



Signature Routing Form

AOM Initials: _____

For Superintendent's Approval/Signature

Date: 5/21/2026

Division Head: Dr. Kishia Towns (E&SE)

Initials: _____

Purpose: Superintendent's Approval/Signature

Other: Click here to enter text.

Title of Document: EveryDay Labs

From (if other than Division Head): Taffy Fletcher, Title IV

Legal Review: ☐ NO ☒ YES

BOE Approval: ☐ NO ☒ YES

Charge Code: 462.2100.53000003222.7020.8010.2026

Notes: Renew the cooperative agreement of EveryDay Lab

DEADLINE and DUE BY AREAS ARE FOR URGENT ITEMS ONLY

Deadline: Choose an item.

Due by: Click here to enter a date.

Return documents to: Click here to enter name and extension.

For Superintendent's Office Use Only

Date received: _____ **Date returned:** _____ **Processor's Initials:** _____

DeKalb County

School District

Office of Federal Programs Requisition Request Form

School Name: Division of Wrap Around Support					Date: 05/21/26		
School Address: 5839 Memorial Drive, Stone Mt 30083					School Fax#:		
Vendor Name: EveryDay Labs, Inc					Vendor Phone#: 650-641-9485		
Vendor Address: 303 Twin Dolphin Drive, Suite 600, Redwood City, CA 94065					Vendor Fax # / email: contracts@everdaylabs.com		
CHARGE CODE:		462.2100.530000.03221.7020.1779.8010.090.2026					
Item/Description	Item Number	Qty	Unit	Unit Price	Item Notes Description	Hardware/Software Approval Needed	
						Yes	No
EveryDay Labs will provide 18903 Mail Nudges in English & Spanish and unlimited				\$144188.15	Attendance analytics and collaboration platform which empowers attendance teams to analyze data, interventions and track student's progress.		X
Total S				\$144188.15			
Shipping & Handling				\$			

Reminders:

The following must be reflected in the notes:

- Instructional materials over \$5,000 must have **"Board Policy DJE Section C f-2"**
- Contracted Services over \$5,000 must have two additional quotes
- Contact information - name and telephone number
- Sole Source, if applicable
- Hardware/Software approval date, if applicable

Requisition Justification - Notes Page

Please provide a brief sentence for each question below:

Who	Student that have chronic school attendance at the Horizon School with in the DCSD
What?	EveryDay Labs will use data from the DCSD to deliver EveryDay Intervention to the student with chronic attendance concerns.
Where?	The platform will support our Horizon School
When?	The platform will be operational on a daily basis (24/7).
Why?	The focus is to increase attendance and family engagement through the efforts of EveryDay Labs. Personalized intervention and engagement solution will be offered for 15752 students
How?	Everyday Labs will be connected to the Horizon School infinite campus portal to track our student attendance (mail nudges in English and Spanish – unlimited will be delivered as alerts to the students, parents and guardians.

School wide (SWP) Sample Justification

Who?	Grades K-5
What?	Leveled reading books
Where?	Books will be housed in classroom library
When?	During daily instruction and after school tutorial
Why?	To supplement instruction in Reading
How?	To increase fluency and reinforce standards

Targeted Assistance (TA) Sample Justification

Who?	Grades 3-5 for 97 TA Reading and 86 Math Students
What?	iPad Learning Lab
Where?	The Lab will be housed in Media Center and available for check out by teachers to be used by TA students only
When?	During daily instruction and after school tutorial
Why?	To supplement instruction in Reading and Math
How?	To integrate technology into instruction



DeKalb County Schools Federal Programs Request Form

All requests should be reasonable, allocable, and necessary, reflecting prudent fiscal practices to strengthen educational investments.

All federal funded request over \$5000 **MUST** have 2 quotes.

To ensure timely processing, requests must be accurately submitted via Google Drive or email a minimum of 30-60 days prior to the requested activity.

FY__26__

If multiple programs are selected, please complete one form for each Title Program.

Date: May 21, 2026

School Name: Dekalb Agriculture Technology & Environment, INC

Person Submitting Request and phone number: Taffy Fletcher 6782469003

Title of Activity: Click or tap here to enter text.

☐ **Title I Request:**

**Select all that apply*

☐ Books and Materials/Supplies

☐ Instructional Equipment

☐ Instructional Supplies

☐ Tutors/Tutorial Services

☐ PL-Conference/Workshop (registration only)

☐ Instructional Computer Software

☐ Instructional Books and Periodicals

☐ **Title II Request:**

**Select all that apply*

☐ Books and Materials/Supplies

☐ Contracted Services

☐ Stipends for Attending Professional Learning –Beyond Contracted Time

☐ PL-Conference/Workshop

☐ Coursework

☐ **Title III Request:**

**Select all that apply*

☐ Books and Materials/Supplies

☐ Instructional Equipment

☐ Contracted Services

☐ PL-Conference/Workshop (registration only)

☐ Instructional Computer Software

☐ Instructional Supplies

☒ **Title IV Request:**

**Select all that apply*

☐ Books and Materials/Supplies

☐ Contracted Services

☐ Instructional Computer Software

☐ PL-Conference/Workshop

☒ Instructional Equipment

☐ Instructional Books and Periodicals

Identify the Title IV focus areas (Buckets) ☒ Well Rounded ☐ Safe and Healthy ☐ Effective Use of Technology

Date(s) of Professional Learning (if applicable):

Location (if applicable)

Which Goal(s) in your plan does this activity support: ☒ Goal 1

☐ Goal 2

☐ Goal 3

What Action Step in your plan does this activity support: ☒ Step 1

☐ Step 2

☐ Step 3



DeKalb County Schools Federal Programs Request Form

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All federal funded request over \$5000 **MUST** have 2 quotes.

To ensure timely processing, requests must be accurately submitted via Google Drive or email a minimum of 30-60 days prior to the requested activity.

FY__26__

Rationale

Explain how the activity will support teachers and instructional staff address the specific student needs and the focus identified through the data review.

(Aligned to GaDOE Planning For all Federal Programs Funded Activities.)

Attendance program to support the school environment.

Professional Learning Participants:

Employee Name(s):	Position and Grade/ Subject, if applicable	Employee telephone #	Employee Home Address (including city, state, and zip code)
1. Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
2. Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
3. Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
4. Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

If more than 4 participants –Please attach additional staff and their information on a separate page.

Please see attachment

Supplementing and Not Supplanting

(Aligned to GaDOE Planning For all Federal Programs Funded Activities.)

Is this a new strategy for the school? ☐ Yes ☒ No



DeKalb County Schools Federal Programs Request Form

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To ensure timely processing, requests must be accurately submitted via Google Drive or email a minimum of 30-60 days prior to the requested activity.

FY__26__

If no, how was the strategy previously funded? Click or tap here to enter text.

Estimated Cost (If applicable)

Registration -PL	\$
Airfare/Luggage	\$
Mileage	\$
Lodging	\$
Meals	\$
Parking/Taxi/Shuttle	\$
Total	\$

Is this an Early Bird registration request ☐ Yes ☐ No

Early Bird registration cost is dependent on all required documents submitted in sufficient time.

Instructional Supplies	\$
Instructional Books and Periodicals	\$
Tutors/Tutorial Services	\$
Instructional Equipment	\$144188.15
Instructional Computer Software	\$
Contracted Services	\$

Additional Information (Optional):

Click or tap here to enter text.

APPROVALS

Submission date to DCSD: 05/21/26
Principal/Administrator Signature: Shelly Bishop
Federal Program Budget Unit Manager Signature: Taffy Fletcher

Notes: Click or tap here to enter text.

List of Required and Supporting Documents (CHECKLIST)

Required and Supporting documents, that are applicable, should be attached along with the Federal Program Request Form.



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 37,846 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 \$1.50 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: \$144,188.15

Payment Schedule:

Upon contract signature: \$144,188.15

Term: The term of this Agreement commences September 1, 2026 and expires August 31, 2027, subject to early termination as provided herein (the "Term").



EVERYDAY LABS INC. DATA USE AGREEMENT

This **DATA USE AGREEMENT** (this “Agreement”) is between DeKalb County School District, hereinafter referred to as “Data Provider,” and EveryDay Labs Inc., hereinafter referred to as “EveryDay Labs”. Data Provider and EveryDay Labs may hereinafter be referred to individually as a “Party,” and collectively as the “Parties.” The effective date of this Agreement shall be the date signed by both parties (the “Effective Date”).

In addition to the terms and conditions contained herein, the following documents are attached hereto and made a part of this Agreement:

- Attachment A – Description of Services
- Attachment B – Data Transfer Standards
- Attachment C – Contact Information

WHEREAS, Data Provider desires to make Data (as defined below) available to EveryDay Labs for the limited purpose of enabling EveryDay Labs to provide the Service (as described in Attachment A) on behalf of Data Provider; and

WHEREAS, EveryDay Labs is willing to provide the Service for the benefit of Data Provider to help improve student attendance and performance in DeKalb County School District.

NOW, THEREFORE, the Parties hereto agree as follows:

1. **SERVICES.** Subject to the terms and conditions of this Agreement, EveryDay Labs will provide District with the services specified in Attachment A (collectively, the “Services”) during the applicable Term (as defined below). The Services are subject to modification from time to time (at EveryDay Labs’s sole discretion, for any purpose deemed appropriate by EveryDay Labs). No modification to this Agreement shall be binding unless in writing signed by the party so to be bound thereby. District will cooperate with EveryDay Labs in connection with the performance of this Agreement by making available such personnel and information as may be reasonably required, and taking such other actions as EveryDay Labs may reasonably request.
2. **TERM.** The term of this Agreement commences on the Effective Date and expires August 31, 2027 subject to early termination as provided herein (the “Term”)
3. **LIMITED RIGHTS TO USE STUDENT RECORDS.** District will provide the Student Records (as defined below) to EveryDay Labs solely for EveryDay Labs to provide the Services and otherwise exercise and fulfill its rights and obligations hereunder, and hereby grants to EveryDay Labs the non-exclusive, royalty-free, worldwide, transferable license and right to (i) internally use, copy, modify, create derivative works of, and disclose the Student Records to EveryDay Labs Persons (as defined below) and/or other persons authorized in writing by District solely to provide the Service for the benefit of District, and (ii) freely use, copy, modify, create derivative works of, disclose and otherwise exploit De-Identified Aggregated Data (as defined below) for any business purposes during and after

the Term (including without limitation, for purposes of improving, testing, operating, promoting and marketing products and services).

EveryDay Labs warrants that it will comply with the requirements of FERPA with respect to the use and disclosure of student records.

“Student Records” means the confidential and proprietary student-related information which District discloses to EveryDay Labs, including as set forth in Attachment B (Data Transfer Standards), and excludes De-Identified Aggregated Data. “De-Identified Aggregated Data” means data submitted to, collected by, or generated by EveryDay Labs in connection with District’s use (and EveryDay Labs’s provision) of the Services, but only in anonymized form which does not (and cannot be used to) specifically identify District, any of District’s students or any other individual. District shall retain ownership of any rights it may have to the Student Records. “EveryDay Labs Person” is (i) a director, employee, contractor, agent or affiliate of EveryDay Labs, (ii) who needs to access the Student Records in connection with EveryDay Labs’s provision of the Service, and (iii) is subject to confidentiality obligations that are no less protective of the Student Records than the terms of Section 7 of this Agreement. EveryDay Labs reserves the right to utilize independent contractors (e.g., third-party mailing vendors, third-party data integration vendors) to provide the Service. Prior to providing Student Records to such contractors, EveryDay Labs will enter into a separate agreement restricting the use and disclosure of Student Records in accordance with this Agreement.

Except for the rights expressly granted herein, this Agreement does not give EveryDay Labs any rights, implied or otherwise, to the Student Records. **At no time will EveryDay Labs share any Student Records with any non-EveryDay Labs Person without the written permission of District.** EveryDay Labs shall notify District should EveryDay Labs become aware of any unauthorized access to Student Records. Such notification shall reasonably include a description of the corrective actions that will be undertaken by EveryDay Labs. Upon contract termination, Student Records will be cleared in accordance with Section 9.

4. **DISTRICT RESPONSIBILITIES.** District shall only provide the Student Records to EveryDay Labs in accordance with the Data Transfer Standards set forth in Attachment A. District will not, and will not permit any third party to: (i) reverse engineer, decompile, disassemble or otherwise attempt to discover or obtain the source code, object code or underlying structure, ideas or algorithms of the Services or any software, documentation or data related to the Services (“Software”) (provided that reverse engineering is prohibited only to the extent such prohibition is not contrary to applicable law); (ii) modify, translate, or create derivative works based on the Services or Software; (iii) use the Services or Software for timesharing or service bureau purposes or for any purpose other than its own internal use for its own internal benefit; (iv) use the Software or Services in any infringing, defamatory, harmful, fraudulent, illegal, deceptive, threatening, harassing, or obscene way; or (v) use the Services or Software other than in accordance with this Agreement and in compliance with all applicable laws, regulations and rights (including but not limited to those related to, intellectual property, consumer and child protection). District further represents and warrants that neither the Student Records nor the use thereof by EveryDay Labs in accordance with this Agreement will infringe, misappropriate or violate any rights of or agreements with a third party or any laws or regulations. If EveryDay Labs receives any notice or claim that any data provided to EveryDay Labs, or activities hereunder with respect to any such data, may infringe or violate rights of or agreements with a third party or any laws or regulations (a “Claim”), EveryDay Labs may, but is not required to, suspend or terminate the Service.
5. **WARRANTIES.** Each party represents and warrants that it (i) has the authority to enter into this agreement (ii) will comply with applicable law, including without limitation the Family Educational Rights and Privacy Act (20 U.S.C. § 1232g; 34 CFR Part 99) (FERPA) and other data privacy laws. The parties shall reasonably cooperate with each other to facilitate compliance with these laws, regulations and standards.

6. **OWNERSHIP.** District shall retain ownership of any rights it may have to the Student Records. As between the parties, EveryDay Labs alone will retain all intellectual property rights relating to the Service, including without limitation (i) any processes designed, used or implemented or works authored by EveryDay Labs, and (ii) the Absence Reports other than information specific to the District. District grants to EveryDay Labs a non-exclusive, royalty-free right and license to (directly or through EveryDay Labs Persons) use and otherwise exploit the District's names, marks, logos and other identifiers ("Logos") during the Term in accordance with District's reasonable trademark usage guidelines for EveryDay Labs to perform the Services hereunder, including without limitation using the Logos with Absence Reports. District may use the EveryDay Labs's Logos, in accordance with EveryDay Labs's relevant usage guidelines to identify and publicize the Services at conferences and education events; and (ii) EveryDay Labs may identify District as its customer and use District's Logos for marketing and sales purposes, provided that such identification shall not state or imply an endorsement by District. Except as expressly permitted by this Section 6, each Party shall have a written right of approval over the use of its Logos by the other party, which will not be unreasonably withheld.
7. **CONFIDENTIALITY.** EveryDay Labs will (i) use commercially reasonable efforts to protect the security of Student Records at all stages of providing the Service, (ii) use commercially reasonable efforts to limit access to Student Records to authorized recipients as provided in Section 3, and (iii) not at any time during or after the term of this Agreement disclose Student Records to any other person (other than EveryDay Labs Persons) without District's prior written consent (except that notwithstanding anything else the foregoing may be disclosed as required by law, regulation, or valid legal process, in which case EveryDay Labs shall, unless otherwise prohibited by law, notify District prior to such disclosure). Notwithstanding the foregoing, the confidentiality obligations of this Section 7 do not apply to any information that (a) was lawfully in the possession of EveryDay Labs before receipt from District; (b) is or becomes publicly available through no fault of EveryDay Labs; (c) is received by EveryDay Labs, without use or disclosure restriction, from a third party having an apparent bona fide right to disclose the information to EveryDay Labs; or (d) is independently developed by EveryDay Labs without use of the Student Records. District may be identified as the source of the Student Records.

While the terms of this Agreement are EveryDay Labs's confidential information, each party may disclose the relationship and the existence of this Agreement.

EveryDay Labs shall, to the extent of its liabilities under the laws of the State of Georgia, defend the District (including but not limited to, its directors, trustees, officers, and employees) ("District Indemnitees") from any and all claims, actions or suits by unaffiliated third parties, and shall indemnify and hold the District Indemnitees harmless up to \$1,000,000 from and against all losses, damages, costs, expenses paid or payable to such third party(ies) (including attorney fees, where such claims, actions or suits arise solely and directly from EveryDay Labs's or an EveryDay Labs Person's breach of the Student Record confidentiality requirements contained herein, provided EveryDay Labs is promptly notified of any and all threats, claims and proceedings related thereto and given reasonable assistance and the opportunity to assume control over the defense and all negotiations for a settlement or compromise; EveryDay Labs will not be responsible for any settlement it does not approve in writing. The foregoing is District's sole remedy with respect to any breach of EveryDay Labs's obligations herein relating to Student Records.

8. **WARRANTY DISCLAIMER.** OTHER THAN THE EXPRESS WARRANTIES SET FORTH IN SECTION 5, THE SERVICES, SOFTWARE, AND EVERYDAY LABS PROPRIETARY INFORMATION AND ANYTHING PROVIDED BY OR ON BEHALF OF EVERYDAY LABS IN CONNECTION WITH THIS AGREEMENT ARE PROVIDED "AS-IS," WITHOUT ANY WARRANTIES OF ANY KIND, AND EVERYDAY LABS (AND ITS AGENTS, AFFILIATES, LICENSORS AND SUPPLIERS) HEREBY DISCLAIM ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, ALL IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, AND NON-INFRINGEMENT.

9. **TERMINATION.** Subject to earlier termination as provided below, this Agreement is for the Term as specified in the Order From. In the event of any material breach of this Agreement, the non-breaching party may terminate this Agreement prior to the end of the Term by giving thirty (30) days prior written notice to the breaching party; provided, however, that this Agreement will not terminate if the breaching party has cured the breach prior to the expiration of such thirty-day period. Either party may terminate this Agreement, without notice, (i) upon the institution by or against the other party of insolvency, receivership or bankruptcy proceedings (provided that if such proceedings are involuntary, they are not dismissed within 120 days), (ii) upon the other party's making an assignment for the benefit of creditors, or (iii) upon the other party's dissolution or ceasing to do business without a successor.

All sections of this Agreement which by their nature should survive termination will survive termination, including, without limitation, restrictions, accrued rights to payment, confidentiality obligations, indemnification obligations, intellectual property rights, warranty disclaimers, and limitations of liability. Upon termination or expiration of this Agreement, District may instruct EveryDay Labs in writing to clear Student Records within sixty (60) days from the date of notification.

10. **LIMITATION OF LIABILITY.** EXCEPT FOR EITHER PARTY'S INDEMNIFICATION OBLIGATIONS, IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER (I) FOR ANY INDIRECT, PUNITIVE, CONSEQUENTIAL, OR SPECIAL DAMAGES, INCLUDING LOST REVENUES OR PROFITS, ARISING FROM BREACH OF THE TERMS IN THIS AGREEMENT, NEGLIGENCE, STRICT LIABILITY OR OTHER TORT, OR ANY OTHER CAUSE, OR (II) AMOUNTS, IN THE AGGREGATE, IN EXCESS OF THE FEES PAID OR PAYABLE TO EVERYDAY LABS HEREUNDER IN THE TWELVE MONTH PERIOD ENDING ON THE DATE THAT A CLAIM OR DEMAND IS FIRST ASSERTED.
11. **INSURANCE.** EveryDay Labs shall procure and maintain the types and minimum limits of insurance as required by District, covering the performance of the Service. EveryDay Labs shall procure all insurance solely from insurers authorized to do business on an admitted basis in the State of Georgia, or otherwise acceptable to District and their Office of Risk Management, or the equivalent office thereof.
12. **MISCELLANEOUS.** This Agreement will be governed by, and construed in accordance with, the substantive laws of the State of Georgia, without giving effect to any choice or conflict of law provision. Any action, suit or other proceeding arising under or relating to this Agreement (a "Suit") shall be brought in a court of competent jurisdiction in the State of Georgia, and the parties hereby consent to the sole jurisdiction of the state and federal courts sitting in the State of Georgia. The Parties are independent contractors and neither party shall be deemed to be an agent or employee of the other party. Neither party shall have authority to make any statements, representations or commitments of any kind on behalf of the other party, or to take any action which shall be binding on the other party. Neither party may assign this Agreement without the written consent of the other party; provided that either party may assign all of its rights and obligations under this Agreement to a successor-in-interest in connection with a sale or transfer of substantially all of such party's assets or business to which this Agreement relates. No modification or waiver of any provision of this Agreement or any Attachment shall be valid unless in writing and executed by duly-authorized representatives of both Parties. A failure by one of the Parties to this Agreement to assert its rights hereunder shall not be deemed a waiver of such rights. No such failure or waiver in writing by any one of the Parties hereto with respect to any rights shall extend to or affect any subsequent breach or impair any right consequent thereon. If any provision of this Agreement is or becomes invalid or is ruled invalid by any court of competent jurisdiction or is deemed unenforceable, it is the intention of the parties that the remainder of this Agreement shall not be affected. This Agreement may be executed in two or more counterparts, and by facsimile or electronic transmission, each of which will be deemed to be an original, but all of which together shall constitute one and the same instrument. This Agreement and its Exhibits and Attachments embody the entire understanding between District and EveryDay Labs, and any prior or contemporaneous representations, either oral or written, are hereby superseded. All notices required by or relating to this Agreement shall be in writing and shall be sent by means of

certified mail, postage prepaid, to the Parties to the Agreement and addressed, if to District, to the address set forth on the Order Form, and if to EveryDay Labs, as follows:

EveryDay Labs Inc.
303 Twin Dolphin Drive, Suite 600
Redwood City, CA 94065
Attn: Contracts
Email: contracts@everydaylabs.com

or addressed to such other address as that party may have given by written notice in accordance with this provision. All notices required by or relating to this Agreement may also be communicated by email, provided that the sender receives and retains confirmation of successful transmittal to the recipient. Such notices shall be effective on the date indicated in such confirmation. In the event that either party delivers any notice hereunder by means of email transmission in accordance with the preceding sentence, such party will promptly thereafter send a duplicate of such notice in writing by means of certified mail, postage prepaid, to the receiving party, addressed as set forth above or to such other address as the receiving party may have previously substituted by written notice to the sender.

IN WITNESS WHEREOF, District and EveryDay Labs have executed this Agreement as of the Effective Date.

DISTRICT

Signature: _____

Name: _____

Title: _____

Date: _____

EVERYDAY LABS INC.

Signature: _____

Name: _____

Title: _____

Date: _____

ATTACHMENT A DESCRIPTION OF SERVICES

As described below, EveryDay Labs and District will work together to implement a personalized intervention and engagement solution 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**, 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 students in English & Spanish.
 - EveryDay Labs will generate, print and mail 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.*

ATTACHMENT B DATA TRANSFER STANDARDS

District will provide EveryDay Labs with access to data as specified in the “**EveryDay Labs Data Specification and Transfer Standards**” which contains comprehensive information on data fields and the transfer process.

A summary of key steps are as follows:

- **Data Fields:** District will provide EveryDay Labs with the following data files for all students who are currently enrolled in the district, as well as historical data. A complete list of the fields and transfer protocol can be found in the “EveryDay Labs Data Specifications and Transfer Standards”.
 - **Roster File:** One row per student. Sample fields: student ID, first name, last name, enrollment date, un-enrollment date, school, grade, mailing address(es), contact information, demographic information, home language, exclusion flag
 - **Daily Attendance File:** One row per attendance event. Sample fields: student ID, attendance date, attendance code
 - **Period Attendance File (Optional):** One row per attendance event. Sample fields: student ID, attendance date, attendance code
 - **Exclusion File (Optional):** One row per student who school site or district staff would like to exclude from receiving Absence Reports. Sample fields: student ID, first name, last name, school, grade
- **Executing the Data Transfers:** EveryDay Labs will host a secure, FERPA-compliant data transfer protocol through which the District will transfer all required data files. Additional details can be found in “EveryDay Labs Data Specification and Transfer Standards.”

Note: These data specifications and transfer standards are subject to change.

**ATTACHMENT C
CONTACT INFORMATION**

District Information	
District Name:	Principal Contact:
Address:	Title:
	Phone:
	Email:
Billing Contact:	Data Contact:
Phone:	Phone:
Email:	Email:

EveryDay Labs Contacts	
Program Manager: Emily Cunningham	Sales & Contracts: Emily Bailard
Phone: 650-641-9485	Phone: 650-641-9485
Email: emilyc@everydaylabs.com	Email: contracts@everydaylabs.com
Billing Contact: Victor Aguayo	
Email: ar@everydaylabs.com	

ATTACHMENT D TRUANCY CONFIGURATION OPTIONS

District may select from the following truancy configuration options:

- Number of notices per student (up to 3)
- Minimum and maximum age
- Eligible grades
- Eligible schools
- Qualifications for each notice

For each notice:

- Districts can set multiple criteria. If a student meets any of the criteria they will be eligible. For example: 3 unexcused days OR 18 unexcused periods. Students will be evaluated against all criteria.
- Districts can require absences be consecutive.
- Districts can require that students have had a truancy meeting or intervention (as determined by inclusion in an intervention group with that intervention type).
 - Can either just require that the intervention or meeting has happened or require a certain number of absences after the intervention or meeting.
 - Note, intervention group start date is used as the date the truancy meeting or intervention was administered
- Set a “grace period” of time at the beginning of the lookback period that is excluded.
 - For example, if the criteria is since the beginning of the school year, they can exclude the first two weeks of school.

Note: We are not currently able to pull attendance across multiple school years to determine truancy eligibility.



Innovative Attendance Solutions to Champion Student and School Success

A proposal for partnership with
DeKalb County School District

May 13, 2026

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Quick Links

- [EveryDay Labs 2 Minute Explainer Video](#)
- [EveryDay Platform Demo](#)
- [Chronic Absence Nudge Flagship Campaign Demo](#)
- [Truancy Support Demo](#)
- [Research](#)
- [Data Transfer Overview](#)
- [Truancy Configuration Options](#)

Executive Summary

Attendance is fundamental to student and school success, and addressing the nationwide absenteeism crisis requires a comprehensive approach. EveryDay Labs is ready to partner with DeKalb County School District to meet this imperative.

We are honored to be considered as a partner to address these challenges to support DeKalb County School District in achieving its goals. Our turnkey attendance solutions are designed to unlock new capabilities for educators, making it easier to improve attendance and get students back on track for success.

By partnering with EveryDay Labs, DeKalb County School District will:

- Equip staff with expert training, tools, and a game plan for high impact, data-driven attendance improvement work, sustained year after year.
- Reduce the burden on staff –while ensuring consistent implementation– by providing easy-to-use tools and automated family communications such as truancy notices, chronic absence nudges, and other targeted campaigns that incorporate personalized, evidence-based, effective messaging.
- Help families overcome attendance barriers with individualized support for families and students through our 24/7 chatbot and multilingual Family Support Team.

Why Attendance Matters

The research is clear: when students are present in school, they are more likely to be poised for success. Even missing one or two days per month adds up over time, leading to the loss of more than one year of instruction over a student's K-12 career. On average, chronically absent students are:

- 3.6 times less likely to be proficient readers in 3rd grade than peers
- Score a full grade level below peers on middle school ELA and math assessments
- 7 times more likely to drop out of high school

EveryDay Labs Attendance Solution Overview

Our comprehensive attendance solution includes:

Data Reporting & Collaboration Tools: Uncover 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 campaigns & templates, including our foundational evidence-based chronic absenteeism nudge intervention and restorative truancy notices, along with positive messaging to recognize improved attendance, dip day campaigns, and more.

Individualized Family Support: Kick barriers to the curb and gain insights into family needs with the 24/7 Family Support Bot and the multilingual Family Support Team connecting families to barrier-specific district or community resources.

Expert Training for High Impact Action: Build capacity & equip teams to deliver effective attendance improvement strategies throughout the school year.

Our solutions are designed and proven to help increase the efficacy of district and school attendance initiatives, grounded in the belief that access to information and resources fosters a culture of success for students, families, and educators. Through our partnership, DeKalb County School District can maximize the power of attendance as a lever for student success.

Exploring EveryDay Labs' Attendance Solution

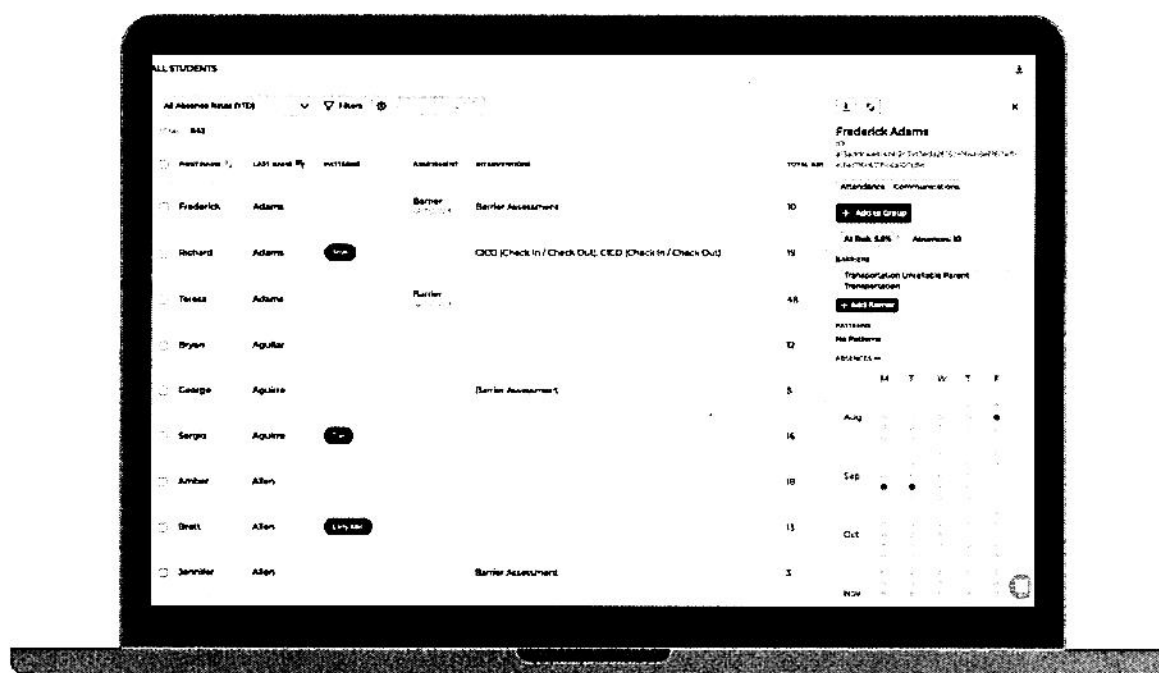
Data Reporting & Collaboration Tools

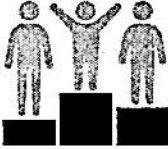
Our all-in-one EveryDay Platform provides teams with everything they need for proactive & efficient attendance work and streamlined family outreach. Delivering the attendance data insights needed to inform smart strategies along with intervention and collaboration tools, you'll go beyond data to take swift and supportive action.

Why power your initiatives with the EveryDay Platform?

- It's the only platform that automatically flags attendance patterns, making it easier to get ahead of more severe attendance challenges.
- Student, school, and district level data is presented in accessible views for quick action, meaningful conversations, and better resource allocation
- Unlock new capabilities for attendance improvement with innovative intervention tools and built-in visibility to work being done across teams

Quick Link: [EveryDay Platform Demo](#)



Data & Intervention Features	Details
 District, School & Student Dashboards	• Absence pattern identification (early absence, prior year absence, specific days) • Insights by school, grade level, demographics, and attendance tier • Upward or downward student attendance trends • Student calendar including a breakdown of days absent and whether they were excused or unexcused • Period level attendance metrics at the student & school level.
 Ongoing Reporting for Communication Campaigns	View & download weekly reports at the district & school level that include: • Reporting of text and mail nudges sent via EveryDay Labs chronic absenteeism nudge intervention; truancy notices sent; other ongoing family communications • Incorrect contact information & recommended updates • District resources families have requested & engaged with
 Intervention & Collaboration Tools	• Tag students with assets, challenges, and actions • Easily identify relevant interventions for each student, and create intervention groups for efficient action based on trend, pattern, attendance tier, and student demographic. • Space to collaborate on case management by tracking meetings and notes

Evidence-Based Flagship Attendance Campaigns

Chronic Absenteeism Nudge Intervention

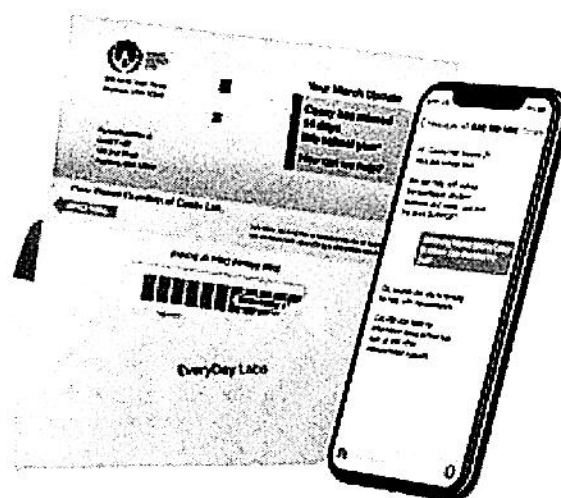
Based on the original research on how to improve attendance outcomes conducted by Dr. Todd Rogers, our cofounder & Chief Scientist, it is the only PreK-12 attendance intervention to receive the Strong Evidence rating from Evidence for ESSA out of Johns Hopkins University. Sending personalized mail and text nudges at optimal times, the program delivers a 11–15% reduction in chronic absenteeism over and above any other district initiative.

How does it work?

EveryDay Labs continuously monitors district attendance data. You'll work at the beginning of the partnership with your dedicated Customer Success Manager to automatically enroll families of students who are, or are at-risk of becoming, chronically absent. EveryDay Labs will send texts and print and mail nudges on your behalf.

Strategically timed for maximum impact, families receive up to six mail nudges per year and text nudges twice per month. Mail & text nudges both highlight days missed, peer comparison where appropriate, and extend an invitation to connect with our Family Support Team and/or Family Support Bot for further guidance. [Jump here](#) for more on family support tools provided when you choose EveryDay Labs.

Quick Link: [Chronic Absence Nudge Flagship Campaign Demo](#)

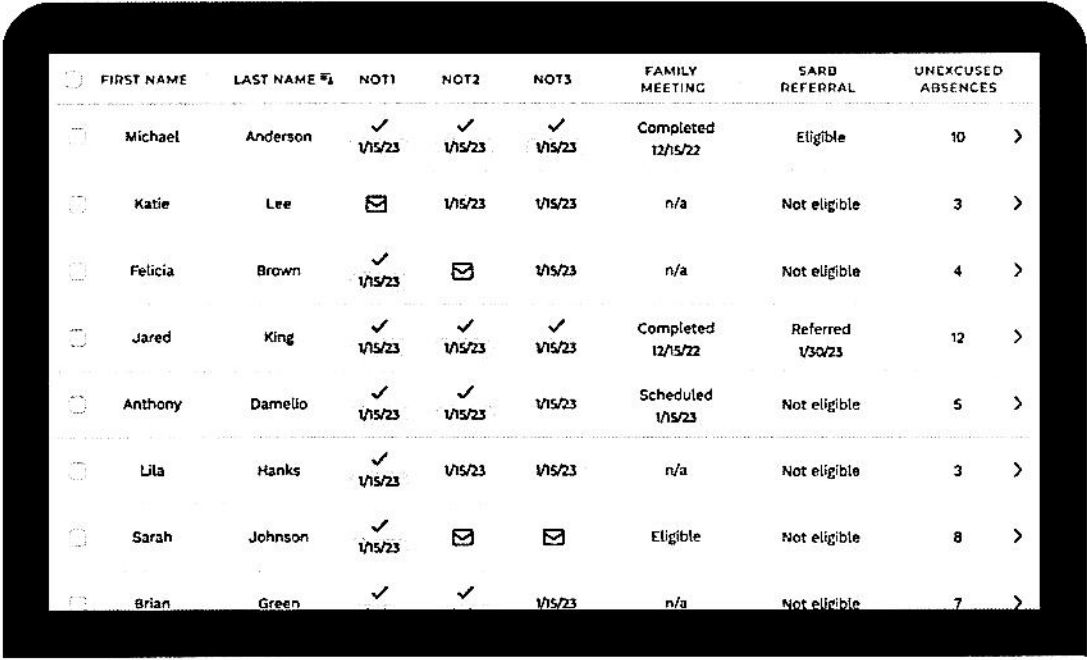


Streamlined, Family-Centered Truancy Notifications

EveryDay Labs continuously monitors attendance data and identifies students eligible for a Notice of Truancy, according to state requirements. Not your standard truancy notice, our clear, family-centered notices are built on the research conducted by Dr. Todd Rogers and Attendance Works' Executive Director Hedy Chang, and are proven to be 40% more effective at preventing absences than alternatives.

The streamlined process saves staff hours each week. Educators view an automatically generated list of students eligible to receive the next Notice of Truancy, confirm the list or identify students who should not receive notices, and then EveryDay Labs will personalize, print, and mail on your behalf, removing the administrative burden from busy educators so they can spend more time nurturing student & family relationships.

Quick Link: [Truancy Support Demo](#)

A screenshot of a web application interface showing a list of students for truancy notifications. The interface has a dark header bar and a table with columns for selection, names, notification dates, family meetings, referrals, and absences. Each row represents a student and includes a checkbox, first and last names, three notification dates (NOT1, NOT2, NOT3) with status icons (checkmarks or envelopes), family meeting status, SARD referral status, and the number of unexcused absences with a right-pointing arrow.

☐	FIRST NAME	LAST NAME	NOT1	NOT2	NOT3	FAMILY MEETING	SARD REFERRAL	UNEXCUSED ABSENCES
☐	Michael	Anderson	✓ 1/15/23	✓ 1/15/23	✓ 1/15/23	Completed 12/15/22	Eligible	10 >
☐	Katie	Lee	✉	1/15/23	1/15/23	n/a	Not eligible	3 >
☐	Felicia	Brown	✓ 1/15/23	✉	1/15/23	n/a	Not eligible	4 >
☐	Jared	King	✓ 1/15/23	✓ 1/15/23	✓ 1/15/23	Completed 12/15/22	Referred 1/30/23	12 >
☐	Anthony	Damello	✓ 1/15/23	✓ 1/15/23	1/15/23	Scheduled 1/15/23	Not eligible	5 >
☐	Lila	Hanks	✓ 1/15/23	1/15/23	1/15/23	n/a	Not eligible	3 >
☐	Sarah	Johnson	✓ 1/15/23	✉	✉	Eligible	Not eligible	8 >
☐	Brian	Green	✓	✓	1/15/23	n/a	Not eligible	7 >

Additional Content

Effective family engagement requires not just attendance-focused communications, but a wide array of timely and helpful messages that bring families in as partners in their student's education. We are honored to be your trusted partner in this important work, which is why the platform features additional communication templates including:

- **Targeted Campaigns** that support families, improve enrollment, and build a vibrant learning community.
- **Check-In Surveys** to identify systemic barriers to attendance

Individualized Family Support

The complexities of chronic absenteeism are driven by the mounting and increasingly diverse barriers to attendance that families and students face every day. With school teams more strapped for time than ever before, we are proud to be a trusted partner that helps districts connect families with the resources they need, when they need them.

When families reply to text nudges, they are immediately connected with our 24/7 Family Support Bot. Our chatbot connects families to district and wider community resources based on their message, including transportation, food distribution, and wellness resources.

For more complex inquiries, the Family Support Bot will direct families to our multilingual Family Support Team. Dedicated to both helping families understand their student's attendance and overcoming barriers to attendance, the team provides one on one support to families in their home language.

Expert Training for High Impact Action

Throughout the year, your team will have access to a wide array of professional learning opportunities to support your district's goals for attendance, learning recovery, and family engagement. This includes:

- Three-part core professional learning series includes guidance for maximizing the EveryDay Platform and best practices for implementing evidence-based attendance improvement strategies. These expert-led sessions include:
 - Tier 1: School-Wide Attendance Promotion Strategies
 - Tier 2: Clustered Interventions for Chronically Absent Students
 - Tier 3: Individualized Interventions for Severely Chronically Absent Students
- Monthly live professional learning webinars filled with timely and immediately actionable attendance strategies. A few session examples include:

- Planning to Mitigate Spring Slide and Dip Days
- Intervention Plans for Students with Early Absence Patterns
- How to Utilize Communication Reporting to Support Students
- Access to the EveryDay Labs Community and comprehensive library of resources for expert interventions, barrier assessments, and much more.

Quick Link: [EveryDay Labs Community Demo](#)

Multichannel Communications Hub

Text & Email Capabilities: All team members can use real-time attendance data to send targeted text and email campaigns to families throughout the school year, keeping them updated and engaged in attendance improvement.

Positive Messaging Campaigns: Recognizing new achievements & positive shifts is just as important as nudging students and families to get back on track. The EveryDay Platform flags students on an attendance streak and sends personalized & automated celebratory messages to thank families for ensuring their students were present and encourage them to keep up the good work.

Partnership Pricing

Description	Price	Quantity	Subtotal
EveryDay Labs Silver Package+			
Data Tools: -Analytics -Reporting -Intervention coordination Evidence-Based, Flagship Attendance Campaigns: -Chronic Absence Nudge Intervention -Evidence-Based Truancy Notices -Unlimited text -Access to growing library of targeted campaigns and content Individualized Family Support: -24/7 Bot -Phone-Based Family Support Team Virtual Professional Learning: -Includes Community Access & Resource Library	\$4.00	23,752 students	\$95,008.00
Add-Ons			
Truancy Mailings	\$1.50	37,846	\$56,769.00
+\$12,000 minimum spend **Price valid through: August 31, 2026		Annual Subtotal	\$151,777.00
		Enrollment Discount	-\$7,588.85
		Annual Total**	\$144,188.15

Questions? Reach out to Brad Redmond • brad@everydaylabs.com • (615) 268-1550

EveryDay Labs, Inc.
 303 Twin Dolphin Drive, Suite 600
 Redwood City, CA 94065
 +1 6506419485
 contracts@everydaylabs.com
www.everydaylabs.com



Gold with Truancy Quote

September 1, 2026 – August 31, 2027

Description	Price	Quantity	Subtotal
EveryDay Labs Silver Package +			
Data Tools: -Analytics -Reporting -Intervention coordination Evidence-Based, Flagship Attendance Campaigns: -Chronic Absence Nudge Intervention -Evidence-Based Truancy Notices -Unlimited text -Access to growing library of targeted campaigns and content Individualized Family Support: -24/7 Bot -Phone-Based Family Support Team Virtual Professional Learning: -Includes Community Access & Resource Library	\$4.00	23,752 students	\$95,008.00
Add-Ons			
Truancy Mailings	\$1.50	37,846	\$56,769.00
		Annual Subtotal	\$151,777.00
		Enrollment Discount	-\$7,588.85
		Annual Total**	\$144,188.15

+ \$12,000 minimum spend
 **Price valid through: August 31, 2026



May 13, 2026

To Whom It May Concern:

I am an authorized representative of EveryDay Labs, and I affirm that EveryDay Labs is the **sole source and holder of all copyrights affiliated with the EveryDay Labs** proprietary, research-based program of intervention targeted for reducing absenteeism at scale in school districts.

Subscriptions and support services related to all EveryDay Labs program of intervention, analytics, and professional learning and training are provided only by EveryDay Labs and are not available through other sources. EveryDay Labs has conducted extensive market research and confirms there is no other like product or service available.

EveryDay Labs is the sole source provider of the following unique and proprietary features:

- **Proprietary, research-based algorithms** to identify the students for intervention, and the content most likely to lead to attendance improvement
- Rigorously tested and strategically timed mail and text attendance nudges proven to reduce absenteeism
- **Intervention communications use proprietary content and language protected by copyright** that is researched and tested using multiple methods, including randomized controlled trials.
- EveryDay Pro platform and EveryDay Learning include proprietary software and professional learning content, protected by copyright
- Scientifically proven evidence of efficacy across all grade levels and demographic groups: **The EveryDay Labs program is the only attendance intervention to receive the ESSA "Strong Evidence" rating for grades K-12¹** from the Johns Hopkins University Evidence for ESSA Initiative (<https://www.evidenceforessa.org/>), due to an unparalleled foundation of research and evidence.

If you have any questions regarding this sole source letter, please contact Emily Bailard at emily@everydaylabs.com.

Sincerely,

Emily Bailard
Co-founder, EveryDay Labs

¹EveryDay Labs (Formerly In Class Today). Evidenceforessa.org, Evidence for ESSA, 2020, <https://www.evidenceforessa.org/programs/attendance/everyday-labs-formerly-inclass-today>



PowerSchool Group LLC
150 Parkshore Dr.
Folsom CA 95630

Quote #: Q-144997-1
Quote Expiration Date: 12-SEP-2025

Sales Quote - This Is Not An Invoice

Prepared By: Jeff Skene
Customer Name: Dekalb County School District

Customer Contact: Shelly Bishop
Title: Coordinator of Social Work Services
Address: 2652 Lawrenceville Highway
City: Decatur
State/Province: Georgia
Zip Code: 30033
Phone #: (678) 678-2009
Pricing Vehicle Contract #:

Enrollment: 32,000
Contract Term: 12 Months
Start Date: September 9, 2025
End Date: August 31, 2026
Payment Terms: Net 30

Contract Term : September 9, 2025 to August 31, 2026

Quote Summary

License and Subscription Period(s)	Software	Implementation/Training	Total
Subscription Period 1: September 9, 2025 to August 31, 2026	USD 86,224.3	USD 5,825	USD 92,049.3
Total Contract : September 9, 2025 to August 31, 2026	USD 86,224.3	USD 5,825	USD 92,049.3
Total Discount			USD 104,592.87

License and Subscription Fees

Subscription Period 1 License and Subscription Fees

Product Description	Quantity	Unit	Discount	Price
Attendance Letters M/S	1.00	Each	40%	USD 1,060.73
Attendance Intervention with Three Letters	32,000.00	Students	40%	USD 82,628.38
Attend Period Attendance Customization M/S	1.00	Each	40%	USD 2,535.19

Subscription Period 1 License and Subscription Fees TOTAL: USD 86,224.30

Total License and Subscription Fees : USD 86,224.30

Professional Services and Setup

Product Description	Quantity	Unit	Discount	Price
Attendance Letters Deployment	3.00	Each	100%	USD 0.00
Attendance Intervention Suite Deployment Custom	1.00	Each	100%	USD 0.00
Unified Home Consulting	20.00	Hour	100%	USD 0.00
Attend Period Attendance Custom Configuration	72.00	Hour	100%	USD 0.00

Total Professional Services and Setup : USD 0.00

Unified Home Training

Product Description	Quantity	Unit	Discount	Price
Unified Home Training Remote	8.00	Hour	20%	USD 2,080.00
Unified Home Training Onsite	1.00	Day		USD 3,745.00

Subscription Start and End Dates shall be as set forth above. The Start Date may be delayed based upon the date that PowerSchool receives this executed quote or Customer's purchase order if one is needed. On-Going PowerSchool Subscription/Maintenance and Support Fees are invoiced at the then-current rates and enrollment per existing terms of the executed agreement between Customer and PowerSchool. Any applicable sales or other tax has not been added to this quote. If this quote includes promotional pricing, such promotional pricing may not be valid for the entire duration of this quote. All invoices shall be sent to Customer upon or promptly after execution of this quote, unless otherwise set forth in the applicable statement of work or executed agreement between the parties (e.g., services billed on time and material basis will be invoiced when such services are incurred).

All purchase orders must include the exact quote number of this quote. Customer agrees that purchase orders are for administrative purposes only and do not impact the terms or conditions of this quote or any agreement executed between the parties. Any credit provided by PowerSchool is nonrefundable and must be used within 12 months of issuance. Unused credits will expire after 12 months.

If Customer pays in advance for any professional services, all professional services must be scheduled and delivered within twelve (12) months of the applicable quote start date, unless otherwise agreed in writing by PowerSchool; any portion of any prepaid amount for professional services that has not been used within such twelve (12) month period will be forfeited.

This quote incorporates any statement of work attached hereto. By execution of this quote, or its incorporation, this and future purchases of subscriptions or services from PowerSchool are subject to and incorporate the terms and conditions found at: https://www.powerschool.com/wp-content/uploads/PowerSchool-Service-Agreements/2024_PowerSchool_MSA.pdf.

By either (i) executing this quote or (ii) accessing the services described on this quote, Customer agrees that after the contract term end date, the subscription for such services will continue for successive twelve (12) month subscription periods on the same terms and conditions as set forth herein, subject to a standard annual price uplift and excluding any promotional pricing, unless Customer provides PowerSchool with a written notice of its intent not to renew at least sixty (60) days prior to the end of the applicable current contract term.

DRAFT

Statement of Work

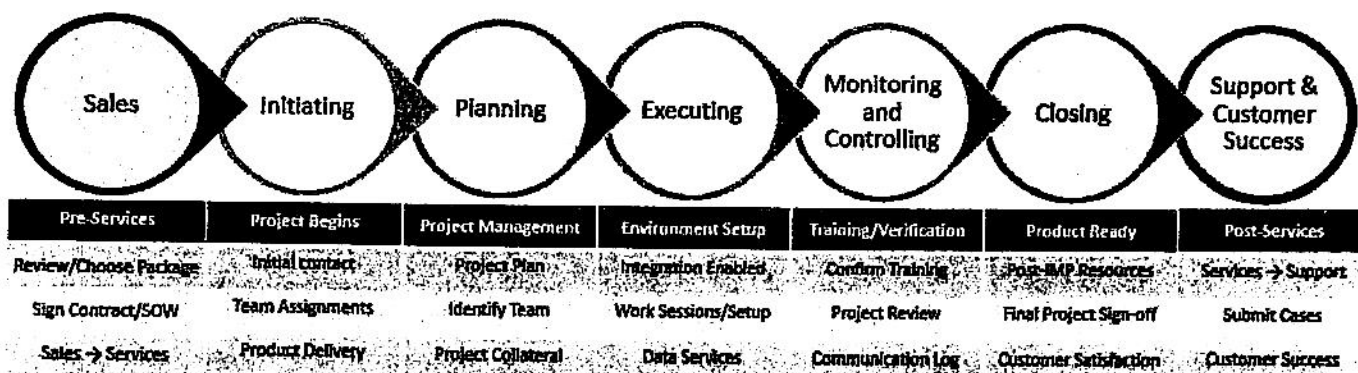
Purpose of Document

The purpose of this Statement of Work ("SOW") between PowerSchool Group LLC ("PowerSchool") and Customer ("You", "Your") is to outline the process, approach, and completion criteria for each step of the process to implement PowerSchool. This document covers the roles and responsibilities of the PowerSchool Project Manager, Implementation Specialist(s), and Customer in each step of the PowerSchool implementation process, serving as an outline of services PowerSchool is expected to deliver. This SOW calls out specific functional areas of PowerSchool that are covered for implementation services and level of coverage.

Successful implementation of new software requires proven project management and methodology. The timeline will be mutually adapted within a project management tool between PowerSchool and the Customer. PowerSchool provides a comprehensive package of services designed to ensure Your PowerSchool deployment project meets Your unique needs and expectations. Additional training, consulting and customization services can be purchased to help augment additional needs You may have with Your PowerSchool deployment. The delivery of Professional Services contained in this document will be provided remotely. If travel is required, all travel related expenses will be invoiced as incurred.

We will partner with You and be Your liaison to PowerSchool during the implementation. You will have a project team to help you, as a Customer, connect to other PowerSchool services and support, while also providing project planning, communication, project execution, and product specialist consulting. For a successful PowerSchool implementation, it is important that You understand the responsibilities, carve out the time required and keep on pace with the timeline. This will involve gathering information, helping Your team come to agreement on configuration and data standardization, your own product training and monitoring other staff assigned training for completion, adjusting desk level procedures, and planning for go live among several other tasks. The overall steps included in a project are outlined below.

This Statement of Work is subject to the terms and conditions of the current master agreement between the parties and any associated policies, pursuant to which PowerSchool has licensed the PowerSchool application to the Customer.



General Assumptions

1. Implementation services will be delivered remotely unless onsite services are purchased separately.
2. Client is to provide a data extract to PowerSchool in accordance with Tiered Service package selected (if needed).
3. Implementation timeline is stated within the Planning Phase, extending the timeline may require the customer to purchase additional services.
4. Implementation services are completed when delivered and the deliverable acceptance procedure is complete.
5. Additional services are available and can be purchased for items out of the scope of implementation (see Project Change Control and Escalation Change Procedure section of this document).
6. Customer will adhere to the active PowerSchool Cancellation Policy. "Services Cancellation: Licensee shall pay a cancellation charge equal to fifty percent (50%) of the services fee and any non-refundable expenses incurred by PowerSchool if Licensee cancels any scheduled professional services less than fourteen (14) days before the occurrence of any service dates that PowerSchool has scheduled at Licensee's request."
7. Customer must identify a designated Customer project lead before the project kick-off meeting. The Customer project lead will be responsible for delivering all sections of the "Customer Responsibilities" included in the SOW in a complete manner within the project timeline.
8. The designated Customer project lead should be an employee of the organization implementing PowerSchool. Customers that hire third-party organizations to act on the behalf of the Customer for implementation may be required to sign a waiver form provided by PowerSchool, indicating that the third-party organization is authorized to act on the Customer's behalf when interacting with PowerSchool. The Customer will be responsible for maintaining proper communication channels with third party organizations hired by the Customer.
9. All sign offs must be done by an employee and designated signatory of the Customer. Third party entities engaged by the Customer are not acceptable signatories for any project sign offs.
10. The PowerSchool Project Manager and/or Application Specialist will guide Customer to available procedures, guidelines, standards, reference materials and system/application documentation.
11. Implementation Services is assuming the product will be deployed as-is, items outside of Scope of Work must go through the change control procedures (see Project Change Control and Escalation Procedure in this document).

Deliverables Acceptance Procedure

Deliverables Acceptance

This Statement of Work outlines PowerSchool deliverables for each phase of the implementation project in the PowerSchool Objections and Completion Criteria sections. Each deliverable will be reviewed and accepted in accordance with the following procedure:

- Deliverable will be submitted or delivered to the Customer project lead or designated Customer team member. It is the Customer project lead's responsibility to review and accept deliverable as complete.
- Within six (6) business days of completion of the project the Customer project lead will either accept the final deliverables or provide the PowerSchool implementation specialist a written list of objections. If no response from the Customer project lead is received within six (6) business days, then the deliverables will be deemed accepted, unless the Customer requests an extension.
- The PowerSchool implementation specialist will consider the Customer's objections within the context of PowerSchool's obligations as stated within this Statement of Work. Revisions agreed to by PowerSchool will be applied at which time the deliverables will be reviewed within six (6) business days and the Customer project lead either will accept the deliverables or provide the PowerSchool implementation specialist a written list of objections. If no response is received within six (6) business days, then the deliverables will be deemed accepted, unless the Customer requests an extension.
- Customer objections that are not agreed to by PowerSchool will be managed in accordance with the Project Change Control Procedure described below. If resolution is required to a conflict arising from Customer's objection to a deliverable, the Customer and PowerSchool will follow the Escalation Procedure described below.
- All deliverables required to be delivered hereunder are considered to be owned by PowerSchool with unlimited internal use by the Customer, unless otherwise noted.

Project Change Control and Escalation Procedure

Project Change Control

The following process will be followed if additional services to this Statement of Work are required or desired.

- A Project Change Request (PCR) will be the vehicle for communicating change. The PCR must describe the change, rationale for the change and the effect the change will have on the project.
- The designated Customer project lead will review the proposed change and recommend it for further investigation or reject it. A PCR must be signed by the authorized Customer project lead to authorize quote for additional services. If the Customer accepts additional services and charges, a change to the original purchase order or new purchase order is required. Change to this Statement of Work through additional addendum will authorize additional scope and work.
- A written Change Authorization and/or PCR must be signed by authorized representatives from both parties to authorize implementation of the investigated changes. Until a change is agreed upon in writing, both parties will continue to act in accordance with the latest agreed version of the SOW.

Customer Escalation Procedure

The following procedure will be followed if resolution is required for a conflict arising during the project

- **Level 1:** Customer project lead will notify PowerSchool Project Manager via email with details of escalation.
- **Level 2:** If the PowerSchool Project Manager cannot provide resolution or path to resolution five (5) business days from receipt of level 1 escalation email, the Customer project lead will notify PowerSchool manager via email to – pmleadership@powerschool.com
- **Level 3:** If the concern remains unresolved after Level 2 intervention, resolution will be addressed in accordance with Project Change Control Procedure, or termination of this SOW under the terms of the Contract.

During any resolution, PowerSchool agrees to provide services related to items not in dispute, to the extent practicable, pending resolution of the concern. The Customer agrees to pay invoices per the Contract, as rendered.

Attendance Letters Statement of Work

Initiating (Prerequisites before Assess)

PowerSchool Responsibilities

- Provide this Statement of Work.

Customer Responsibilities

- Review and return this Statement of Work.

Assumptions

- The Attendance Intervention Letters deployment may not be purchased as a stand-alone, i.e. the customer must have purchased an Attendance Intervention deployment in the past and have a working site configured or the customer has purchased an Attendance Intervention deployment that is operating in parallel to this work.
- The Attendance Intervention Letters deployment includes the following feature set: 1 digital letter template.
- The Attendance Intervention Letters Deployment does not include the following features: Data Imports, SSO configuration, Site configuration, Period Attendance, Recorded Voice Calls, Direct to Student Messaging, or additional Postcard or Letter template(s).
- Project timeline is estimated to be two (2) to three (3) weeks from Kickoff and consists of 2.5 hours of scheduled meetings.
- Additional consulting hours may be purchased as needed to augment this deployment.

Assess

PowerSchool Responsibilities

- Schedule project milestone meetings.

Customer Responsibilities

- Establish a steering committee (district staff, attendance staff).

Completion Criteria

- This phase will be considered complete when pertinent core deliverables above are completed:

Configure

PowerSchool Responsibilities

- Review digital letter template
- Explain Attendance Intervention letters
- Configure Letter Template
 - Create custom attendance letter template
 - Upload district logo

- Preview and save copy of initial draft of letter template
 - Send final draft of attendance letter template
- Configure Letter Automation
 - Review district attendance criteria, schools, text message, and senders
 - Configure draft of automation based on district preferences
 - Send draft of attendance letter automation configuration

Customer Responsibilities

- Complete Letter Template
 - Review and confirm letter header, body and contact info
- Complete Letter Automation configuration
 - Determine send type (automatic/manual)
 - Determine which schools receive the intervention
 - Customize message content to accompany letter
 - Confirm letter sender(s)
 - Confirm attendance criteria for sending
 - Confirm scheduling rules for attendance letter
- Validate Letter Template configuration
 - Review initial letter draft
 - Finalize attendance letter template
 - Formally approve attendance letter template
- Validate Letter Automation configuration
 - Review attendance letter automation configuration
 - Finalize attendance letter automation configuration
 - Send final draft of attendance letter automation configuration
 - Formally approve attendance letter automation configuration

Completion Criteria

- This phase will be considered complete when pertinent core deliverables above have been completed.

Assumptions

- Up to 4 hours of offline configuration by PowerSchool are included in the Configure phase of Letters Deployment.
- It is the Customer's responsibility to ensure all agreed-upon functionality is behaving as intended by the product's existing functionality prior to project closure.

Measure

PowerSchool Responsibilities

- Conduct project milestone meetings.
- Review project deliverables checklist.
- Conduct project wrap-up meeting and hand off to Support.

Customer Responsibilities

- Complete CSAT survey

Completion Criteria

- This phase will be considered complete when pertinent core deliverables above are completed by PowerSchool.

Closing

PowerSchool Responsibilities

- Assist in identifying the Technical Contact(s) who can view all open Support cases for the school/district.
- Transition Customer to Support, providing instructions on methods of communication with Support.

Customer Responsibilities

- Request Technical Contact(s) to be added (if necessary).
- Contact the Support Team with any post-project requests.

Completion Criteria

- This activity will be considered complete when the Customer has been introduced to Support and instructions for post-project support have been provided.

Roles and Responsibilities

- **Project Manager:** Main contact for the PowerSchool Attendance Intervention implementation project. Manages project and school district resources; primary contact for Project; facilitate issues resolution and key deliverables.
- **Attendance Intervention Manager:** Responsible for all decisions regarding direct-to-student messaging usage.
- **Technical Lead:** Has knowledge of any data integration required; responsible for providing data to PowerSchool Attendance Intervention. SIS admin with strong knowledge of data tables and information structure in the SIS.
- **Professional Development Lead:** Responsible for facilitating training for appropriate users.
- **Ongoing Product Owner:** Responsible for ongoing data review, product adoption, including PowerUp opportunities to hear about new features and product offerings.

Project Timeline and Customer Expertise

- The implementation timeline is two (2) to three (3) consecutive weeks beginning with the Kickoff meeting.
- The Implementation process requires that the Customer be prepared to dedicate time and resources with the requisite expertise to prepare for end users to begin using the PowerSchool Attendance Intervention Direct-to-Student product.

The Customer must:

- Review and test all technical components to ensure they are built to agreed-upon specifications.
- Review online materials to establish a baseline command of the tools required.

The work conducted by the Customer must be planned throughout the implementation for deadlines to be met. The Customer may elect to expand their implementation team and delegate tasks accordingly.

To ensure success, designate staff resources to the Implementation who possess:

- An understanding of how the Customer intends to use PowerSchool Attendance Intervention.
- Technical expertise commensurate with the Customer tasks defined throughout the SOW.
- The ability and access to extract, provide, receive, and interpret data.

Meetings

Your PowerSchool Attendance Intervention Application Specialist will schedule meetings during implementation. These calls will also be checkpoints at which to track progress and ensure deadlines are being met. They will also allow for consultation on any implementation steps assigned. It is critical that the Customer project team be prompt and prepared for each meeting aligned with the Project Plan provided at the project's outset. Cancellation within 24 hours or no showing to the meeting will result in a depletion of Services backlog the equivalent of half the billable time of the scheduled meeting.

Period Attendance Customization Statement of Work

Initiating (Prerequisites before Assess)

PowerSchool Responsibilities

- Provide this Statement of Work.

Customer Responsibilities

- Review and return this Statement of Work.

Assumptions

- The Attendance Intervention Period Attendance Customization deployment may not be purchased as a stand-alone, i.e. the customer must have purchased an Attendance Intervention deployment in the past and have a working site configured or the customer has purchased an Attendance Intervention deployment that is operating in parallel to this work.
- The Attendance Intervention Period Attendance Customization deployment includes the following feature set: period attendance, period attendance postcard, period attendance digest, and reporting.
- The Attendance Intervention Period Attendance Deployment does not include the following features: SSO configuration, Site configuration, Daily Attendance, Direct to Student Messaging, Recorded Voice Calls, or additional Postcard or Letter template(s).
- Project timeline is estimated to be six (6) to eight (8) weeks from Kickoff and consists of three (3) to four (4) hours of scheduled meetings.
- Additional consulting hours may be purchased as needed to augment this deployment.
- Formal training is not included in this deployment. Attendance Intervention training can be purchased, if desired, through our Customer Education department.

Assess

PowerSchool Responsibilities

- Schedule project milestone meetings.

Customer Responsibilities

- Establish a steering committee (district staff, attendance staff, data specialist, professional development specialist).

Completion Criteria

- This phase will be considered complete when pertinent core deliverables below are completed:

Import

Data imports are essential to the functionality of PowerSchool Attendance Intervention.

Depending on how your district or school decides to manage imports, certain data types can be setup to automatically update while others may need to be manually updated. Data imports into PowerSchool Attendance Intervention can be completed using any combination of (1)

integrations, (2) automated imports via Classlink/Clever/OneRoster, and/or (3) manual imports.

Customer is only responsible for completing the steps for their chosen data integration option(s).

Assumptions

- Attendance Intervention does not currently support schools that take interval attendance or are fully virtual.
- Attendance Intervention does not currently support the ability to send period attendance postcards based on a specified number of period absences in a specific course, e.g. 10 absences in Algebra class.
- Attendance Intervention does not currently support the ability to convert period absences into daily values, i.e. 6 period absences = 1 daily absence, nor does it support the ability to send interventions based on the converted daily value.
- Attendance Intervention does not currently support the ability to send period attendance postcards based on tardies.
- If using PS SIS, Customer approves the Application Specialist accessing PowerSchool Student Information System (SIS) via Maintenance Access for duration of implementation.
- PowerSchool Application Specialists are not responsible for correcting data in the SIS. Any issues with implementation or use of AIS arising from incorrect, incomplete, or incompatible data are the responsibility of the customer to resolve. If unable to resolve within two (2) weeks of discovery, the implementation will be placed On Hold until the data aligns with the requirements of the Attendance Intervention product.
- As AIS is a Student Information System-reliant solution, implementation that overlaps SIS "rollover" process (setting up new terms) may be affected. PowerSchool Services will work with you to determine a plan that maximizes your use of the AIS software while also allowing room for SIS rollover on which AIS is dependent.

PowerSchool Responsibilities

- Define data to import: Roster, Period Attendance
- Confirm data import method(s): PS SIS API, eSchoolPlus, Clever, ClassLink, OneRoster API 1.1. with OAuth 2.0, .csv import
- If using PowerSchool SIS:
 - Configure period attendance sync time(s)
 - Sync scope configuration
 - Designate period attendance Excused Codes
 - Blacklist courses
 - Map schedules/run schedule analysis
 - Populate period attendance tiers
 - Run period attendance sync
 - Test/confirm/verify integration is set up and functioning properly

- If using .csv files:
 - Send SFTP credentials
 - Map .csv file
 - Map schedules
 - Blacklist courses
 - Map attendance codes
 - Run initial syncs
 - Complete Roster import
 - Configure period attendance sync time(s)
 - Test/confirm/verify integration is set up and functioning properly
- If using eSchool Plus:
 - Assist customer in completing AIS integration steps within eSchool Plus
 - Send SFTP credentials
 - Map .csv file
 - Map schedules
 - Blacklist courses
 - Map attendance codes
 - Run initial syncs
 - Complete Roster import
 - Configure period attendance sync time(s)
 - Test/confirm/verify integration is set up and functioning properly
- If using Clever Rostering:
 - Request the PowerSchool Attendance Intervention (Kinolved) application within your Clever dashboard and set your data sharing permissions
 - Send SFTP credentials
 - Map .csv file
 - Map schedules
 - Blacklist courses
 - Map attendance codes
 - Run initial syncs
 - Complete Roster import
 - Configure period attendance sync time(s)
 - Test/confirm/verify integration is set up and functioning properly

Customer Responsibilities

- If using .csv files:
 - Complete .csv file exports for period attendance
 - Send files to secure SFTP
- If using eSchool Plus:
 - Enable AIS integration
 - Configure the API settings for the SFTP exports
 - Send files to secure SFTP
- If using Clever Rostering:
 - Complete .csv file exports for period attendance
 - Send files to secure SFTP
- Test/confirm/verify integration is set up and functioning properly.

Completion Criteria

- This phase will be considered complete when pertinent core deliverables above and user acceptance / quality assurance testing have both been completed.

Assumptions

- Up to 20% of total project hours will be dedicated to Import assistance from PowerSchool in the Attendance Intervention Period Attendance Customization deployment.
- PowerSchool's Quality Assurance / User Acceptance testing process will focus on the technical aspects of the solution to ensure it is accessible, functional, and adheres to best practices. It is the Customer's responsibility to ensure all agreed-upon functionality is behaving as intended by the product's existing functionality prior to project closure.

Configure

PowerSchool Responsibilities

- Review Period attendance interventions
 - Explain period attendance postcard and period attendance digest
- Configure Period Attendance Postcard Template
 - Create custom period attendance postcard template
 - Upload district logo
 - Preview and save copy of initial draft of period attendance postcard template
 - Send final draft of period attendance postcard template
- Configure Period Attendance Postcard Automation
 - Review district attendance criteria, schools, text message, and senders
 - Configure draft of automation based on district preferences
 - Send draft of period attendance postcard automation configuration
- Review Period Attendance Digest
 - Ensure customer understanding of using Period Attendance digest feature
 - Provide enablement materials for Period Attendance Digest feature, if using

Customer Responsibilities

- Complete Postcard Template
 - Review and confirm postcard header, body and contact info
- Complete Postcard Automation configuration
 - Determine send type (automatic/manual)
 - Determine which schools receive the intervention
 - Customize message content to accompany postcard
 - Confirm postcard sender(s)
 - Confirm attendance criteria for sending
 - Confirm scheduling rules for attendance postcard
- Validate Period Attendance Postcard Template configuration
 - Review initial period attendance postcard draft
 - Finalize period attendance postcard template
 - Formally approve period attendance postcard template

- Validate Period Attendance Postcard Automation configuration
 - Review period attendance postcard automation configuration
 - Finalize period attendance postcard automation configuration
 - Send final draft of period attendance postcard automation configuration
 - Formally approve period attendance postcard automation configuration
- Configure and maintain Period Attendance Digest for each school

Completion Criteria

- This phase will be considered complete when pertinent core deliverables above and user acceptance testing have both been completed.

Assumptions

- Up to 20% of total project hours will be dedicated to offline postcard configuration in the Attendance Intervention Period Attendance Customization deployment.

Deploy: Rollout

PowerSchool Responsibilities

- Demonstrate how to use the Period Attendance features within the platform to understand the data on the screen.

Customer Responsibilities

- Establish stakeholder engagement plan.
 - Introduce PowerSchool Attendance Intervention Period Attendance Customization to additional administrators
 - Introduce PowerSchool Attendance Intervention Period Attendance Customization to teachers
- Maintain Period Attendance digests for all schools.

Completion Criteria

- This phase will be considered complete when pertinent core deliverables above have been completed.

Measure

PowerSchool Responsibilities

- Conduct project milestone meetings.
- Review project deliverables checklist.
- Conduct project wrap-up meeting and hand off to Support.

Customer Responsibilities

- Complete CSAT survey

Completion Criteria

- This phase will be considered complete when pertinent core deliverables above are completed by PowerSchool.

Closing

PowerSchool Responsibilities

- Assist in identifying the Technical Contact(s) who can view all open Support cases for the school/district.
- Transition Customer to Support, providing instructions on methods of communication with Support.

Customer Responsibilities

- Request Technical Contact(s) to be added (if necessary).
- Contact the Support Team with any post-project requests.

Completion Criteria

This activity will be considered complete when the Customer has been introduced to Support and instructions for post-project support have been provided.

Roles and Responsibilities

- **Project Manager:** Main contact for the PowerSchool Attendance Intervention implementation project. Manages project and school district resources; primary contact for Project; facilitate issues resolution and key deliverables.
- **Attendance Intervention Manager:** Responsible for all decisions regarding direct-to-student messaging usage.
- **Technical Lead:** Has knowledge of any data integration required; responsible for providing data to PowerSchool Attendance Intervention. SIS admin with strong knowledge of data tables and information structure in the SIS.
- **Professional Development Lead:** Responsible for facilitating training for appropriate users.
- **Ongoing Product Owner:** Responsible for ongoing data review, product adoption, including PowerUp opportunities to hear about new features and product offerings.

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