

ASPIREDU®, INC.

WEB SERVICES SUBSCRIPTION AGREEMENT

This is a Web Services Subscription Agreement (the “Agreement”), effective as of September 24, 2020 (the “Effective Date”), by and between AspirEDU®, Inc., with business offices located at 303 61st Street, Unit A, Holmes Beach, FL 34217 (“AspirEDU”), and Davis Joint Unified School District with offices located at 526 B Street, Davis, CA 95616 (“Subscriber”).

Background Information

AspirEDU has developed and maintains an integrated suite of Internet based services allowing educators to organize and analyze student performance data for the purpose of improving retention and graduation rates (the “Services”). Subscriber wishes to utilize the Services in connection with Subscriber’s organization, and AspirEDU has agreed to provide such Services pursuant to the terms and conditions of this Agreement. Accordingly, AspirEDU and Subscriber agree as follows:

Operative Provisions

1. **License to Use Services.** AspirEDU grants to Subscriber a nonexclusive, nontransferable, worldwide license to access and use the Services described in the Schedules to this Agreement, as such Schedules may be added from time to time by mutual agreement of the parties to add additional Services. All rights not expressly granted to Subscriber are reserved by AspirEDU. The license granted to Subscriber pursuant to this Agreement will permit use of the Services by Subscriber’s employees, contractors and agents specified by Subscriber (“End-users”).
2. **Limitations on Use.** The licensed Services are for use only by Subscriber and its assigned End-users. Except as permitted by this Agreement, the website from which the Services are accessed (the “Site”) and content comprising the Services (the “Content”) may not be decompiled, reverse engineered, disassembled, transferred, distributed, resold, sublicensed, or used to create any derivative works. Subscriber may not use any network monitoring or discovery software to determine the Site’s architecture, or extract information about usage or identities of users. Subscriber may not use any robot, spider, other automatic software or device, or manual process to monitor or copy the Site or Content. Subscriber may not (i) license, sublicense, sell, resell, transfer, assign, distribute or otherwise commercially exploit or make available to any third party the Services or Content in any way; (ii) modify or make derivative works based upon the Site or the Content; (iii) create Internet "links" to the Site or "frame" or "mirror" any Content on any other server or wireless or Internet-based device. Subscriber may use the Services only for its internal business purposes and shall not: (i) send spam or otherwise duplicative or unsolicited messages in violation of applicable laws; (ii) send or store infringing, obscene, threatening, libelous, or otherwise unlawful or tortuous material, including material harmful to children or violative of third party privacy rights; (iii) send or store material containing software viruses, worms, Trojan horses or other harmful computer code, files, scripts, agents or programs; (iv) interfere with or disrupt the integrity or performance of the Services or the data contained therein; or (v) attempt to gain unauthorized access to the Services.

3. AspirEDU Proprietary Information. Subscriber agrees that the Content is protected by copyrights, trademarks, service marks, patents and/or other proprietary rights and laws. Except as expressly provided in this Agreement, nothing contained herein shall be construed as conferring to Subscriber any license or right under copyright or other intellectual property right law. Subscriber may make copies of Content only for purposes of Subscriber's internal use in connection with the Services.

4. Confidentiality and Privacy:

a. Confidentiality. Both parties shall maintain as confidential and shall not disclose, copy, nor use for purposes other than the performance of this Agreement, any information which relates to the other party's business affairs, trade secrets, technology, research and development, pricing, or the terms of this Agreement ("Confidential Information") and each agrees to protect that Confidential Information with the same degree of care it exercises to protect its own confidential information and to prevent the unauthorized, negligent, or inadvertent use, disclosure, or publication thereof. Confidential Information shall not include any information that (a) was known to the recipient before receiving the same from the discloser in connection with this Agreement; (b) is independently developed by the recipient without reliance on any Confidential Information of the discloser; (c) is acquired by the recipient from another source without restriction as to use or disclosure; or (d) is or becomes generally known to the public through no fault or action of the recipient. Upon expiration or termination of this Agreement, both parties agree to return respective to each other all such Confidential Information. Breach of confidentiality may cause irreparable damage and therefore, the injured party shall have the right to equitable and injunctive relief, and to recover the amount of damages (including reasonable attorneys' fees and expenses) incurred in connection with such unauthorized use.

b. Subscriber's Student Data. AspirEDU acknowledges and agrees that any information regarding Subscriber's students that is acquired by AspirEDU in connection with the provision of Services pursuant to this Agreement, including without limitation, student identity and performance information (collectively, "Student Data"), will be considered confidential and proprietary information of Subscriber, and all right, title and interest in such Student Data is owned by Subscriber. AspirEDU will use such Student Data only as necessary to perform the Services in accordance with this Agreement and will maintain such Student Data in strict confidence in accordance with the provisions of this Agreement, the Family Educational Rights and Privacy Act ("FERPA") and other applicable laws related to confidentiality of Student Data. AspirEDU's agrees to comply with FERPA's obligations as a "school official" and FERPA's "legitimate educational interests" limitation on use or disclosure of education records. AspirEDU will implement reasonable and typical administrative, technical, and physical safeguards to secure its facilities and systems from unauthorized access, and to secure Student Data. Without limiting the foregoing, AspirEDU agrees to abide by FERPA's limitations on re-disclosure of Student Data, to not use or disclose Student Data for any purpose other than the purpose for which such disclosure is made, except as permitted by this Agreement, as required by law or as authorized by Subscriber in writing.

c. Upon request from Subscriber, AspirEDU will provide Subscriber with any or all Student Data in AspirEDU's possession.

d. To the extent AspirEDU is required by applicable law, regulation or legal process to disclose Student Data to any third party, AspirEDU will provide Subscriber, to the extent permitted by law, with timely advance written notice of any such disclosure to afford Subscriber an opportunity to seek a protective order or other relief in Subscriber's discretion and Subscriber's cost.

e. Subscriber, and not AspirEDU, shall have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use of all Student Data, and AspirEDU shall not be responsible or liable for the deletion, correction, destruction, damage, loss or failure to store any Student Data except to the extent caused by AspirEDU's gross negligence or willful misconduct.

5. General Terms of Use:

a. Subscriber will be responsible for all use of the Services by its End-users, unless and until AspirEDU receives written notice from you that an End-user is accessing the Services on an unauthorized basis. Subscriber agrees to indemnify AspirEDU from and against any and all losses, damages, judgments, liabilities, costs, and expenses (including, but not limited to, reasonable attorneys' fees) suffered or incurred by AspirEDU in connection with or as the result of any (i) unauthorized use by parties which have obtained access to the Services through Subscriber; or (ii) use of the Services by an authorized End-user in a manner that violates the terms of this Agreement.

b. AspirEDU reserves the right to investigate complaints or reported violations of this Agreement and to take any action it deems appropriate, including without limitation, reporting any suspected unlawful activity to law enforcement officials, regulators, or other third parties and disclosing any information necessary or appropriate to such persons or entities relating to user profiles, e-mail addresses, usage history, posted materials, IP addresses and traffic information.

c. Subscriber agrees to abide by all applicable laws and regulations in connection with its use of the Services, including those related to data privacy, international communications and the transmission of technical or personal data. Subscriber will: (i) notify AspirEDU immediately of any unauthorized use of the Services or any other known or suspected breach of security; and (ii) report to AspirEDU immediately and use reasonable efforts to stop immediately any unauthorized copying or distribution of Content that is known or suspected by Subscriber's End-users.

6. Term of License. The initial term of the Agreement (the "Initial Term") shall commence upon execution of this Agreement and shall remain in full force and effect for a period of one year after the date Subscriber commences live usage of the Services (the "Commencement Date"). Following the Initial Term, this Agreement automatically renews for an unlimited number of one year additional terms ("Renewal Terms"), unless either party provides the other with written notice of intent to not renew no less than 60 days prior to the end of the Initial or any Renewal Term, as

applicable. This Agreement and the license granted herein may also be terminated by either party at any time upon providing 30 days' prior written notice to the other party if such termination is due to a breach of this Agreement by the other party. The right to terminate this Agreement following a breach shall be in addition to such other rights or legal remedies that may be available to the non-breaching party. The parties reserve the right to seek all remedies available at law and in equity for violations of this Agreement.

7. Charges and Payment of Fees. The initial charges payable upon the Effective Date of this Agreement are the Implementation Fee and Subscription Fee for the Initial Term, as such terms are defined in the attached Services Schedule(s). Subscription Fees for any Renewal Period will be invoiced by AspirEDU within 15 days of the commencement of the Renewal Period, and such invoice is due within 30 days of receipt by Subscriber. AspirEDU may change the Subscription Fees applicable to any Renewal Period to reflect current Subscriber enrollment and any license fee changes, provided that AspirEDU gives Subscriber written notice of such change a minimum of 90 days prior to the commencement of such Renewal Period. All payments are nonrefundable. All pricing terms are confidential, and Subscriber agrees not to disclose them to any third party, except as otherwise required by applicable law. Delinquent payments will bear interest at the rate which is the lower of 1.5% per month, or the maximum rate allowed by law.

Fees for any additional services will be charged on an as quoted basis. AspirEDU's fees are exclusive of all taxes, levies, or duties imposed by taxing authorities, and Subscriber will be responsible for payment of all such taxes, levies, or duties, excluding only United States (federal or state) taxes based solely on AspirEDU's income. Subscriber agrees to provide AspirEDU with complete and accurate billing and contact information at all times. This information includes Subscriber's legal company name, street address, e-mail address, and name and telephone number of an authorized billing contact. All fees are payable in U.S. dollars. If Subscriber believes any bill is incorrect, Subscriber must contact AspirEDU in writing within 45 days of the invoice date of the invoice containing the amount in question to be eligible to receive an adjustment or credit.

8. Non-Payment and Suspension. In addition to any other rights granted to AspirEDU herein, AspirEDU reserves the right to suspend or terminate this Agreement and Subscriber's access to the Services upon 15 days' prior written notice to Subscriber if Subscriber's account becomes delinquent and such delinquency is not cured within such notice period. Subscriber acknowledges and agrees that AspirEDU has no obligation to retain Student Data and that such Student Data may be irretrievably deleted if Subscriber's account is 90 days or more delinquent.

9. Integration Services. AspirEDU will integrate Student Data in a manner that will allow Subscriber's End-users to use the Services. The scope of integration will be agreed upon by the parties. Subscriber will make commercially reasonable efforts to cooperate with AspirEDU on all technical aspects regarding integration of Student Data. The parties will begin the integration process within 15 days from the date of execution of this Agreement, or at such time as is mutually agreed to by the parties.

10. Subscriber Materials and Conduct.

(a) License. Subscriber hereby grants, and represents and warrants that it has all rights necessary to grant to AspirEDU a non-exclusive, worldwide, irrevocable, royalty-free and fully paid license (1) to use, reproduce, create derivative works, distribute, perform, and display any materials provided, imported or uploaded to, or otherwise used by or on behalf of Subscriber or any End-user with the Services (“Subscriber Materials”), for purposes of providing the Services; and (2) to use Subscriber’s trademarks, service marks, and logos as required to provide the Services. All rights in and to the Subscriber Materials not expressly granted to AspirEDU in this Agreement are reserved by Subscriber.

(b) Subscriber Materials and Conduct. Subscriber represents and warrants that all Subscriber Materials provided by Subscriber and End-users shall not (1) infringe any copyright, trademark, or patent; (2) misappropriate any trade secret; (3) be deceptive, defamatory, obscene, pornographic, invasive of another’s privacy, hateful, or racially, ethnically, religious, sexual, gender or otherwise objectionable; (4) contain any viruses, worms or other malicious computer programming codes able to damage the Site, or other data of the Services; or (5) otherwise violate the rights of a third party. In addition, Subscriber agrees not to, and shall ensure that End-users shall not, use the Services to (i) stalk and/or harass another; (ii) harm minors in any way; (iii) impersonate any person or entity, or falsely state or otherwise misrepresent Subscriber’s affiliation with a person or entity; (iv) forge headers or otherwise manipulate identifiers to disguise the origin of any Subscriber Materials posted on or transmitted through the Services; (v) use the Services or Subscriber Materials such that it will mislead a third party into believing that he or she is interacting directly with AspirEDU or the Services; (vi) engage in any chain letter, contests, junk e-mail, pyramid schemes, spamming, surveys or other duplicative or unsolicited messages (commercial or otherwise); (vii) use any AspirEDU domain name as a pseudonymous return e-mail address; (viii) access or use the Services in any manner that could damage, disable, overburden or impair any AspirEDU server or the networks connected to any AspirEDU server; or (ix) market any goods or services for any business purposes (including advertising and making offers to buy or sell goods or services), unless specifically allowed to do so by AspirEDU. Subscriber agrees that any use of the Services by Subscriber or End-users contrary to or in violation of Subscriber’s representations and warranties in this section constitutes improper and unauthorized use of the Services. Subscriber agrees that AspirEDU may (but has no obligation to), in AspirEDU sole discretion, remove or modify any Subscriber Materials which it deems to violate Subscriber’s covenants, representations and warranties in this section.

11. AspirEDU Representations and Warranties. AspirEDU will make commercially reasonable efforts to ensure a virus free environment, a reliable operational schedule and to provide timely correction of any component of the Services known to be inaccurate. AspirEDU does not represent or warrant that the Services will be error-free, free of viruses or other harmful components, that defects will be corrected or that the Services will always be accessible. Furthermore, AspirEDU does not warrant that use of the Services will achieve any particular result for Subscriber. AspirEDU may make improvements and/or changes to Site features, functionality or Content at any time.

AspirEDU represents and warrants as follows:

a. It has taken all necessary corporate action and has the full power and authority and all necessary rights to enter into and perform according to the terms of this Agreement and grant the license rights set forth herein; and the execution, delivery and performance of this Agreement, and the grant of rights to Subscriber hereunder, do not violate or conflict with the rights of any third party; and

b. The Site, Content and Services are original to AspirEDU and shall not infringe upon, or otherwise violate or misappropriate any copyright, patent, trademark, trade secret, or other intellectual property right(s) held by any third party.

In the event of a breach of any of the foregoing representations and warranties, AspirEDU agrees to promptly repair or replace the Site, Content and/or Services, at no charge to Subscriber, so that all errors or non-conformities in the Site, Content and/or Services of which Subscriber notifies AspirEDU or which otherwise come to AspirEDU's attention are corrected and meets all of the foregoing warranties. If AspirEDU is not able to repair or replace the Site, Content and/or Services within 30 days of being notified by Subscriber of the error or nonconformity, then Subscriber may, as its sole remedy terminate this Agreement and AspirEDU shall promptly refund all amounts paid by Subscriber under this Agreement for periods beyond the date of termination.

12. Disclaimer of Warranties. Except as provided in Section 11, the Services are provided on an "as is, as available" basis, and AspirEDU expressly disclaims all warranties, including the warranties of merchantability or fitness for a particular purpose. Except as provided in Section 11, AspirEDU disclaims all responsibility for any loss, injury, claim, liability, or damage of any kind resulting from, arising out of or any way related to (a) any errors in or omissions from the Services, including but not limited to technical inaccuracies and typographical errors; (b) the unavailability of the Services or any portion thereof; (c) Subscriber's use of the Services; (d) Subscriber's use of any equipment or software in connection with the Services; or (e) any third party web sites or content therein directly or indirectly accessed through links contained on the Site.

13. Limitation of Liability. Neither party shall be liable for any special, indirect, incidental, punitive or consequential damages of any kind whatsoever in any way due to, resulting from, or arising in connection with this Agreement or the use of or inability to use the Services. Neither party shall be liable to the other for any loss or damages in connection with this Agreement in an amount greater than the Subscription Fees paid during the six (6) month period prior to the event giving rise to such liability.

14. Indemnification.

a. Subscriber agrees to indemnify, defend and hold harmless AspirEDU, its officers, directors, and employees from and against all claims, losses, expenses, damages and costs, including reasonable attorneys' fees (collectively, "Losses"), resulting from any breach of this Agreement by Subscriber or any End-user.

b. AspirEDU agrees to indemnify, defend and hold harmless Subscriber, its officers, directors, and employees from and against all Losses resulting from any third party claim, demand or action based on (i) the infringement or misappropriation of any third party intellectual property

right or trade secret by AspirEDU, its licensors, suppliers or third party information providers in connection with the Site, the Content or the Services under this Agreement; and (ii) AspirEDU's breach of this Agreement.

c. Indemnification under subsections (a) and (b) hereof will be provided only on the conditions that: (i) the indemnifying party is given written notice within 15 calendar days after the indemnified party receives notice of the potential Losses; (ii) the indemnifying party has sole control of the defense and all related settlement negotiations, provided any settlement that would impose any monetary or injunctive obligation upon the indemnified party shall be subject to such party's prior written approval; and (iii) the indemnified party provides cooperation and information in furtherance of such defense, as reasonably required by the indemnifying party.

15. Additional Miscellaneous Provisions. Use of the Services is at all times subject to AspirEDU's then current *Data Retention and Security Policy*, a copy of which will be provided to Subscriber upon request. This Agreement shall be binding upon and shall be for the benefit of AspirEDU and Subscriber, and each of their respective legal representatives, successors, and permitted assigns; provided, that Subscriber may not assign, sublicense, or delegate this Agreement, in whole or in part, without AspirEDU's prior written consent. This Agreement shall be deemed to be controlling with respect to the meaning of any other language on the Site. Nothing in any of the Help documentation or any other AspirEDU documentation shall be deemed to limit or otherwise modify this Agreement in any way. This Agreement is governed by and construed in accordance with the laws of the State of Florida, and the parties agree that the exclusive venue for any legal action related to this Agreement will be the state and federal courts of Hillsborough County, Florida. If any litigation is commenced by either party concerning the terms of this Agreement, the party which substantially prevails in such litigation will be entitled to a judgment against the other party for the costs of such litigation, including court costs and reasonable attorneys' fees. No waiver by a party of any breach or default by the other party of any provision of this Agreement, or failure by a party to exercise in any respect any right or remedy provided in this Agreement shall be deemed to be a waiver of any other breach or default, nor of any other right or remedy, of the same or other nature. Each party agrees that the other party will not be liable for any delay or failure in performance caused by network outages, acts of God, war, fires, flood, court order, strikes, or labor disputes, provided that each party agrees to use reasonable efforts to eliminate or minimize the effect of such events upon performance of their respective duties under this Agreement. This Agreement, together with the attached Schedules and referenced AspirEDU policies, constitutes the entire agreement with respect to access to and use of the Services. If any provision of this Agreement is unlawful, void or unenforceable, then that provision shall be deemed severable from the remaining provisions and shall not affect their validity and enforceability. Any demand, notice, or other communication required or permitted hereunder shall be effective if in writing and either (i) hand-delivered to the addressee, or (ii) deposited in the mail (registered or certified) or delivered to a private express company addressed as follows: (A) if to AspirEDU, at the address set forth in "Contact Us" section of the Site; or (B) if to Subscriber, at the address set forth on the signature page of this Agreement. Either party may change its notice address by providing the other party with notice of the change. E-mail notification with confirmation by the other party may be accepted by either party at its option as notification, but e-mailing such notice shall not by itself constitute notice under this subsection.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date appearing in the preamble to this Agreement.

AspirEDU, Inc.

Davis Joint Unified School District

Signature

Signature

Kimberley Munzo
Printed Name

Amari Watkins
Printed Name

President & CEO
Title

Associate Superintendent
of Business Services
Title

Date of Signature

Date of Signature

SCHEDULE 1 – Grade Guardian

Student Performance Analytics

Fee Information

Estimated Commencement Date	Implementation Fee	Annual Subscription Fee
	\$3,000 (includes training and LTI integration to Canvas)	\$4.00 per student for fewer than 4,000 students / \$3.75 per student for more than 4,000 students <i>A minimum annual subscription fee of \$2,500 is required.</i>

Increase in Student Count. If at any time during the Term the number of students being supported by Dropout Detective increases by more than 15% since the most recent invoice, Subscriber agrees to pay a prorated fee based on the remaining term of the Agreement.

Optional Delivery of Files. At Subscriber's request, AspirEDU can arrange for the automated daily delivery of the Statistics and/or Notes CSV files to Subscriber's SFTP server. The annual fee for this service is \$1,500.

Optional Integration to Roll Call or aPlus+ Attendance. At subscriber's request, AspirEDU can display and provide reporting for attendance. The annual fee for this service is \$500 for Roll Call and \$1,000 for aPlus+ Attendance.

AspirEDU, Inc.

Davis Joint Unified School District

Signature

Signature

Kimberley Munzo
Printed Name

Amari Watkins
Printed Name

President & CEO
Title

Associate Superintendent
of Business Services
Title

Date of Signature

Date of Signature

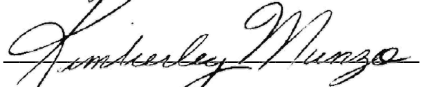
AMENDMENT
TO THE
AspirEDU, INC.
AND
DAVIS JOINT UNIFIED SCHOOL DISTRICT
(Venue and Governing Law)

This Contract Amendment executed by AspirEDU, INC., hereinafter referred to as “Vendor”, and Davis Joint Unified School District, hereinafter referred to as “District”, which document shall amend the Web Services Agreement between the Vendor and District Agreement as follows:

The Web Services Agreement shall be governed by and construed in accordance with the laws of the State of California and all disputes arising out or relating to the Agreement shall be heard in Superior Court in Yolo County, California.

Subject to the terms and conditions set forth in this Amendment, the above referenced Service Agreement between the parties is hereby ratified and confirmed.

AspirEDU, INC.

By: 
Name: Kimberley Munzo

Title: President/CEO

Date: 9/10/2020

137-128/4541681.1

DAVIS JOINT UNIFIED SCHOOL DISTRICT

By: _____

Name: Amari Watkins

Title: Associate Superintendent of Business

Services

Date: _____



Grade Guardian (aka Dropout Detective)
Price Quote for Davis Joint Unified School District

Grade Guardian	
\$2,000	One-time fee for implementation, set-up and training
\$16,875	Annual subscription fee: 4,500 students x \$3.75 per student per year

Price Quote provide by:

Christopher Munzo
Executive Vice President
AspirEDU, Inc.
September 2, 2020



ASPIREEDU
EDUCATIONAL ANALYTICS

**Dropout Detective™ -- Student Performance Analytics
(or Grade Guardian™)**

Proposal for Davis Joint Unified School District

September 2, 2020



Statement of Confidentiality

The information contained in or supplied with this document is submitted solely for the purpose of evaluating the products and services of AspirEDU, Inc. The information contained in or supplied with this document, in its entirety, is the confidential and proprietary information of AspirEDU, Inc., and it may not be copied by or disclosed to any person or entity (other than to the intended recipient), without the prior written consent of AspirEDU, Inc. with or without AspirEDU, Inc.'s prior written consent, AspirEDU, Inc., accepts no liability whatsoever for any consequences arising from the reproduction of the information contained in or supplied with this document, or from its disclosure to any person or entity, including to the intended recipient. AspirEDU, Inc. additionally accepts no liability for the use of the information contained in, or supplied with this document, by the intended recipient, or by any other person or entity, with or without AspirEDU, Inc.'s express prior consent. The intended recipient shall not use any part of the information contained in, or supplied with this document, in any way to the competitive disadvantage of AspirEDU, Inc., and will take all steps designed to assure its compliance with this provision.

This proposal is neither an offer nor intended by AspirEDU, Inc., upon acceptance by the intended recipient, or otherwise, to create a binding agreement with AspirEDU, Inc. Such an agreement shall be reflected only by a definitive contract, executed by both parties.

This proposal will expire 90 days from the date listed on the previous page.

Trademarks

All other trademarks are the property of their owners.

Company, product, and service names used by AspirEDU, Inc. within, or supplied with this document may be trademarks or service marks of other persons or entities.

Copyright

© 2020 AspirEDU, Inc.

All Rights Reserved.



Contact Information

Chris Munzo

Executive Vice President

chris@aspirEDU.com

Office: 1-813-994-8440

Cell: 1-813-505-0949

Kimberley Munzo

President & CEO

kim@aspirEDU.com

Office: 1-813-310-4392

Executive Summary – Dropout Detective

Identify and Prioritize Your At-Risk Students See All Grades On a Single Page – “Daily Report Card”

Analyze Students’ Behavior

Today, many schools are managing student support and retention by *reacting* to the students’ behavior. And by the time you identify a serious problem, it can be too late to keep that student in class. You are working by looking in the rear view mirror because you can only see what has already happened.

AspirEDU’s Dropout Detective™ replaces that rear view mirror with a crystal ball. We analyze the information that you already have and use our proprietary technology to identify your students that are at most risk. Dropout Detective™ allows you to *pro-actively* manage retention by alerting you to behaviors and patterns that lead to high student attrition. With Dropout Detective™, your team can work in a targeted and efficient manner to support the students that need the most help.

How It Works for K-12 Districts

Most learning management systems lack three key features that are critical to K-12 educators: the ability to see all classes and all grades on one screen, personalized dashboards so school user can monitor their students and the ability for school personnel to enter and share notes about interaction with a student. Dropout Detective provides all three of these features. In addition, school personnel can be denoted as an “advisor” so that students can be denoted as “advisees,” allowing each advisor to receive a customized dashboard of just those assigned students. Guidance counselors, sports coaches, special ed teachers and other can be denoted as advisors so they can monitor the standing of their subset of assigned students. A student can be assigned to multiple advisors and the school can make changes to those assignments as needed.

BENEFITS

- See all classes and all grades for each student on one printable page.
- Access the ability to type and share notes about contact with a student.
- Personalized dashboards so counselors, coaches and others can monitor their students.
- Assesses the student’s performance across all classes with automatic risk analysis.
- Single sign-on with your LMS.
- Send automated text & email messages based on data.
- View a rolling 30-day and 30-week history of a student’s risk profile.

Why It Works

Dropout Detective™ was developed over a number of years by online education professionals looking for a better, smarter way to focus their scarce resources on their most at-risk students. Starting with a checklist on a sheet of paper, these educators identified the behaviors exhibited by both successful and unsuccessful students. Relative scores were applied to the behaviors and were then tweaked over time to produce the most accurate predictive modeling. This scoring system migrated to a spreadsheet and proved to be an invaluable and accurate tool for administrators. Now, Dropout Detective™ can integrate directly with your LMS, retrieve the relevant data points from your records and apply risk weightings to all of your students. The dashboard will allow you to drill into each student's profile and determine the critical behaviors that have contributed to a high-risk rating.

Immediate Benefits

Important goals for K-12 educators include:

- Ability to view and print a "Daily Report Card"
- Provide school personnel with personalized dashboards of just the students assigned to them; students can be in multiple dashboards: guidance counselor, athletic director, special education coordinator, et al.
- Have a centralized place to record and share notes about a student
- Ability to place a student on "alert," which triggers automated email notification to assigned advisors
- Keeping costs low by deploying limited resources most efficiently;

Dropout Detective™ gives schools the ability to develop strategies in order to achieve goals. Our solution helps K-12 administrators to make sure that the right student information is in the right hands. If all teachers and administrators are aware of a student's progress, they can all participate in that student's success.

Proposal for Davis Joint Unified School District



Dropout Detective
Advisor Assignments
Reports
Hi Chris!

All
Alerts
High
Medium
Low

Search

Student	Risk Index	Trend	Last Contact
Lucas Ramirez	<div><div></div></div> 100	— +0	8 days ago
▲ ¹ Emily Samuels	<div><div></div></div> 85	↑ +14	4 days ago
Harper Nevin	<div><div></div></div> 75	↓ -9	15 hours ago
Harper Jackson	<div><div></div></div> 67	↓ -9	6 days ago
Emily Richardson	<div><div></div></div> 64	↑ +9	9 days ago
Lucas Peterson	<div><div></div></div> 52	↑ +14	5 days ago
Michael Bynes	<div><div></div></div> 45	↑ +9	5 days ago
Jacob Evans	<div><div></div></div> 36	↓ -9	6 days ago
▲ ² Hannah Richardson	<div><div></div></div>		
Emily Woods	<div><div></div></div>		
Abigail Cooper	<div><div></div></div>		
▲ ¹ Jack Bell	<div><div></div></div>		
Aiden Tishman	<div><div></div></div>		
Ethan Coleman	<div><div></div></div>		
Sofia Wood	<div><div></div></div>		
Sophia Ostrander	<div><div></div></div>		
Michael Adams	<div><div></div></div>		
Logan Ward	<div><div></div></div>		

Last Login

01/26/2019 3:57 p.m.

[Send Message](#)
[8103104392@demoms.com](#)
[Lucas.Peterson@aspiredemo.com](#)

Overview

Notes

History

Contacts

Acknowledge Alerts

There are no active Advisor Alerts.

Save

Print

☐ Activate Advisor Alert

Select a tag

Date & Time	Author	Course	Note	Delete
01/25/2019 5:32:23 PM	Chris Munzo	Advisor	We've talked and all is OK now. Advisor Alert Acknowledgment	
01/25/2019 5:32:06 PM	Chris Munzo	Advisor	Lucas has been misbehaving in class. Advisor Alert Activated Acknowledged	
01/25/2019 2:41:36 AM	Kimberly Munzo	Biology	No noticeable improvement in grades or participation. Requesting parent meeting.	
01/24/2019 2:41:36 AM	AspireDU Support	Advisor	Emailed and the student responded. We have a meeting Thursday at 1pm.	

Last Login

01/26/2019 3:57 p.m.

[Send Message](#)
[8103104392@demoms.com](#)
[Lucas.Peterson@aspiredemo.com](#)

Overview

Notes

History

Contacts

Course	Grade	Missing Assignments	Last Access	Latest Submission
Astronomy	75.0	0	01/23/2019	01/22/2019
Government and Economics	67.9	6	01/26/2019	01/10/2019
Chemistry	67.5	1	01/26/2019	01/26/2019
U.S. History	66.7	2	01/26/2019	01/15/2019
Biology	74.4	3	01/24/2019	01/09/2019

Background on our Algorithm

The algorithm behind the Dropout Detective takes into account a number of student behaviors and then applies weights to each of those factors. And depending upon other factors, those weights can change.

Some of the factors that we pull from the LMS include, but are not limited to:

- Timestamp for start date of course
- Timestamp for end date of course
- Timestamp for last time student logged into LMS
- Current grade for student in course
- Final grade for student in course
- Total assignments for student in course
- Total assignments turned in on time for student in course
- Total assignments missing for student in course
- Timestamp for last time student accessed the course
- Timestamp for last time student sent a message in course
- Timestamp for last time instructor sent a message to student in course
- Timestamp for post in discussion forum in LMS
- Timestamp for each submission in LMS

Weights applied to these factors can change based on other indicators such as how far along in the course timeline we are, whether or not there are many assignments or just a small number and other such variables.

Our experience is that as long as a course has start and end dates noted in the LMS, and assignments have due dates, the algorithm is very effective.

Proposal and Investment Summary

We are proposing a one-time implementation fee of **\$2,000**. This includes the LTI integration to Canvas, testing of your data, training of your staff via webinar, and the live implementation of the system.

We also propose **an annual subscription fee of \$4.00 per student** for whom we are pulling data. There is a minimum annual subscription fee of \$2,500.

Optional Service – AspirEDU provides you with the ability to manually download the Statistics and/or Notes CSV files at no additional charge. However, we can arrange for the automated daily delivery of one or both files to your SFTP server. The annual fee for this service is \$1,500.

Optional Integration to Roll Call or aPlus+ Attendance – At your request, AspirEDU can display and provide reporting for attendance. The annual fee for this service is \$500 for Roll Call and \$1,000 for aPlus+ Attendance.

Value Proposition and Proposal Summary

Dropout Detective will provide the following:

- Identification of at-risk students **across all enrolled courses**
- Student profile screen that gathers in one place all courses and grades for each student
- Graphical dashboard of these students presented from within Canvas
 - Administrator View
 - Instructor View
- Dashboards are customized to each user: guidance counselors, athletic coaches, club leaders can all have personalized dashboards of just their students
- Presentation of student contact options – texting, Facebook and Twitter accounts are noted if the student enters this information in Canvas
- Optional distribution of automated email and text messages
- Centralized place for Notes, so that communication with the students can be documented in one place
- Ability to place a student on Alert, triggering automatic email messages to the school support teams

Dropout Detective will save the school dozens of person-hours (and perhaps more) per year in the effort to identify the at-risk students and to pass that information along to teachers, principals and guidance counselors.

By allowing all school personnel to see a student's standing across all classes – our “Daily Report Card” – we help you help students and their parents increase their success.

AspirEDU is very excited about this partnership. Our solutions are highly effective and will have a material impact on your student success rate. We look forward to being an excellent resource for you for years to come.