Ethel Taylor Academy

Naviance Proposal

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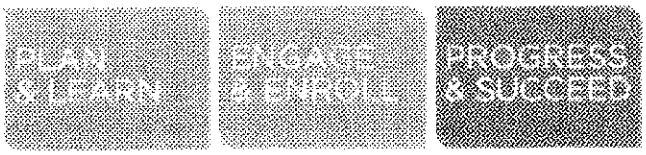
HOBSONS

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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Naviance

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.

Naviance customers also have access to a wide variety of third-party solutions through the Naviance Marketplace. The Naviance Marketplace offers best-in-class tools that are integrated with Naviance to support college and career readiness efforts. Learn more at http://www.naviance.com/marketplace

The following sections provide more detailed information on the core 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 all the tools needed to communicate with school counselors and other staff about their post-secondary goals. Parents have visibility into their students' progress and can see where they may need extra help. Schools can enable optional features to help students achieve personal goals through increased academic rigor including test preparation, reading assessment, course planning, and math and science help.

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 can be created for each student or batch-assigned by grade level or other student groupings. 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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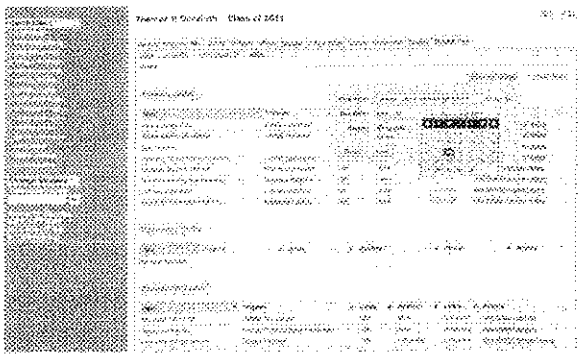

This provides the basis for a comprehensive college and career readiness program that enables school and district administrators to track student progress towards goals and identify areas for improvement, in addition to college and career search tools. All functional areas work together to promote college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

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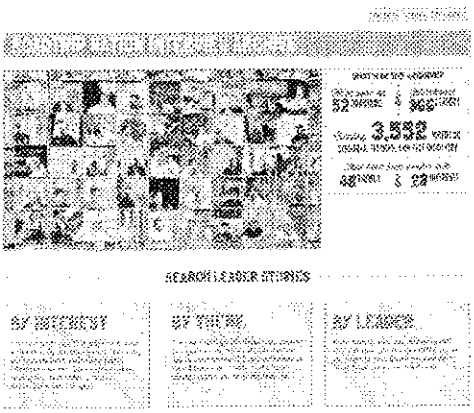
Self-Discovery and Career Exploration

Naviance empowers middle and high school students to learn more about themselves by linking personality type and interests with career clusters and individual careers. Students can identify promising careers and understand the academic preparation required to ensure workplace readiness.



Naviance contains over 3,500 videos of student-conducted interviews with local and national leaders. In the Roadtrip Nation Interview Archive, students hear from leaders about the hardships they faced, the obstacles they overcame and how they achieved success on their own terms. Students hear from leaders who share their interests and learn how they created a career around a passion in life. Leaders interviewed include Soledad O'Brien, Craig Newmark (Craigslist), and Howard Schultz (CEO of Starbucks).

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

Naviance provides self-discovery and career exploration tools throughout the student lifecycle, including Career Key™, a validated and age-appropriate career search and survey tool designed specifically for middle school students, and Do What You Are™ and the Career Interest Profiler, which allow high school students to explore potential careers from both a personality and interest viewpoint.

Naviance offers career descriptions, academic preparation and requirements, and 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.

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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 and 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 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. In addition, 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 both strategic guidance as well as tactical, hands-on support to augment the implementation efforts of your own staff. We offer prepackaged programs consisting of a set number of consulting hours to guide you through the stages of implementation.

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Implementation – 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 Family Connection use

All materials are provided in English and Spanish.

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 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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Pricing:

Software Solutions:

Term	Product	
12 months	<u>Core:</u> **Naviance for Middle School** • College Planning • Career Planning • Success Planning • Family Connection	$595
	Total Product Investment:	$595

Professional development and implementation consulting packages, and associated costs, are "right sized" to accommodate the custom needs of districts.

Professional Services:

Term	Services	
One - time	**School Start-Up Training & Implementation: Basic** • (5) 2 hour public web-based courses • (1) Implementation Guide • (1) Family Connection Engagement Package	$2,000
	Total Services Investment:	$2,000

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	Year 1	Year 2	Year 3	Year 4	Year 5
	Naviance Middle School	Naviance Middle School	Naviance Middle School	Naviance Middle School	Naviance Middle School
High School Enrollment	300	300	300	300	300
Product for All Schools					
Naviance for Middle School	$595	$610	$625	$641	$657
Family Connection Engagement Pkg	$500	$0	$0	$0	$0
Total Product	**$1,095**	**$610**	**$625**	**$641**	**$657**
Platform Price Per Student	*$3.65*	*$2.03*	*$2.08*	*$2.14*	*$2.19*
Services for All Schools					
Implementation and Support Services	$875	$0	$0	$0	$0
Professional Development	$625	$0	$0	$0	$0
Total Services	**$1,500**	**$0**	**$0**	**$0**	**$0**
Total List Price	**$2,595**	**$610**	**$625**	**$641**	**$657**
Annual Payment Schedule	***$1,025.60***	***$1,025.60***	***$1,025.60***	***$1,025.60***	***$1,025.60***

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