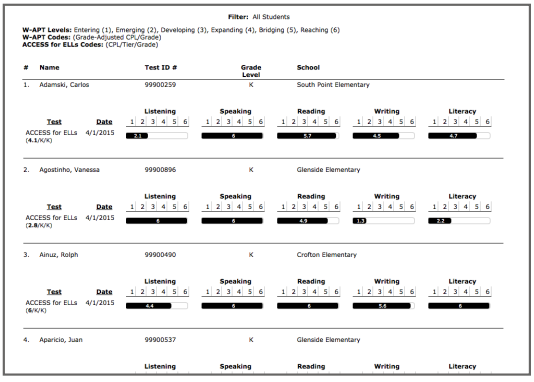
Duration / Long-Term ELLs

Easily identify students and the number of years as English Language Learners in order to prioritize for intervention, satisfy Title III reporting and more.



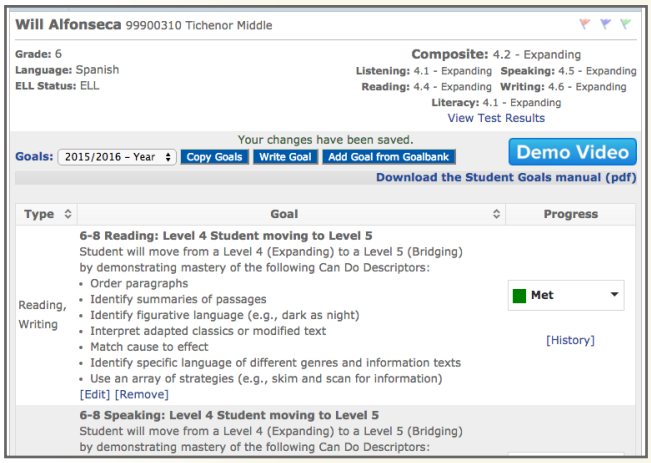
Score History Report

Review each student's ELP score progress by year, domain, level and scale score and identify important trends.



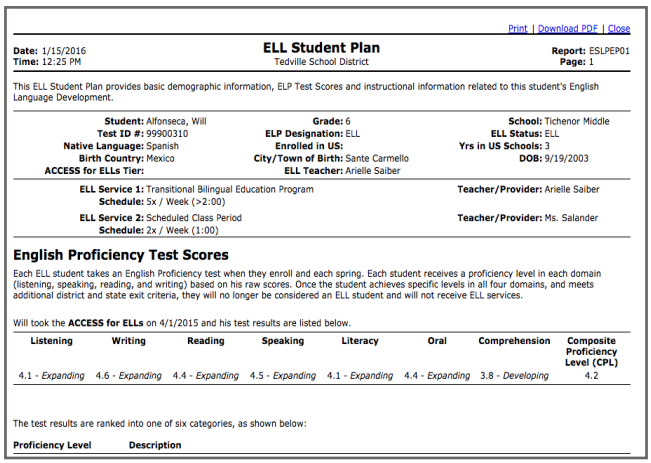
Personalizing Instruction

While all students have unique needs, ELLs can pose certain complexities rooted in cultural and linguistic differences. To personalize instruction for English Learners, educators can use Ellevation to get a sharp understanding of each student's strengths and challenges, and work closely with colleagues to develop plans and coordinate instruction.



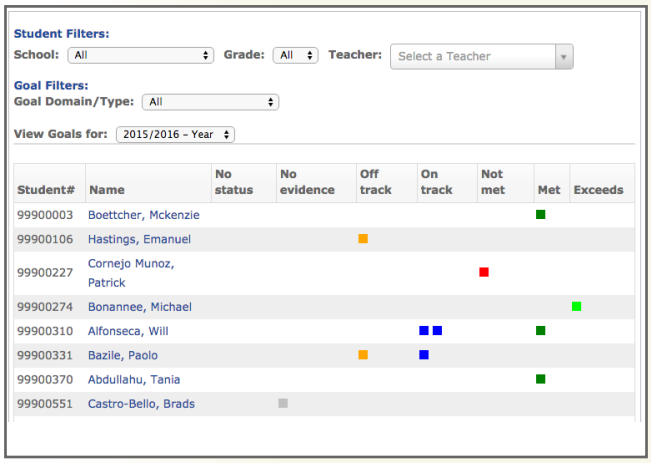
Goal Setting

Choose from over 800 pre-written ELD aligned goals, assign a goal to a student or group of students, and easily monitor and report out on progress.



Student Language Plans

Automatically generate an individualized learning plan to highlight student needs and collaborate with colleagues during PLCs, inquiry meetings, LPAC meetings, and more.



Progress Dashboard

Look at student progress easily at the classroom or school level and identify common challenges and topics for professional development.

Compliance and Parent Communication

How many ELL educators got into the teaching profession to spend an inordinate amount of time on compliance? No one we know. Ellevation automates a wide range of reports to save educators significant time and improve compliance.

Parent Letters

Automatically generate Title III required letters in 34 professionally translated languages.



إخطار الالتحاق ببرنامج اللغة الإنجليزية أو استمراره

الطالب: Rafael C Abuassaf
مستوى الدرجة: 8
المدرسة: Kennedy Junior High School
حالة الإجادة المحدودة للغة الإنجليزية (LEP): ELL

تقدم منطقتنا المدرسية برنامج تعليمات لغوية لمتعلمي اللغة الإنجليزية لاكتساب البراعة وتلبية نفس معايير المحتوى الأكاديمي الصعب وإنجاز الطالب المتوقعة بالنسبة لكل الطلاب.

بناءًا على نتائج ACCESS for ELLs ، تقييم معتمد من الولاية لقياس مستوى البراعة في اللغة الإنجليزية، يسعدنا أن نبلغك بأن ملفك مؤهلا للحصول على الخدمات المقدمة لمتعلمي اللغة الإنجليزية. فيما يلي النتائج التي اعتمدنا عليها في القرار الذي اتخذناه، بالإضافة إلى معلومات عن برامج اللغة الخاصة بنا وحقوق الآباء.

ونتائج تقييم البراعة في اللغة الإنجليزية الخاصة به موضحة أدناه: Rafael دخل ACCESS for ELLs في 03/17/2013

التركيب	معرفة القراءة والكتابة	التحدث	القراءة	الكتابة	الاستماع
3.8	3.8	4.0	3.8	3.8	4.0

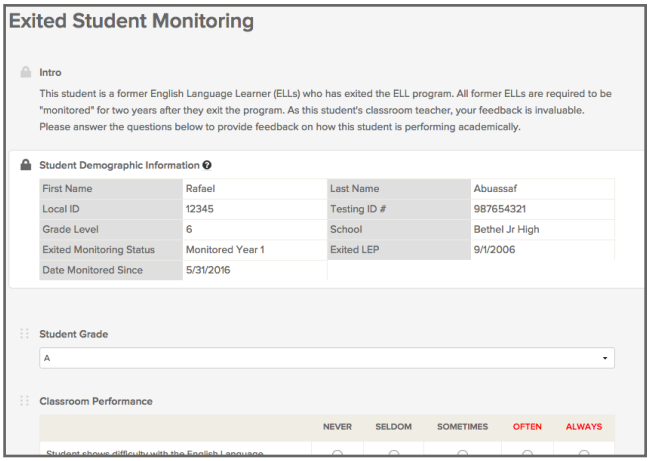
يتم ترتيب نتائج اختبار "تقييم الاستيعاب والتواصل بالإنجليزية من دولة لدولة لمتعلمي اللغة الإنجليزية" إلى الفئات التالية:

مستوى الإجادة	الوصف
1= الدخول	يعرف ويستخدم الحد الأدنى من اللغة الاجتماعية والحد الأدنى من اللغة الأكاديمية مع الدعم المرئي
2= ناشئة	يعرف ويستخدم بعض من اللغة الإنجليزية الاجتماعية واللغة الأكاديمية بشكل عام مع الدعم المرئي
3= التطوير	يعرف ويستخدم اللغة الإنجليزية الاجتماعية وبعض من اللغة الأكاديمية المحددة مع الدعم المرئي
4= التوسع	يعرف ويستخدم اللغة الإنجليزية الاجتماعية وبعض من اللغة الأكاديمية التقنية
5= الربط	يعرف ويستخدم اللغة الاجتماعية والأكاديمية بالعمل مع مادة مستوى الدرجة
6= الوصول	يعرف ويستخدم اللغة الاجتماعية والأكاديمية بأعلى مستوى يقيسه هذا الاختبار

عوامل إضافية تستخدم في تحديد أهلية طفلك/طفلتكم للبرنامج:
الأداء في الفصل الدراسي

Monitoring

Manage your monitoring process in Ellevation by setting up and sending custom digital monitoring forms to teachers, allowing them to complete the forms online.



Exited Student Monitoring

Intro

This student is a former English Language Learner (ELLs) who has exited the ELL program. All former ELLs are required to be "monitored" for two years after they exit the program. As this student's classroom teacher, your feedback is invaluable. Please answer the questions below to provide feedback on how this student is performing academically.

Student Demographic Information

First Name	Rafael	Last Name	Abuassaf
Local ID	12345	Testing ID #	987654321
Grade Level	6	School	Bethel Jr High
Exited Monitoring Status	Monitored Year 1	Exited LEP	9/1/2006
Date Monitored Since	5/31/2016		

Student Grade

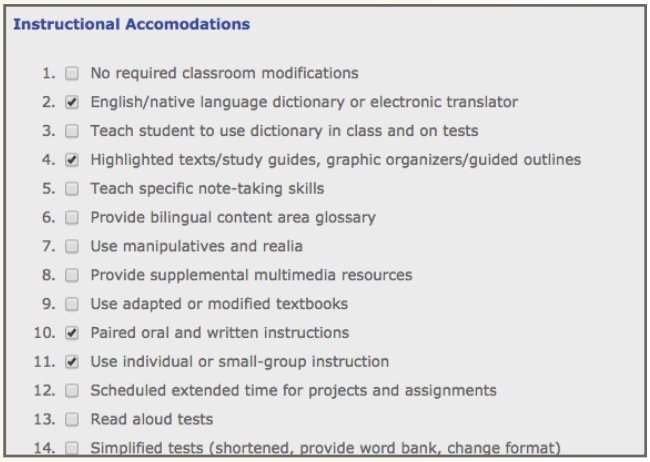
A

Classroom Performance

	NEVER	SELDOM	SOMETIMES	OFTEN	ALWAYS
Student shows difficulty with the English Language					

Accommodations

Record, track and report out on the approved testing accommodations recommended for English Learners.

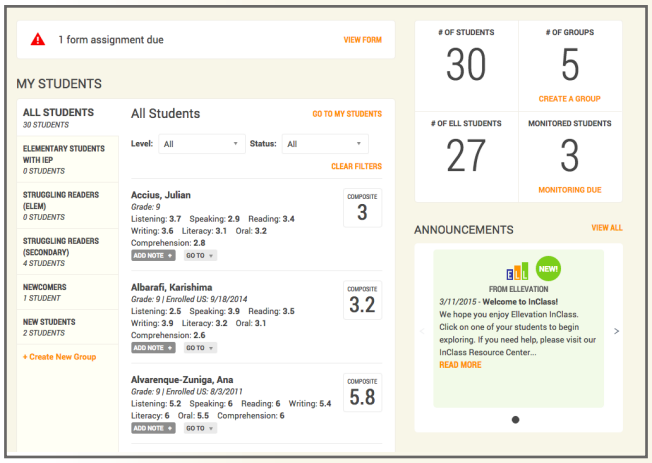


Instructional Accomodations

1. ☐ No required classroom modifications
2. ☑ English/native language dictionary or electronic translator
3. ☐ Teach student to use dictionary in class and on tests
4. ☑ Highlighted texts/study guides, graphic organizers/guided outlines
5. ☐ Teach specific note-taking skills
6. ☐ Provide bilingual content area glossary
7. ☐ Use manipulatives and realia
8. ☐ Provide supplemental multimedia resources
9. ☐ Use adapted or modified textbooks
10. ☑ Paired oral and written instructions
11. ☑ Use individual or small-group instruction
12. ☐ Scheduled extended time for projects and assignments
13. ☐ Read aloud tests
14. ☐ Simplified tests (shortened, provide word bank, change format)

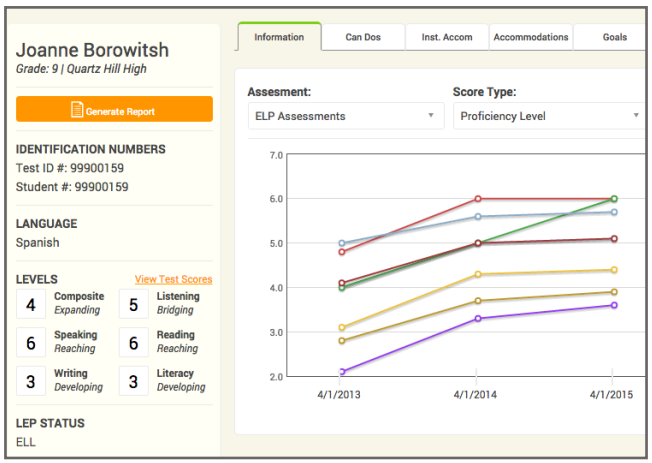
Enabling Collaboration

Ellevation InClass provides classroom teachers with tools to identify their English Language Learners, meet their language acquisition needs and collaborate with all stakeholders to ensure instructional success. Integrated with the Ellevation platform, InClass helps all teachers become teachers of language.



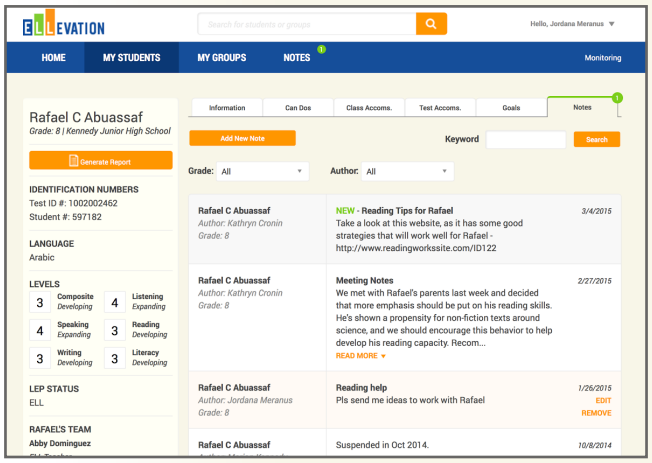
Identify

Classroom teachers can quickly identify, filter, group and sort their ELLs, exited monitored students, newcomers and more.



Inform

Classroom teachers can access digital student language plans, student ELP assessment results and proficiency level descriptors to inform their instruction.



Collaborate

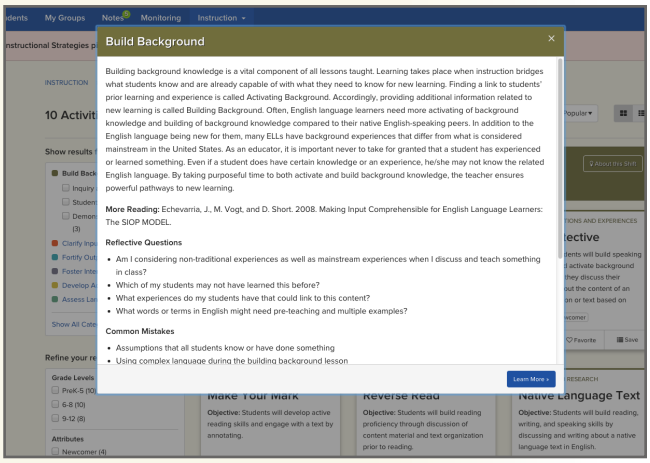
Classroom teachers can review or create notes on a student's record and instantly see when new notes are published by others on the student's team.

Supporting Scaffolded Instruction

Ellevation InClass Pro provides classroom teachers with all of the functionality from InClass Basic (previous page) plus Instructional Strategies to personalize student instruction.

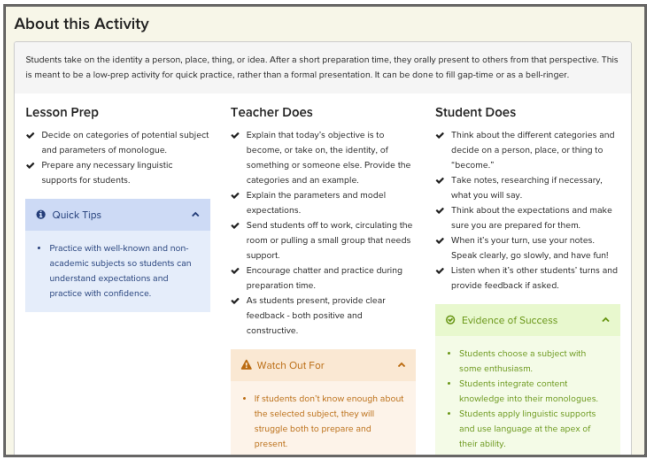
Learn

Build capacity for all teachers around the 6 essential practices for effective teaching of ELLs in the classroom.



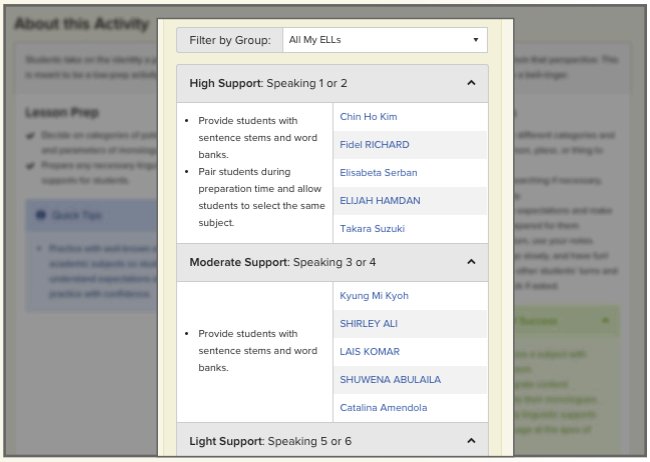
Plan

Focus on highly effective strategies for enacting best practice into the classroom.



Act

Bring strategies to life in content lessons with 70+ easy-to-use activities. View ELLs by different language levels and provide the appropriate supports.



Testimonials

"Ellevation and the tools within provide us with an excellent meeting place to address instructional needs, student progress over time, interventions, instructional strategies and any view we would like to have on an individual student or groups of students. It informs our practice and allows us to be collaborative when making decisions which impact the outcomes for our English Learners."



Karen Broadnax
ESL/Multilingual Services Director
Little Rock School District

"Teachers that don't understand second language acquisition don't know how to meet the needs of English Learners. Ellevation's tools provide the resources and support that teachers need."



Vicky Saldala
Director of Bilingual/ESOL Department
Broward County Schools

"I truly believe Ellevation has a critical focus on English Language Learner achievement while also ensuring ease of use for teachers and administrators. We will be providing licenses to all administrators with training and support on how to access dashboard data to better understand the instructional needs of their students."



Laura Grisso
Title III Administrator
Tulsa Public Schools, OK

"Ellevation InClass is a game-changer. It allows our ESL specialists and general education teachers to work together as a team to support our English learners."



Karen Hill
ESL Specialist
Alabaster City Schools

Authentication and Authorization

Each Ellevation user starts with issued a unique user name and password. Depending on the size and topology of the expected user base, these user accounts can be set up by Ellevation prior to training as part of the implementation process. Ellevation also supports Single-Sign-On (SSO) via Clever Instant Login.

Authorized district partner administrators have the ability to manage (create, invite and disable) user accounts within their district and if necessary, set additional feature-specific permissions at Write, Read-Only or Hide levels.

Tools and Technologies

Ellevation employs a continuous integration software development methodology in which new application features and fixes are committed, tested and deployed frequently. Updates are introduced in small, iterative batches that enable Ellevation to continuously add value to our platform while remaining nimble enough to adapt to changes for customers.

Access and Change Management

Access to Ellevation servers (both production and internal/test) is restricted to select Ellevation and Rackspace employees, requiring VPN connectivity and specific logins. All server changes, whether they are application upgrades, OS patches, or system/network configuration modifications, are logged in a central change database. All Ellevation servers are enabled with intrusion and anti-virus detection software.

Data Privacy Agreement

We are committed to ensuring the strongest possible privacy protections for any student data managed on the Ellevation Software Platform, as well as information collected from individuals who visit Ellevation's Public Web Site. A complete overview of Ellevation security and data policies are available on request or online at http://hubs.ly/H02crZQ0.

For the avoidance of doubt, we find it useful to share two fundamental principles:

- Ellevation Software is subject to FERPA. District data, on both students and educators, can only be used to fulfill the obligations of our partnership and cannot be used for other commercial purposes.
- We DO NOT sell or share any personal data, nor do anything else with partners' data, save for delivering services through our Ellevation platform.

We take data privacy very seriously, and update our Privacy Policies to reflect best practices and new legal frameworks from the field. Please see our Privacy Policy for more detail.

Data Integration

Ellevation provides several different data integration options so each district can select an appropriate approach based on technology experience, School Information System (SIS), and ELL program needs and preferences.

In most cases, Ellevation can implement complex or custom data mapping and transformation required to ensure a smooth import of district data into the Ellevation platform, minimizing the amount of work for the district's SIS/technology team.

Implementation

Ellevation provides a comprehensive package of services delivered by an experienced team of education experts designed to ensure the Ellevation platform meets the district's unique needs and expectations. Our Partner Support Organization (PSO) utilizes a six-phase implementation process with clearly defined steps, deliverables, and timeframes to deploy Ellevation.



The implementation process includes a series of strategic conversations focused on listening to the partner's needs and creating solutions that support the work of the district.

During the first three phases you should expect:

- Confirmation of project goals
- Regular meetings focused on intentional implementation
- Development of a training and rollout plan
- Configuration of the Ellevation Database

During the subsequent three phases, the work of the project shifts from planning to the implementation of the software.

During these phases you can expect:

- Loading of student and testing data
- Confirmation of data quality and consistency
- Delivery of training
- Development of plan for monitoring usage and adoption
- Access to resources and ongoing support for users

Our commitment is to ensure that information is gathered in a timely manner in the initial phases of implementation, so that the software configurations and plans for rollout are optimized to support the specific needs of the district.

District Investment

Ellevation Subscription Pricing – 2016

Ellevation pricing includes annual software subscriptions based on the number of users, as well as training costs. Please note there is a minimum order of 8 users. Below you will find different pricing options:

50 Users — **$425** Per user annually
Up to 50 Ellevation users across the district

100 Users — **$400** Per user annually
Up to 100 Ellevation users across the district

250 Users — **$375** Per user annually
Up to 250 Ellevation users across the district

One way to reduce future subscription costs is to make a multi-year commitment. Offers 5% and 10% discounts for partners that make 2- or 3-year commitments, respectively. Please inquire if you might be interested.

Ellevation InClass Pricing - 2016

Ellevation InClass pricing includes annual software subscriptions based on the number of users or English language learners, as well as training costs. Below you will find different options:

250 Users — InClass Basic Flat Rate $10,000
InClass Basic functionality
Up to 250 users

500 Users — InClass Basic Flat Rate $12,500
InClass Basic functionality
Up to 500 users

500 Users + — InClass Basic $10 / ELL
InClass Basic functionality
Unlimited users

250 Users — InClass Pro Flat Rate $15,000
Instructional Strategies & InClass Basic functionality
Up to 250 users

500 Users — InClass Pro Flat Rate $25,000
Instructional Strategies & InClass Basic functionality
Up to 500 users

500 Users + — InClass Pro $25 / ELL
Instructional Strategies & InClass Basic functionality
Min. order: $30,000 - Unlimited users

Pilot and prorated options are available upon request. Training is required for all options, but only included for districts with under 250 users.

Ellevation Training & Data

$1,000
Online training or consultation

$3,000 per day
In-person training

$2,500
Ellevation platform data services

Ellevation Order Form and Customer Agreement

This Order Form, which incorporates Ellevation's online Terms and Conditions (located at ellevationeducation.com/legal-notices) (together, the "Agreement") is made between the customer named below ("Customer") and Ellevation, LLC, having an address at 77 Summer St, Boston MA 02110 ("Ellevation"), and sets forth the terms and conditions on which Ellevation will supply Products to Customer.

Company:	Ellevation Education
Representative:	Jennifer Quintero
Email:	jenniferq@ellevationeducation.com
Phone:	617-307-5768
Address:	77 Summer Street, Boston MA 02110

Customer:	San Leandro Unified School District
Contact Name:	Zarina Zanipatin
Email:	zzanipatin@slusd.us
Phone:	510-667-3500
Address:	14735 Juniper Street, San Leandro, CA 94579

Initial Contract Start Date: 7/1/16

Initial Contract End Date: 6/30/17

Annual Subscription Fees

Product	Quantity	Unit Price	Total Fees
Ellevation Subsciptions	18	$425	$7,650
Ellevation Subscriptions	2	no cost through 6/30/17	-
		Subscription Total:	$7,650

Service Fees

Product	Quantity	Total Fees
In-person Training	1 (To be used in January 2017)	-
	Services Total:	$0

Total Investment

Grand Total:	$7,650

Invoicing Schedule: Annual

Payment Term: Net 30

Contract Term: 12 months

Ellevation Signature

Customer Signature