

HAYS CONSOLIDATED INDEPENDENT SCHOOL DISTRICT BOARD OF TRUSTEES

Date: May 19, 2025

Agenda Item: I.2d

Board Goal: Student Achievement

Subject: Consideration and possible approval of the renewal of Online Subscriptions to BrainPOP and BrainPOP Jr. for Elementary and Middle School Science and Social Studies

Administrator Responsible/Position: Marivel Sedillo, Deputy Superintendent / Chief Academic Officer
Emily Herrin, Director of Curriculum & Instruction

A. Purpose of Agenda Item:

☒ Action needed ☐ Information only ☐ Receive input

B. Authority for This Action:

☒ Local Policy: ☐ Law or Rule ☐ N/A
EFA (Legal) and (Local) –
Instructional Resources: Instructional
Materials

C. Goal or Need Addressed: The purpose of this agenda item is to approve the purchase of the online instructional resource BrainPOP and BrainPOP Jr. for the 2025-2026 school year for all elementary and middle school campuses.

D. Summary:

- ☒ **Previous board action relating to this item:** Hays CISD has utilized BrainPOP and BrainPOP Jr in all elementary and middle school campuses for many years.
- ☒ **Future action anticipated:** There will be an annual cost for the program
- ☒ **Background information:** Brain Pop provides animated and engaging educational video content that supports the TEKS. In addition to the short videos, there are student activities and formative assessments that teachers can incorporate into stations into their classrooms. The program not only continues to add content, it frequently adds interactive features that gives students options in how they demonstrate their learning including, Pause Points, a feature which supports instructional best practice by providing intentional stopping points for students to discuss and process information during an instructional video. This will help our students when watching to think about the content and then be able to apply that information to what they are doing in other stations or classroom activities.

E. Comments Received:

☒ Cabinet ☐ DLT ☐ FBOC ☐ Teacher Org. Reps.
☒ Other: C&I and Adoption Committee

F. Administrative Recommendation: Administration recommends approval of the renewal of BrainPOP and BrainPOP Jr.

Advantages and benefits of this proposal: The content provided in the BrainPOP videos aligns to our state standards and is able to be assigned by the teacher for student completion.; Short, engaging video has become an integral part of delivering content to students and differentiating instruction. BrainPOP provides a video library and corresponding formative assessments covering a broad scope of topics covered in our K-8 curriculum. This library gives teachers the content they need, quickly searchable by standards, and allows them to spend more time on high impact instructional strategies; Teachers do not have to spend time creating video content for students to engage in, as well as assessment tools for checking comprehension for those instructional videos.

Expected results in terms of student benefit/achievement: Using instructional videos in the classroom allows for an additional input and access to content for our visual learners. Video content encourages student agency by giving them some level of control of path and pace of their learning. Content can be assigned by individual students rather than whole class, facilitating greater differentiation based on learning needs.

Effect of this action on other parts of the system: This is a cross-curricular resource that provides additional Science and Social Studies related readings to the short instructional videos.

Consequences of not approving this recommendation: Teachers will need more time to curate and/or create instructional videos for students, as well as the assessment methods of those videos, for students during their independent learning time in class.

G. Fiscal Impact and Cost: \$67,872.60

☐ **Budget**

☐ **Bond**

☐ **Grant/Special Funds:**

☒ **Other:** Instructional Materials and Technology Allotment

☐ **Budget Amendment Needed**

Prior Year Spending: \$52,163.50

Reasons for rejecting alternatives: We discontinued the use of Discovery Education several years ago because BrainPOP provides a more comprehensive and engaging library of educational video content.

Future/Ongoing: Ongoing annual cost

H. Monitoring and Reporting Time Line:

Person responsible for evaluating this decision or action: Marivel Sedillo, Emily Herrin

Evaluation method and time line: C&I reviews software purchases annually.

Next report to the board: N/A

I. Suggested Motion:

I move that the Hays CISD Board of Trustees approve the renewal of the online subscription to BrainPOP and BrainPOP Jr. for elementary and middle school science and social studies from BrainPOP for an amount not to exceed \$67,872.60, as presented.