



**Scope of Work for DeKalb County School District:**

**EveryDay Intervention:**

As described below, EveryDay Labs and District will work together to implement a personalized intervention and engagement solution for up to 15,752 students designed to support student success by preventing student absenteeism, engaging students’ families, and connecting families to district supports.

The scope will include:

- EveryDay Labs will send up to 18,903 Mail Nudges\* in English and Spanish and unlimited Text Nudges\*\* for up to 15,752 students in English and Spanish based on a delivery calendar and student eligibility criteria mutually agreed upon by EveryDay Labs and District
- 24/7 Family Support Bot to help families with barrier-specific needs by directing them to the right resource or connecting them to our Family Support Team for more complex issues
- Access to the Family Support Team, which provides families with one-on-one support by phone during business hours to help connect them to resources that address their student’s attendance barriers
- Program Manager to support the program’s implementation, provide periodic updates, answer questions, and lead professional learning sessions for school and district staff
- Weekly reporting including information about mail & text nudges sent at the student, school, and district level, resources families have requested and engaged with, and flags for incorrect contact information
- Quarterly engagement reports
- Biannual program impact analysis

EveryDay Labs will use data from the District to deliver EveryDay Intervention, analyzing the data to determine which students receive each type of personalized intervention, determining appropriate content for each student based on their grade, attendance record, language, school, and other factors. Specific students may be excluded by the District through the process described in the EveryDay Labs Data Specification and Transfer Standards. EveryDay Labs will also exclude students whose parents or guardians have elected to opt-out of receiving program communications (Mail or Text Nudges), as well as those who do not meet other eligibility criteria (e.g. undeliverable address or phone number). EveryDay Labs will generate, print, and deliver/mail the Mail Nudges and Text Nudges.\*\*\*

**The scope of this agreement also includes:**

- EveryDay Pro, our attendance analytics and collaboration platform, which empowers attendance teams to analyze data, coordinate intervention, and track student progress.
- EveryDay Learning Membership, our data-driven professional learning that builds staff capacity to improve attendance and engagement. Your district’s dedicated Program Manager will deliver at least three sessions throughout the year. Additionally, your team will have access to a resource library of best practices and monthly webinars.

*\*Estimated # of Nudges; exact number will depend on actual data and student attendance. Additional Mail Nudges can be purchased at the District’s option for \$1.25 each.*

*\*\*Text Nudges are sent to one phone number per student*

*\*\*\*Data Consultant can be provided to assist the District with SIS automation for \$5,000 for up to 50 hours of consulting.*

**Fees:** \$121,733.00

**Payment Schedule:**

Upon contract signature: \$121,733.00

**Term:** The term of this Agreement commences on the Effective Date and expires 12 months from the effective date, subject to early termination as provided herein (the “Term”).