



EveryDay Labs, Inc.  
303 Twin Dolphin Drive, Suite 600  
Redwood City, CA 94065

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

As described below, EveryDay Labs and District will work together to implement a personalized intervention and engagement solution for up to 23,752 students designed to support student success by preventing student absenteeism, engaging families, and connecting them to district supports.

The scope will include:

- Unlimited staff access to **EveryDay Platform** with data for up to **23,752 students**, our attendance analytics and collaboration platform, which empowers attendance teams to analyze data, coordinate interventions, and track student progress.
  - Data Reporting & Collaboration Tools: Key attendance insights at the district, school, and student levels; surface patterns & trends; streamline family outreach; track effectiveness of efforts.
  - Evidence-Based Foundational Attendance Campaigns: Leverage various communication templates, including:
    - Evidence-based **chronic absenteeism nudge intervention\***
    - Evidence-based **truancy notices**
    - Targeted campaigns and check-in survey templates
    - Reporting on communications sent at the student, school, and district level, resources families have requested and engaged with, and flags for incorrect contact information
- Communication Channels:
  - Unlimited Text Nudges\*\* for up to 23,752 students in English & Spanish.
  - EveryDay Labs will generate, print and mail up to 30,878 Mail Communications\*\*\* in English and Spanish based on a delivery calendar and student eligibility criteria mutually agreed upon by EveryDay Labs and District. These mailings can be used for chronic absence nudges, truancy notices, or other targeted campaign messaging. Additional mailings can be purchased for \$1.25 each.
- Individualized Family Support: 24/7 Family Support bot and the multilingual phone-based Family Support Team to connect families to barrier-specific district or community resources.
- Expert Training for High Impact Action: Ongoing professional learning webinars and resource center to build capacity and equip team to deliver effective attendance improvement strategies throughout the school year.
- Dedicated Customer Success Manager to support program implementation, provide updates, answer questions, and lead professional learning sessions for school & district staff
- Biannual program impact analysis

*\*Specific students may be excluded from receiving communications by the District. EveryDay Labs will exclude students whose parents or guardians have elected to opt-out of receiving program communications (mail or text), as well as those who do not meet other eligibility criteria (e.g. undeliverable address or phone number).*

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

*\*\*\*Mailings must be used within contract term.*

**Fees:** \$169,233.00

**Payment Schedule:**  
Upon contract signature: \$169,233.00

**Term:** The term of this Agreement commences on the Effective Date and expires August 31, 2026, subject to early termination as provided herein (the "Term").