



MEMORANDUM OF UNDERSTANDING BETWEEN EMC RESEARCH, INC. AND DAVIS JOINT UNIFIED SCHOOL DISTRICT OCTOBER 2020

The purpose of this memorandum is to confirm an agreement under which EMC Research, Inc., (EMC) will undertake surveys and opinion research for Davis Joint Unified School District (the "District").

THE NATURE OF THE WORK

EMC Research will assist with development of a questionnaire and analysis of a survey of families and a survey of staff in the District to evaluate opinions and priorities related to returning to school.

EMC services will include questionnaire design, programming of the survey, and data analysis and reporting for each survey as described below.

SCOPE OF WORK

Questionnaire Development

For each survey, EMC would prepare a draft survey instrument to review with a team designated by the District, collect feedback, and revise as needed until the District is satisfied with the content. The content of the questionnaires will be developed following a review of the district's goals and questions, along with tracked questions (if desired) to assess potential changes in attitudes over time. EMC recommends a questionnaire no longer than 15 minutes in length. EMC would be available for meetings or teleconferences to review and revise the draft survey instruments with the District as needed.

Potential Translations

This scope of work assumes that the surveys will be offered in English. If the District would like EMC Research to include translation services, that can be offered at an additional cost.

Data Collection

EMC Research would program the surveys and share a survey link for each survey with District staff who will be responsible for distribution of the survey links to parents or staff. EMC will track completed surveys daily and communicate regularly about progress with District staff. EMC does not guarantee a minimum number of completed survey responses; however, EMC will not limit the amount of responses accepted.

Data Analysis and Reporting of Results

Upon completion of interviewing, EMC Research will conduct analysis of the data gathered from the surveys and will create PowerPoint Presentations of key findings and analysis and crosstabulations of the data.

EMC will provide the verbatim responses to any open-ended questions to the District. The fee for these services does not include coding services for open-ended responses. The coding of open-ended responses can be offered for an additional fee upon request.

In summary, for this research, EMC will:

- Provide survey design consultation to develop final research design and design survey questionnaires in consultation with the District;
- Program and host the surveys using professional survey software;

- Monitor data collection daily to ensure the process is going according to plan;
- Tabulate and clean survey data;
- Perform analysis of the data;
- Produce crosstabulations of responses;
- Prepare a report of results, including graphic presentation of key findings and analysis; and,
- Presentation of the results via phone or video conference to the Board.

COST

The fee for opinion research services, as described above, is \$11,000 per survey with a total not-to-exceed fee of \$22,000 for two surveys (one family survey and one staff survey).

This price includes all costs necessary for a start-to-finish research project, including research design, questionnaire drafting, monitoring of data collection, data processing, analysis of results, and preparation of reports, as described above.

Fifty percent of the project fees will be billed immediately, and the balance would be due following delivery of research results.

OTHER PROVISIONS

The parties agree that all cost of any successful legal actions taken by either party to enforce the terms of this agreement, including legal fees, shall be the responsibility of the losing party in any such legal actions.

EMC agrees to furnish to The District a complete analysis and reasonable consultation time with respect to the data and findings.

EMC is entitled to retain copies of all data and analysis for its own internal use.

The District agrees that any public or private dissemination of any data or conclusions represented to be those of EMC will be in strict conformity with the data and analysis provided to The District by EMC. The District further recognizes the right of EMC to correct errors in such data as may be attributed to them by releasing the correct data or analysis.

EMC will not release any data whatsoever except as provided in the preceding paragraph, nor any other information in its possession concerning The District, except as may be required by law, without the permission of The District.

DATE: 10/15/2020

BY: _____

Amar Watkins
Davis Joint Unified School District
Associate Superintendent
Business Services

Amar Watkins

DATE: _____

BY: _____

EMC Research, Inc.

