Oak Park Elementary School District 97

Capital Expense Request, Suggestion, or Proposal

Project Name: Rosetta Stone - World Language Program

Name: se O'Neill (in conjuction with Dawn D (submitter's name) **Date:** Sep | 12 | 2014 (dropdown)

Primary Spend Category: Direct Impact on Learning (dropdown)

Secondary Spend Category (if applicable): Direct Impact on Learning (dropdown)

Request Number: 20140912 - DI - TO(- 001 (update last 3 digits)

Narrative Description of the project:

It is a 3 year purchase of language learning software primarily for students at the 3rd to 5th grade level providing them additional Spanish learning time, utilizing their individually issued Ipads. Will provide the opportunities for staff, if desired to study any language offered through the software. Further, will provide options for language, other than Spanish, through extra curricular opportunities.

Narrative Statement of why the project/spending is needed:

Given the District's goal to have students proficient in Spanish/French upon leaving 8th grade, recognizing the cost efficiency of this on-line software program, rather than additional staff at the elementary grade level, and further recognizing that proficiency in language acquisition is directly linked to time spent with the language are some of the reasons why this program is needed.

Anticipated impact/result of the spend:

It is anticipated that 5th graders will have a stronger, foundational base in Spanish which will allow them to make greater gains in the middle school. If consideration of changing languages upon entry into middle school students would be able to try them out and be better prepared for high school. Further this program would further provide suppot for English Language Learners.

Who and how many will be impacted or benefited?

2000 grade 3-5 students and approximately 500 staff member and parents.

Building or Location(s): Districtwide

Narrative Statement of what alternatives exist, if any, to the spend:

Nothing

Evaluation/Scoring Section

Name of Scorer: D'Neill (in conjunction with Dawn **Date:** Sep | 12 | 2014 (dropdown)

Date by which the spend would occur: Sep | 30 | 2014 (dropdown)

Unit dollar amount: $151,188 **Number of units:** 1 **Total dollar amount:** $151,188

Expected annual impact (+/-) to operating expense: $151,188

Impact of spend on operating budget:

Increasing the operating budget one-time.

Anticipated/potential offsets (i.e. grants, revenues, etc.):

Nothing

Value of offsets:

Level

1 Category - What is the opportunity or problem?	Strategic Priority	(dropdown)	10
2 Failure Expectancy - What is the frequence of the problem?	Probable/High/Poor	(dropdown)	19
3 Consequence - What is the impact/result?	Instruction/Investment Return	(dropdown)	9
4 Users Impacted	High Impact/District-wide	(dropdown)	25

Total Score (out of possible 100) 63

Proposal Summary

Rosetta Stone will deliver a technology-based world language learning program for Oak Park students in grades 3-5. The plan includes a learning approach that allows for critical listening and speaking practice in addition to classroom instruction. In this model, Rosetta Stone's World Language Program provides:

- An independent study model utilizing computers, high-speed internet, and USB microphone headsets,
- Access to studying with Rosetta Stone anytime, anywhere there is Internet connection,
- Delivery of individualized instruction according to each learner's pace, learning style and schedule,
- Tools that allow teachers to measure student progress and adapt lesson plans,
- Tools that allow parents to be aware of their student's progress, as well as,
- Rosetta Stone education experts partnering in support of the implementation and on-going program success to ensure the goals are achieved.

The Rosetta Stone solution is offered on a 12-month site license basis. The price per site license for Oak Park for a ***Year One Purchase***: *Grades 3-5 only, and Grades 3-5 with staff and parent option is:*

Population Size	Price Per Site License	Total with Adoption Discount 3 Year PrePay Adoption**	Total with Adoption Discount 5 Year PrePay Adoption**
Grades 3 - 5 learners, staff, extra-curricular & parents. **Est. Total Learners 2500**	$ 62,995	$188,985 with discount **Total is $151,188**	$ 314,975 with discount **Total is $ 220,482.50**
Onsite Training: 6 hour onsite training*		$3,900 - free	
Ongoing Webinar training topics		Free	

*If purchased prior to September 30th, 2014 we will provide this free. **Start date must be within 90 days.**

Training: If your purchase is made prior to September 30th, 2014 we offer the on-site 6 hour training (a $3,900 value) **FREE,** 1-2 hour webinars throughout the life of the contract, and a month free in year one prior to learners starting so that teachers and staff can get into the program and use throughout training and launch.

If learners want multiple licenses we have provided a buffer for 300 students. Should additional licenses need to be purchased we will pro-rate and add on at the annual commitment level. The license fee includes access to: all languages and levels, our technical support services, the Administrative tools, and our mobile applications.

As a next step in this process we will meet with our Implementation and Client Services Representative to determine the onsite Teacher training date, the meeting time to work with Super Administrator and IT to get learners imported, and any identified goals for usage and progress. All questions regarding management of the program can be answered at that time.

Notes:
**Adoption discounts are paid at the time of purchase.
***each of the above scenarios has room for approximately 300 learners to have more than one license. Example – a student using the program for Spanish AND English, plus one additional language. It is our experience that this is the exception and not the rule. It can be done and will have to be established on a learner by learner basis.

Confidential - Not to be disclosed outside of Oak Park.

RosettaStone

Rosetta Stone Ltd.
135 West Market Street
Harrisonburg, Virginia 22801
(P) 800-788-0822 (F) 540-437-2843
www.rosettastone.com

9/5/2014

Rosetta Stone Contact: Rene Murphy, Account Executive
Phone: (800) 788-0822 ext 7712
Email: rmurphy@rosettastone.com

Customer Address:

Albert Roberts
Superintendent
Oak Park Elementary School District 97
970 Madison St.
Oak Park, IL 60302
US

Contact Phone: +1.708.524.3004
Contact Email: aroberts@op97.org

Billing Address:

Albert Roberts
Superintendent
Oak Park Elementary School District 97
970 Madison St.
Oak Park, IL 60302
US

Billing Contact Phone: _____
Billing Contact Email: _____

We are excited to present this quotation for products and services in the Rosetta Stone® Language Learning Suite. Rosetta Stone Ltd. provides language learning software and services under its Rosetta Stone® and TELL ME MORE® brands. Rosetta Stone and TELL ME MORE language products and any related online services, training and user documentation are referred to collectively herein as "Rosetta Stone Product."

PRODUCT DESCRIPTION	QTY	UNIT PRICE	TOTAL PRICE
YEAR ONE Rosetta Stone Language Lessons V3 for K-12 Fixed Term Site License for use on Windows and Mac computers and access to all product specific mobile applications for iOS® or select Android devices (the "License"). The License includes a digital download of Supplementary Materials for the following languages: English US, English UK, Spanish (Latin America), French, German, and Latin. Access to Rosetta Stone in one of all commercially available languages and all available levels will be provided for students and faculty at Oak Park Elementary School District based on a current approximate student/faculty population of 2,999.	1	USD 62,995.00	USD 62,995.00
YEAR TWO Rosetta Stone Language Lessons V3 for K-12 Fixed Term Site License for use on Windows and Mac computers and access to all product specific mobile applications for iOS® or select Android devices (the "License"). The License includes a digital download of Supplementary Materials for the following languages: English US, English UK, Spanish (Latin America), French, German, and Latin. Access to Rosetta Stone in one of all commercially available languages and all available levels will be provided for students and faculty at Oak Park Elementary School District based on a current approximate student/faculty population of 2,999.	1	USD 62,995.00	USD 62,995.00

Prepared by mself on 10-Sep-14 at 12:07 PM EST

YEAR THREE Rosetta Stone Language Lessons V3 for K-12 Fixed Term Site License for use on Windows and Mac computers and access to all product specific mobile applications for iOS® or select Android devices (the "License"). The License includes a digital download of Supplementary Materials for the following languages: English US, English UK, Spanish (Latin America), French, German, and Latin. Access to Rosetta Stone in one of all commercially available languages and all available levels will be provided for students and faculty at Oak Park Elementary School District based on a current approximate student/faculty population of 2,999.	1	USD 62,995.00	USD 62,995.00
Discount	1	USD -37,797.00	USD -37,797.00
On-Site Professional Development Session	1	USD 0.00	USD 0.00

Notes

- Any applicable sales, use, excise, property or other federal, state, county, municipal, local or foreign taxes, levies, VAT, GTS, or other indirect taxes, customs duties, tariffs, or other imposts are the responsibility of the purchaser; any such amounts included in this quote are estimates for informational purposes only.
- The professional development referred to above must occur within six months following the date of this Order Form. If Customer fails to allow Rosetta Stone to provide the professional development within that period, Rosetta Stone's obligation to provide the professional development will terminate.

Industry : Education K-12

Pricing is valid through September 30, 2014.

Grand Total: USD 151,188.00

TERM AND TERMINATION

This Order Form becomes effective upon its execution by both parties and continues in effect for a period of 37 months following the service activation date of October 1, 2014 (the "Term"). The Term of this Order Form is renewable upon mutual agreement of the parties.

Rosetta Stone, without prejudice to its other rights hereunder, may immediately and without notice, suspend the availability of the Rosetta Stone Product and/or terminate this Order Form in the event that Customer: (i) fails to make any payment when due or (ii) becomes insolvent or bankrupt or ceases paying its debts generally as they mature. Without derogation of Rosetta Stone's rights under the preceding sentence, either party may, without prejudice to its other rights, terminate this Order Form forthwith on duly providing written notice to the other party to that effect in the event that the other party neglects or fails to perform or observe any of the material covenants, conditions or agreements contained in this Order Form, and such default is continued for thirty (30) days after the date of the non-defaulting party's notice to the other party. In the event of the expiration or termination of this Order Form for any reason, all rights granted to Customer hereunder shall terminate, and Customer shall immediately discontinue, and cause your authorized users to immediately discontinue, all use of Rosetta Stone Product. In the event of the expiration or termination of this Order Form, Rosetta Stone shall have the right to notify all authorized users that their rights to access the Rosetta Stone Product have been terminated.

INVOICING AND PAYMENT TERMS

Rosetta Stone will invoice Customer for the total purchase price stated above upon execution of this Order Form. Invoices are payable on net 30 day terms, F.O.B. Point of Origin.

ACCEPTANCE

This quote also serves as an order form. In placing this order, customer accepts the terms and conditions described in the Enterprise License Agreement, available at www.rosettastone.com/agreements. Please fax quote along with any applicable purchase order to 540-437-2843.

I (the Customer) have read and accept the Enterprise License Agreement (ELA). The ELA, together with this Rosetta Stone Order Form ("Order Form") constitute the entire Agreement between Rosetta Stone and Customer. CUSTOMER AND ROSETTA STONE AGREE THAT THE TERMS AND CONDITIONS OF THIS AGREEMENT SUPERSEDE ANY PROVISIONS

OF ANY CUSTOMER DRAFTED PURCHASE ORDER AND SUPERSEDE ALL PROPOSALS, WRITTEN OR ORAL, AS WELL AS OTHER COMMUNICATIONS BETWEEN CUSTOMER AND ROSETTA STONE RELATING TO THE SUBJECT MATTER HEREOF. IN THE EVENT OF ANY CONFLICT BETWEEN THE TERMS OF THIS ORDER FORM AND THE ENTERPRISE LICENSE AGREEMENT, THE ORDER FORM SHALL GOVERN.

ROSETTA STONE LTD.

By: _____
Authorized Signing Authority

_____
Printed Name/Title

_____
Date

OAK PARK ELEMENTARY SCHOOL DISTRICT 97

By: _____
Authorized Signing Authority

_____
Printed Name/Title

_____
Date

Rosetta Stone's Language Learning Program for Oak Park Elementary District 97

August 5th, 2014

Prepared For:
Dr. Albert Roberts
Superintendent

Dawn Deaton
Lead World Language Instruction

Oak Park Elementary District 97
970 Madison Street
Oak Park, IL 60302
Email: lschwartz@op97.org
Phone: 708-524-3015

Submitted By:
Rene Murphy
Sr. Account Executive K-12 Education
Rosetta Stone Ltd.
Email: rmurphy@rosettastone.com
Phone: (540) 236-7712

Rosetta Stone | Education

Rosetta Stone Ltd.
1919 N. Lynn Street, 7th Floor
Arlington, Virginia 22209

August 5th, 2014

Dr Roberts
Superintendent

Dawn Deaton
Lead World Language Teacher

Oak Park Elementary District 97
970 Madison Street
Oak Park, IL 60302

Dear Dr. Roberts, Lisa and Dawn,

I have updated and amended the previous proposal to reflect the changes articulated in email for your July 22, School Board Meeting. Understanding that final approval will come during the August 2014 school board meeting. This includes:

- **Training**: If your purchase is made prior to September 30th, 2014 we are prepared to give you the on-sight 6 hour training (a $3,900 value)**FREE**. We also support your training with 1-2 hour webinars through out the life of the contract. Topics are covered on page 17 of this proposal. We are also willing to give you a month free in year one prior to learners starting so that teachers and staff can get into the program and use throughout training and launch. Typically in an implementation of this size one onsight training day and 1-3 webinars (1-2 hours each) throughout the year sufficiently prepares teachers and staff to implement the program.
    - As a next step in this process we will meet with our Implmentation and Client Services Representative to determine: Onsight Teacher training date, Meeting time to work with Super Administrator and IT to get learners imported and any identified goals for usage and progress. All questions regarding management of the program can be answered at that time.
- **Pricing**: I have updated the pricing to include the 2500 Learners as this would include the possibility of multiple licenses for single learners, availability all languages and levels, professional development, tech support, mobile apps, and RS Manager. The purchase price is for a 3-yr term and is a one time expense, paid at the time of purchase.
- Should any learners want multiple licenses we have provided a buffer for 300 students in each of the scenarios. Should additional licenses need to be purchased we will pro-rate and add on at the annual commitment level.

- All pricing models include all languages and all levels. Should you decide to expand language offerings beyond Spanish. They are articulated on page 8.

Should you have any questions, or need further clarification, please call me or email me directly at the contact information below.

Best Regards,

René

René Nicolle Murphy
Sr. Account Executive K-12 Education
Rosetta Stone Ltd.
Email: rmurphy@rosettastone.com
Phone: (540) 236-7712

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Executive Summary

Understanding of Need

Based on our conversations to date, Rosetta Stone understands that Oak Park seeks to deliver a technology-based world language learning program for students in grades 3-5. The plan includes a learning approach that allows for critical listening and speaking practice in addition to classroom instruction.

Rosetta Stone World Language Program Learning Model

In this model, Rosetta Stone's World Language Program provides:

- An independent study model utilizing computers, high-speed internet, and USB microphone headsets,
- Access to studying with Rosetta Stone during the school day, with additional access before/after school, during study hall/computer lab time, and from home,
- Delivery of individualized instruction according to each learner's pace, learning style and schedule,
- Tools that allow teachers to measure student progress and adapt lesson plans,
- Tools that allow parents to be aware of their student's progress, as well as,
- Rosetta Stone education experts partnering in support of the implementation and on-going program success to ensure the goals are achieved.

Rosetta Stone Overview

Rosetta Stone is dedicated to changing the way the world learns. Our innovative technology-driven language and reading solutions are used by thousands of schools, businesses, government organizations and millions of individuals around the world. Founded in 1992, we pioneered the use of interactive software to accelerate language learning. Today we offer courses in 30 languages, from the most commonly spoken (such as English, Spanish and Mandarin) to the less prominent (including Swahili, Swedish and Tagalog). In 2013, we expanded beyond language and deeper into education-technology with its acquisitions of Livemocha, Lexia Learning, Vivity Labs, and Tell Me More.

With over two decades of experience behind us, we're continuing to develop award-winning innovations that improve the lives of people and the operations of organizations every day. Our latest award is from ELearning Magazine, winning the 2013 Best Translation and Language Services award!

Alignment to Standards

Rosetta Stone programs are correlated at grade level to the domestic and international standards and learning outcomes which pertain to the use of Rosetta Stone programs at all levels of education, as well as to corporate and government implementations. Over the years, these correlations have been undertaken

and updated regularly to demonstrate the alignment of Rosetta Stone programs to various standards-based outcomes; to ensure that changes in standards and in the product are duly noted; and to identify areas of continued development for Rosetta Stone programs.

Currently, Rosetta Stone programs are correlated to all U.S state standards for World Languages and English in the subject areas of World Languages and English Language Learning. Rosetta Stone programs are also correlated to the U.S. National Standards, the WIDA Consortium Standards, to ACTFL, TOEFL Tips, TESOL, CASAS, and, to the National curriculum for England, and the Common European Frameworks (CEFR).Rosetta Stone has satisfied 14 WIDA Prime Criteria for English Language Proficiency Standards.

According to a University of Oklahoma, College of Education study, "Results suggest adequate linking across all grade clusters between the WIDA English Language Proficiency (ELP) Standards Model Performance Indicators (MPIs) and the Common Core State Standards in English Language Arts (reading, writing, speaking and listening)". Therefore it can be concluded that Rosetta Stone programs do correlate to the Common Core standards, as they meet the WIDA standards (details are available upon request).

Based on your requirements, we believe Oak Park will reap the following benefits:

- Overcome the barrier of finding time for language learning by providing access online via home or work desktops, iPad® or mobile device allowing learners to access lessons whenever they can spare a few minutes. The learning activities are available in multiple forms, from core lessons to live conversation sessions and audio reinforcement.
- Overcome the barrier of measuring results for language-learning by using our management and administrative tool that enables administrators and program managers to effectively manage implementations and maximize the return on language-learning investment.
- Overcome the barrier of securing funding for language-learning by using our measurement tools to build a strong case for language-learning leveraging clear, precise outcomes identified and metrics established.
- Increase language proficiency levels in a blended learning format to increase grade point averages.
- Expand your foreign language instruction opportunities to more Oak Park students.

Proposed Solution Rosetta Stone® Classroom for K-12®

Our proposed solution, Rosetta Stone Classroom for K-12 includes the following components:

- Rosetta Course®
- Rosetta Stone Manager™
- Access to mobile apps

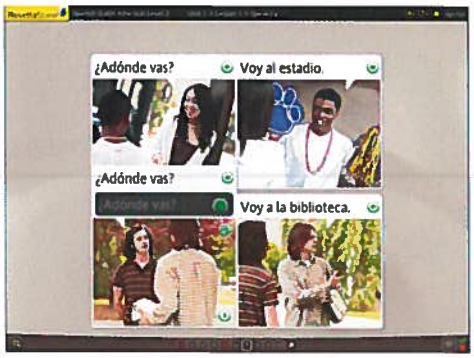
Rosetta Course

Rosetta Course lessons engage learners instantly. Students learn their new language from the very beginning in an immersion environment featuring interactive activities carefully sequenced to build language naturally. Reading, writing, speaking, and listening skills are introduced in core lessons, and then key skills such as grammar and vocabulary are refined in focused activities.

Through Rosetta Course, learners speak, listen, read, and write—**all without translation or memorization**. Constant feedback and continuous reinforcement keeps students excited and engaged as they build proficiency in all four language skills by systematically working through the program's interactive lessons.

The program is designed to get learners speaking in the target language quickly and effectively. Using our immersion method, learners think in a new language by connecting words with vivid imagery in realistic contexts that convey meaning. This powerful, award-winning solution utilizes immersion techniques and a carefully sequenced structure of language and images, repetition, and the industry's leading speech-recognition technology to build the foundation for language-learning success. Rosetta Course provides constant assessment of completed exercises and keeps track of the learner's progress along the way.

The following screen shots demonstrate the engaging interface and sample content student learners will experience:



Robust speech recognition and analysis tools teach learners to speak clearly the learned language

Our speech-recognition technology evaluates students' pronunciation of each word and sentence, providing immediate feedback and is based on statistical models that are learned and calibrated from millions of acoustic recordings of native and non-native speech samples. Key features include the following:

- Active monitoring and cancellation of background noise
- Adaptive speech-recognition technology specifically tuned to learner speech needs
- Real-time, proprietary, native-pronunciation scoring and feedback—when spoken, words appear on the screen with visual highlighting indicating pronunciation correctness
- Adjustable pronunciation scoring difficulty level
- Pronunciation comparison support—allows learner to slow down the native speaker's voice with pitch and spectral analysis
- Mobile speech recognition

Rosetta Stone Course Languages		
Levels 1-3		
Arabic	Indonesian	Polish
Dari	Irish	Portuguese
Dutch	Japanese	Swahili
Filipino (Tagalog)	Korean	Swedish
Greek	Latin	Turkish
Hebrew	Pashto	Urdu
Hindi	Persian (Farsi)	Vietnamese
Levels 1-5		
Chinese (Mandarin)	English (American)	German
Spanish (Spain)	English (British)	Italian
Spanish (Latin America)	French	Russian

Mobile Apps

Rosetta Stone mobile apps mesh students' active lifestyles and reinforcing learning. Rosetta Stone mobile applications provide students, faculty and staff innovative ways to enrich their language-learning experience when they're away from their computers. Access to mobile apps is included in all implementations.

Mobile apps allow them to continue learning and practicing using their own iPad and select Android™ devices.

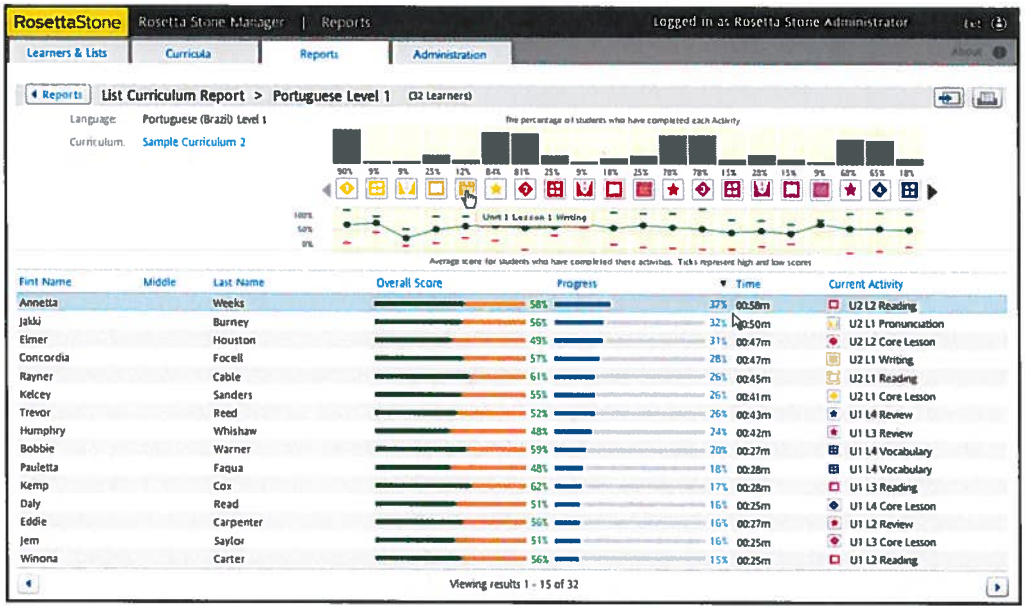
Rosetta Course Application features include:

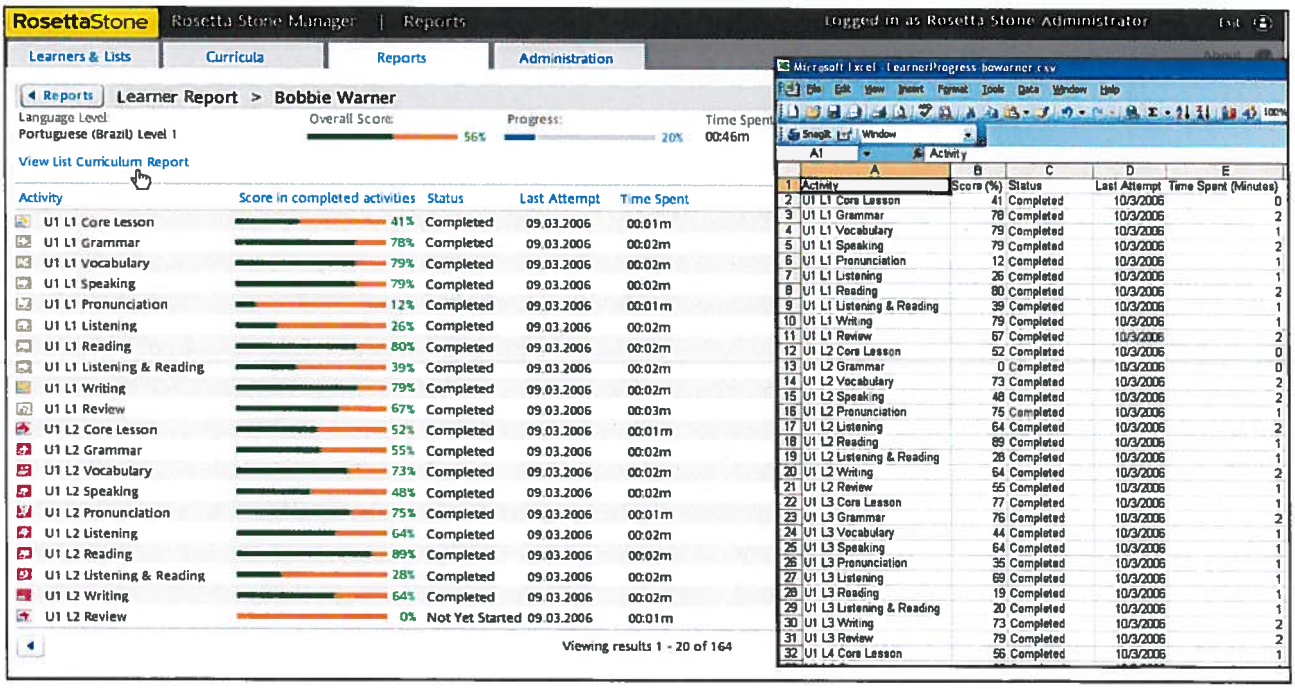
- An easy-to-use and navigate touchscreen interface with bright, vivid screens
- Lessons that compliment what they learn while at a computer
- Innovative speech recognition technology

Rosetta Stone Manager™

Rosetta Stone Manager provides dynamic reporting options for teachers. Our management tool delivers powerful functionality to add students, set instructional goals, and monitor overall student progress.

Reports can be easily generated for each student or class to help teachers differentiate the instruction as needed – a valuable consideration in today's busy classroom.





Administration with Rosetta Stone Manager

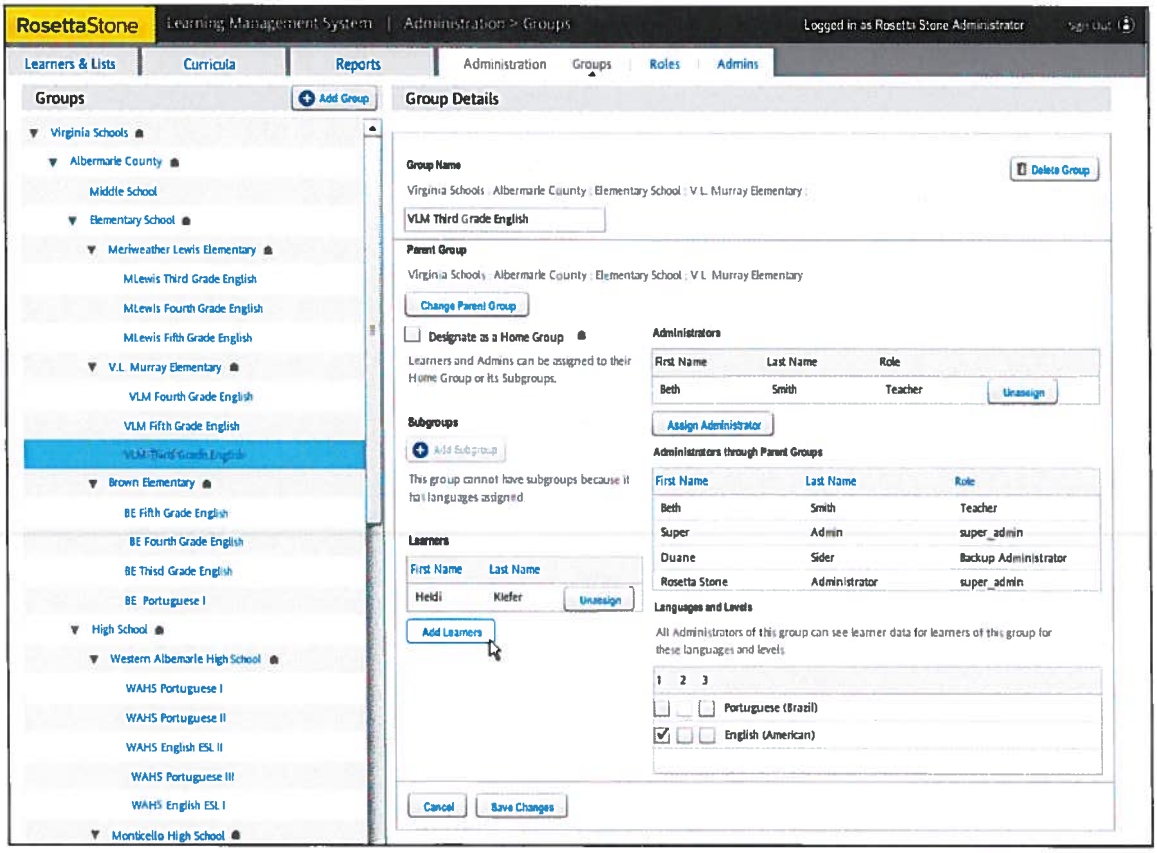
Rosetta Stone's solution includes an administrative system called *Rosetta Stone Manager* (RSM) that offers powerful, easy-to-use administration tools and reporting functionality. These tools manage and measure learners' progress, ensuring language-learning goals are met and providing quantifiable measurements of success.

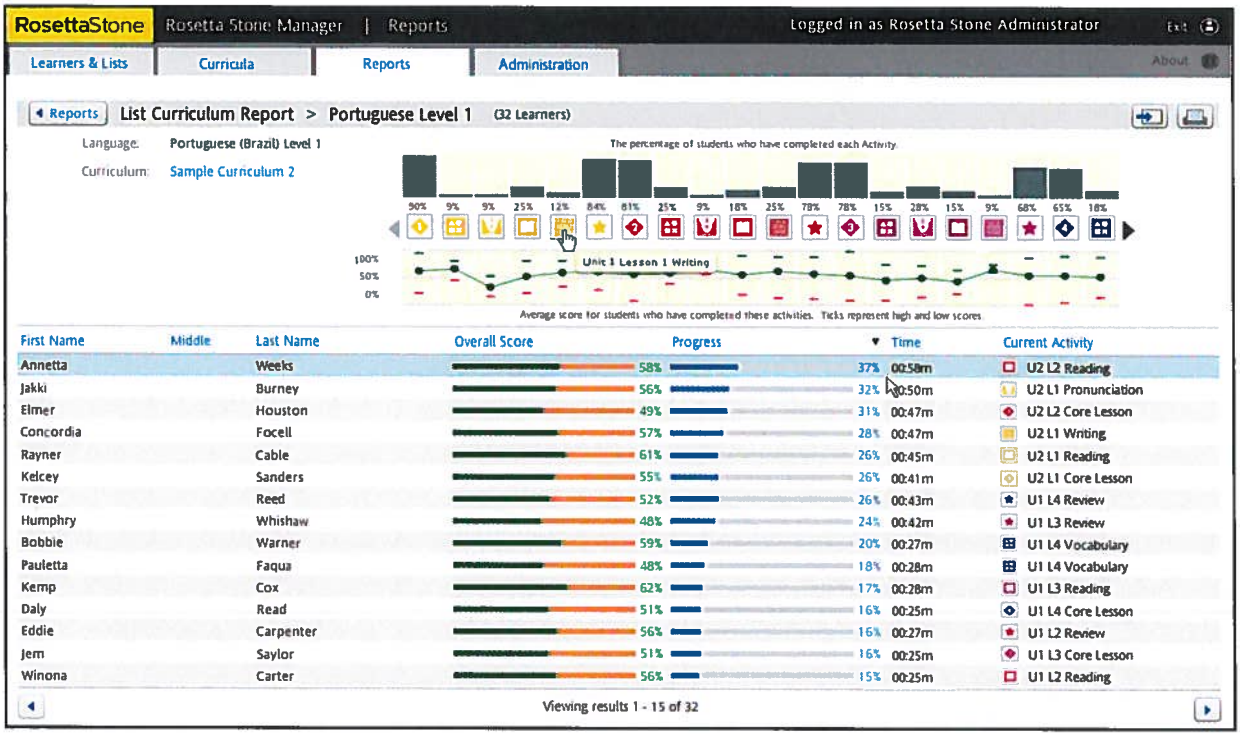
RSM also allows your system administrators to add and manage learners, modify individual activity settings, import and export data and run reports on progress at the learner, class, or group level.

The key reports used are:

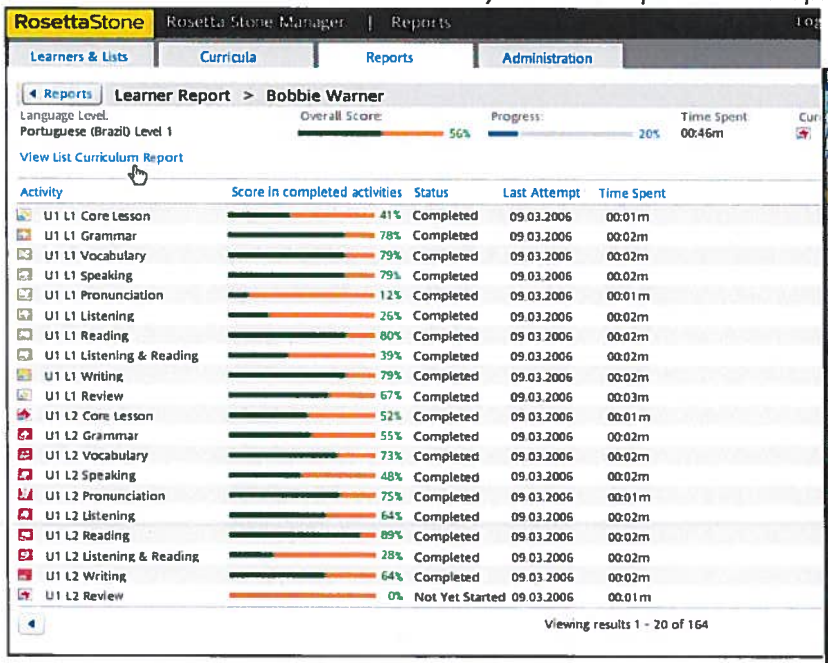
- **General usage reports**: these popular reports allow monitoring and reporting on all learners (or a specific region (or class), department, or division (district)) based on criteria such as time used, and progress made
- **Learner reports**: allowing detailed reporting on each individual learner or groups of learners, from a top level down to each individual lesson they have completed
- **Curriculum reports:** allowing monitoring and reporting on learners based on the language or curriculum they are studying

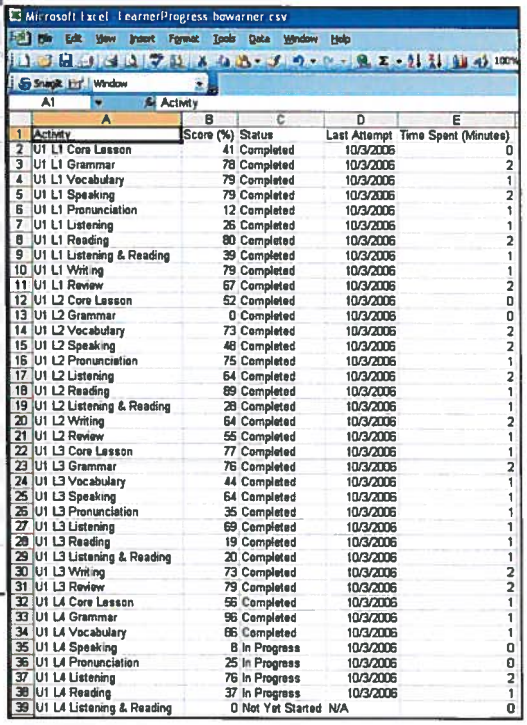
We have included sample Administration screens for reference:





Easy-To-Read Reports and Graphs





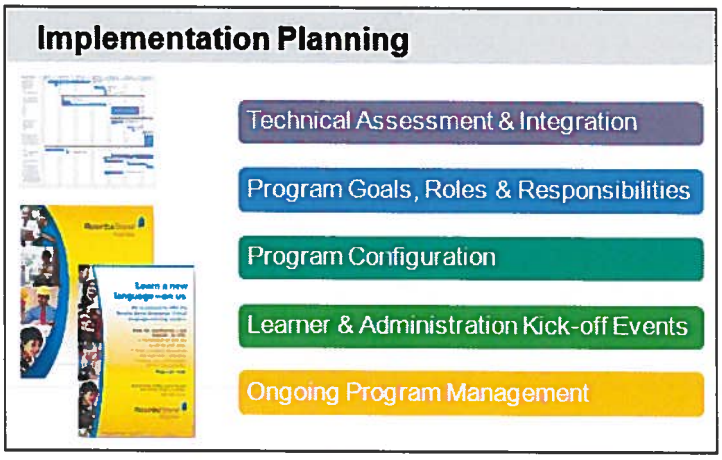
Drill-down Capabilities for Reporting (Printed or Exported)

Implementation and Program Management

Rosetta Stone will work with Oak Park to ensure a seamless transition to your new language learning program. Planning and implementation activities may include ensuring the technology is available to all learners, documenting and defining language learning goals, organizing the pre-testing to place learners into the right course, as well as facilitating learner orientation sessions, and periodic business reviews.

Technical Assessment

Rosetta Stone's implementation services includes online self-help and/or phone support to ensure that your seats are allocated to the appropriate users and the Rosetta Stone instance is set-up to run effectively in the Oak Park Information Technology (IT) environment. In addition to the phone support, a technical requirements guide contains details on the settings necessary to run the program effectively.



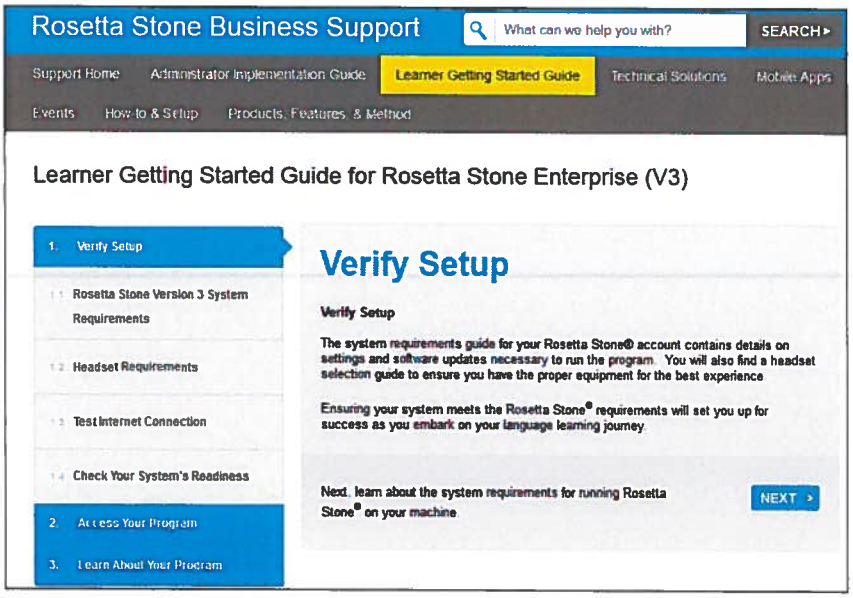
Implementation Planning and Project Management

Rosetta Stone goes beyond technically enabling your language learning environment to collaborating with Oak Park to set-up a successful program that meets the designed training program objectives. We will work with you to understand your defined organizational value and learning objectives of the training program and put a structure in place to meet those goals.

Oak Park will have access to the valuable resources via our website, such as our online "Getting Started Guide" for Administrators and for individual learners. The guides cover all aspects of the implementation with easy to follow, step-by-step instructions.

Oak Park will also have access to our online video tutorials for learners and administrators. For example, an administrator can watch a tutorial on how to register learners in the administration system.

Depending on the size and scope of the implementation, Rosetta Stone will assign and allocate resources for on-site training and planning as well as for ongoing program support.



Assets to Enable Program Success

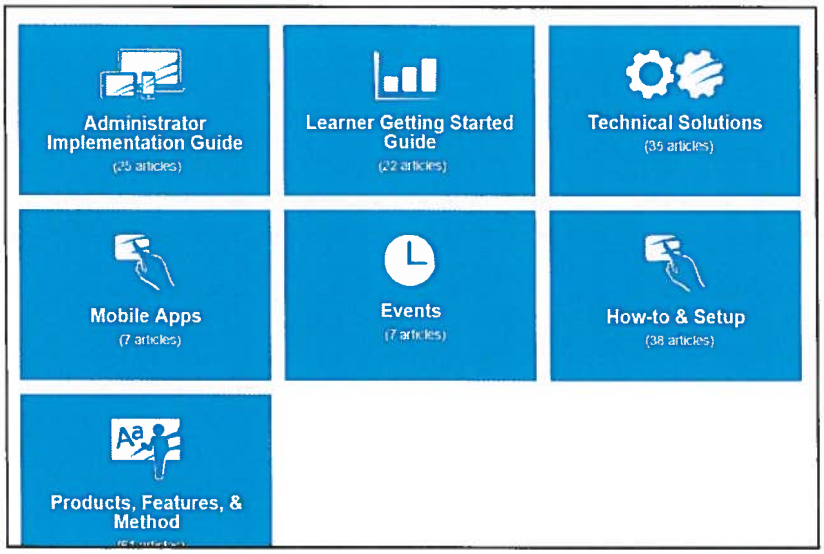
In order to support the success of Oak Park's training program, we make available templates and marketing collateral to recruit and motivate learners. We provide access to How-to email templates, and other resources to help administer and enable a successful program, i.e., a sample template that organizations use to announce their learning program to the community and engage and excite the learners about their language learning goals.

For our education clients we provide advice on lesson planning, as well as, templates to engage learners and parents, course content guides, teacher's guides and more.

Ongoing Support

Oak Park will have access to our support portal anytime and anywhere there is internet access. The support portal categories include; how to get started, learn more about our mobile apps, or find specific technical product information.

In addition, to the self-help materials, support is available via email and phone in multiple languages. Technical Support is available 24/7 and email support requests are answered within 1 business day.



Supplemental Materials

Supplemental materials are available to support the language content and assist teachers in extending language learning in ways suited to their own classrooms. Our collection of materials, such as complete course content documents, workbooks, teacher's guides, and quizzes, are available in select levels and languages to help teachers plan and integrate Rosetta Stone into the curriculum.

Materials designed by expert curriculum designers offer students additional opportunities to use their new language in class. Using strategies based on several learning styles and covering a wide range of topics, these activities assist teachers as they guide students to fully explore their new language.

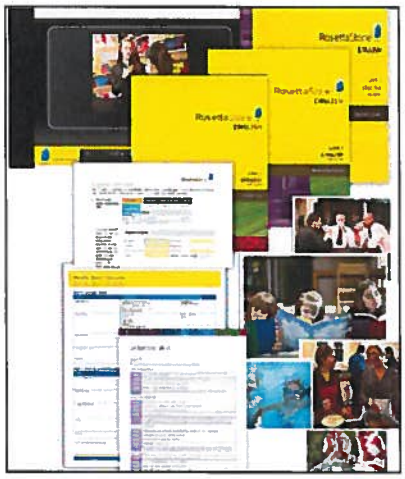
"Rosetta Stone has provided our school district with an economical and effective solution for our students and staff to learn a foreign language. Rosetta Stone has been a true difference maker in Lee County Schools."

Dr. Andy Bryan
Superintendent
Curriculum & Instruction
Lee County Schools (North Carolina)

Teachers Receive Free Downloadable Teacher Materials & Free Online Webinar Training

Teacher Materials

Supplemental materials are available to support the language content and assist teachers in extending language learning in ways suited to their own classrooms. Our collection of materials, such as complete course content documents, workbooks, teacher's guides, and quizzes, are available in select levels and languages to help teachers plan and integrate Rosetta Stone into the curriculum. Materials designed by expert curriculum designers offer students additional opportunities to use their new language in class. Using strategies based on several learning styles and covering a wide range of topics, these activities assist teachers as they guide students to fully explore their new language.



Online Webinar Training

Live Implementation Webinar Topics Include:

- Initial Set Up & Technical Questions
- Learner Goals & Rosetta Stone Manager
- Rosetta Stone Manager Reporting & Benchmarking

Teachers can also participate in our series of seven live, web-based sessions designed to help teachers get the most out of their Rosetta Stone solution. Each session lasts for one hour and will include an opportunity for Q&A at the end.

Sessions

Session* 1a: Rosetta Course *(Version 3) – Introduction to the Rosetta Stone Solution
Review in detail the key components of your Rosetta Stone Course solution. Best practices and

implementation models will also be shared.

Session* 1B: TOTALe PRO – *Introduction to the Rosetta Stone Solution
Review in detail the key components of your Rosetta Stone TOTALe PRO solution. Best practices and implementation models will also be shared.

Session 2: Benchmarking and Lesson Planning for an Effective Implementation
Learn how to create benchmarks for the Rosetta Stone solution and explore how to use these benchmarks to monitor and manage learner progress.

Session 3: Effectively Managing Learner Progress and Implementing Change Management Strategies
Learn how to analyze learner reports from Rosetta Stone Manager and compare the data against the benchmarks created in Session 2.

Session 4: Implementing through Blended Learning Instructional Models
Define models for blended learning in various classroom situations.

Session 5: Differentiating Instruction with the Rosetta Stone Solution
Discuss resources and best practices tailored for students of different levels of achievement.

Session 6: Grading and Assessing Learner Performance
Explore different ways to assign grades to learners based on reports in Rosetta Stone Manager.

Session 7: Measuring Return on Language Learning and the Impact of the Rosetta Stone Solution
Discuss the design and development of a process for measuring the impact of the Rosetta Stone solution over a specific time period.

Supplemental Materials

Supplemental materials are available to support the language content and assist teachers in extending language learning in ways suited to their own classrooms. Our collection of materials, such as complete course content documents, workbooks, teacher's guides, and quizzes, are available in select levels and languages to help teachers plan and integrate Rosetta Stone into the curriculum. Materials designed by expert curriculum designers offer students additional opportunities to use their new language in class. Using strategies based on several learning styles and covering a wide range of topics, these activities assist teachers as they guide students to fully explore their new language.

The ***Teacher's Guide*** contains a variety of tools you can use to integrate the Rosetta Stone® program into your classroom. The Lessons in this guide are designed to help students use their classroom knowledge in real-world situations. Using strategies based on multiple learning styles and covering a wide range of topics, the classroom activities will reinforce not only the basics of a new language but also the context and cultures in which that language is spoken. In addition to Unit and Lesson Introductions designed to help the teacher understand how the software and the off-computer time interact, there are several activities available for each Lesson.

The Lesson plans are designed to stimulate students to remember and reproduce the language they are learning in a natural manner.

The ***Course Content*** details the content of each Lesson as presented in the software, and includes an index to all words in the program. This valuable reference, provided with the product materials, allows teachers to see at a glance what your students are learning in their Lessons on the computer, and enables you to incorporate Rosetta Stone content into the classroom curriculum. An index to all words in the program identifies the Units and Lessons where words are first introduced and then reinforced.

A **deck of eighty vivid photographs**, reproduced from the program and printed front and back, four to a side on hard-stock cards, accompany each level of the program. Designed to reinforce and extend language learned in the program, the photo are ideally suited to a range of language-based activities in the classroom, including vocabulary recall, reinforcement of grammar and usage, conversations, story-telling and skits.

The Workbook includes a number of worksheets and quizzes for each Lesson in the Rosetta Stone program. These materials help reinforce students' learning and boost their comprehension and writing skills. Teachers use worksheets and quizzes to provide students with additional practice in class or at home.

The *Tests* include a test for each Lesson in the Rosetta Stone program. Teachers use the tests to conduct a brief review of language learned in the program and to then assess the performance of students. The answers to the tests are provided in the Answer Key for the available language levels of supplementary materials.

Answer Keys are provided for Student Workbook pages and for Quizzes and Tests. There is an Answer Key for each language level of available supplementary materials.

Web Training Sessions

Rosetta Stone offers a series of live, web-based sessions designed to help get the most out of Oak Park's Rosetta Stone solution. Each session lasts for one hour and will include an opportunity for Q&A at the end.

Sample Sessions & Outcomes

Session 1a: Rosetta Course (Version 3) – Introduction to the Rosetta Stone Solution
Review in detail the key components of the Rosetta Stone Version 3 solution. In addition, best practices and implementation models will be shared.

Outcomes: after completion of this session, the participant will be able to:

- Identify key components of the Rosetta Stone Version 3 solution
- Understand best practices and implementation models to use in the organization

Session 1b: TOTALe PRO – Introduction to the Rosetta Stone Solution
Review in detail the key components of the Rosetta Stone TOTALe PRO solution. In addition, best practices and implementation models will be shared.

Outcomes: After completion of this session, the participant will be able to:

- Identify key components of the Rosetta Stone TOTALe PRO solution
- Understand best practices and implementation models to use in the organization

Session 2: Benchmarking and Lesson Planning for an Effective Implementation
Learn how to utilize a proprietary tool developed by the Rosetta Stone professional development team to create benchmarks for your Rosetta Stone solution. Explore how to use these benchmarks to monitor and manage learner progress.

Outcomes: After completion of this session, the participant will be able to:

- Explain how to differentiate benchmarking inputs for different types of learners based on goal-setting needs and environments
- Create lesson plans for different learner groups, understanding parameters for required fields
- Review available Rosetta Stone reports and compare progress to benchmarks to assess learner performance

Session 3: Effectively Managing Learner Progress and Implementing Change Management Strategies
Learn how to analyze learner reports from Rosetta Stone Manager and compare the data against the benchmarks created in Session 2.

Outcomes: After completion of this session, the participant will be able to:

- Generate and understand key reports from Rosetta Stone Manager
- Compare learner data against benchmarks created in previous session
- Adjust benchmarks based on learner environment

- Learn about available tools/resources to support areas of opportunity and keep learners engaged, motivated, and challenged

Session 4: Measuring Return on Language Learning and the Impact of the Rosetta Stone Solution
Discuss the components of implementation that drive value. Define and understand the areas of impact from implementing the Rosetta Stone solution. Identify both qualitative and quantitative areas of impact due to implementation. Discuss the design and development of a process for measuring the impact of the Rosetta Stone solution over a specific time period.

Outcomes: After completion of this session, the participant will be able to:
- Understand the components of their solution that drive value and measurement of impact
- Create a conceptual map identifying key outcome areas in the implementation model
- Determine measurements both pre- and post-implementation for each impact area
- Understand the components of Rosetta Stone Manager reporting that indicate effectiveness and learner

Implementation Seminars

Seminar 1: Initial Setup and Technical Requirements
In the Initial Setup and Technical Requirements session, we review the technical requirements that are imperative to a successful implementation. We make suggestions regarding computer lab setup and accessing the Rosetta Course app on an iPad or Android device.

Seminar 2: Learner Goals and Rosetta Stone Manager Introduction
In the Learner Goals and Rosetta Stone Manager Introduction session, we'll discuss setting goals and how to set up the Rosetta Stone Manager. We will focus on setting up groups and registering learners.

Seminar 3: Rosetta Stone Manager Reporting and Benchmarking
During the Rosetta Stone Manager Reporting and Benchmarking session, we take you through the steps necessary to monitor learner progress to best fit your needs. We also provide suggestions for benchmarking with the Rosetta Stone solution.

Seminar 4: Implementing Rosetta Stone
During the Implementing Rosetta Stone session, we cover topics such as: Learner experience solution overview, Course structure and learner experience, Core lessons and focused activities, Time expectations based on learners and target language, the Rosetta Stone Manager Tool, Group overview, Registering learners, Individual registration vs. importing, Reporting features, Usage reports with scheduling option, Learner and list curriculum reports and more.

Evidence of Effectiveness

Independent research studies share the effectiveness of our language-learning solutions for both Foreign Language and English Language Learners (ELLs). The first set of results is from a study conducted by authors Luke Amorosoa, Alison Mackey[a], Andrea Révész [b] & Nicole Zieglera [a] Georgetown University; [b] Lancaster University.

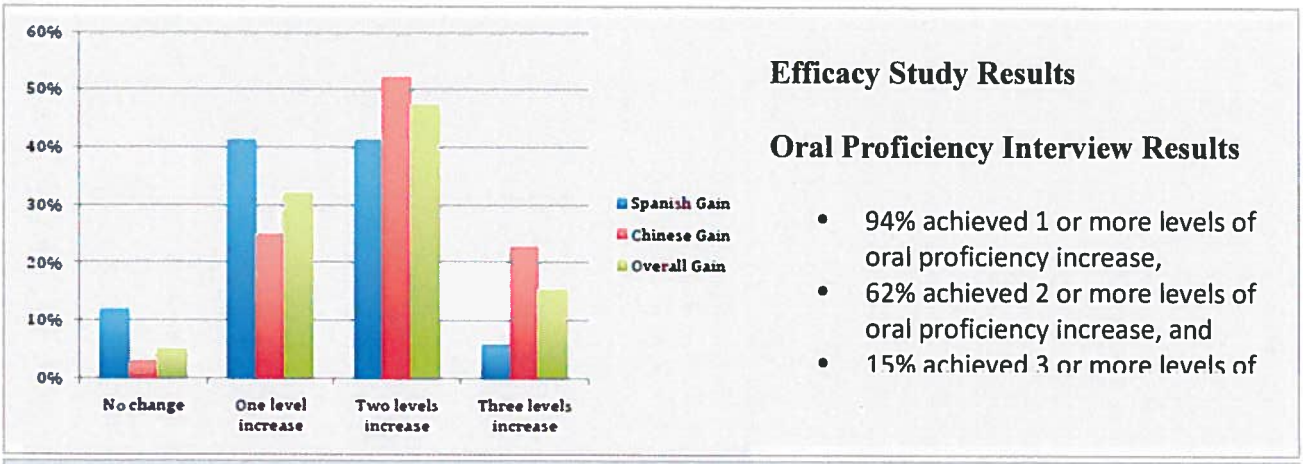
Extract from Efficacy Study (World Language Learning Outcomes)

This study examined the acquisition of speaking and listening skills of Elementary School Age learners of Mandarin (Chinese) and Spanish using Rosetta Stone's TOTALe program. Research in the field of education suggests that foreign language (FL) instruction, particularly at an early age, can have many benefits for students, including improved cognitive abilities, greater creativity, higher scores on standardized achievement tests, and improved performance in a variety of other disciplines (Bialystok & Hakuta, 1994; Cumming-Potvin, Renshaw, & van Kraayenoord, 2003; Hakuta, 1987; Marcos, 2001; Stewart, 2005; Turnbull, Lapkin, & Hart, 2001; Weatherford, 1986). In the current global economy, foreign language skills are also becoming more important for U.S. students trying to compete on an international level.

Even though many FL programs in elementary schools successfully use traditional teacher-led curricula, educators and researchers are becoming increasingly interested in using educational technology to enhance students' foreign language learning. For example, there is interest in language learning software such as Rosetta Stone's TOTALe PRO to supplement educational programs already in place and/or to provide foreign language instruction for schools where traditional instructors are unavailable due to financial or other constraints.

With this increasing interest, there is a need for scientific research addressing the effectiveness of educational technology on child second language learning. The current study examined the effects of a standalone system on the second language development of third, fourth, fifth, and sixth graders learning Mandarin (N= 44) and Spanish (N= 34). Using scientific methodologies grounded in research on second language acquisition and a pretest/posttest design, this 13-week study assessed language learning outcomes for oral fluency, vocabulary and syntax and reading and listening on a range of proficiency measures.

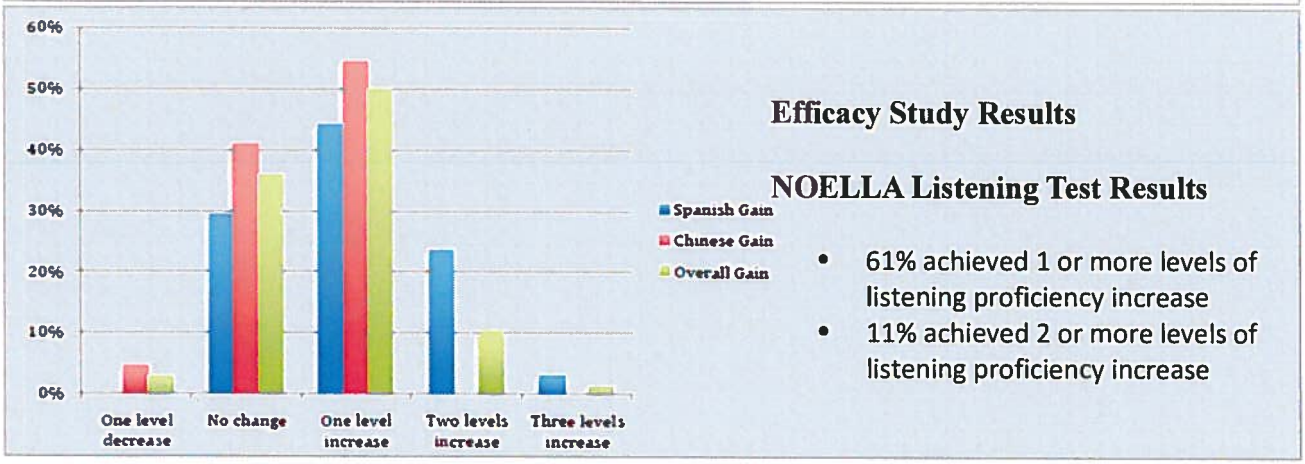
In addition to these quantitative measures, qualitative data reflecting language, anxiety, willingness to communicate, motivation, enjoyment, and confidence levels were collected through self-report surveys and interview data. Statistical analyses included Rasch analyses, paired samples t-tests, repeated measures ANOVAs, and regression analyses. Results revealed clear and statistically significant learning outcomes on most measures for both languages. These findings are discussed in terms of the pedagogical implications and outcomes of using the educational language learning software Rosetta Stone TOTALe PRO with elementary school-aged children.



Efficacy Study Results

Oral Proficiency Interview Results

- 94% achieved 1 or more levels of oral proficiency increase,
- 62% achieved 2 or more levels of oral proficiency increase, and
- 15% achieved 3 or more levels of



Efficacy Study Results

NOELLA Listening Test Results

- 61% achieved 1 or more levels of listening proficiency increase
- 11% achieved 2 or more levels of listening proficiency increase

Learning Outcomes for ELLs

A White Paper published in April 2011 by ALAS (Association of Latino Administrators and Superintendents) focuses on incorporating technology into the academic achievement strategy for English Language Learning (ELL) students. The study references Rosetta Stone results in various schools throughout the U.S. and academic achievement with the support of the Rosetta Stone program. A highlight includes Manor Independent School District (ISD), Texas - Across the district, 30% of 3rd graders, 51% of 4th graders and 60% of 5th graders who participated in the Rosetta Stone program made significant progress, increasing their English language skills into the advanced or advanced high composite levels. Located just northeast of Austin, Manor ISD is a growing district currently serving over 7,200 students, 30% of which are ELL students speaking at least 26 different languages. The goal of the partnership initiative with Rosetta Stone was to provide students with an interactive English language learning program that would not only improve students' listening, speaking, reading, and writing skills in English, but also improve self-confidence in both academic and social interactions. If successful, Manor ISD expected a decrease in the number of Beginning and Intermediate ELLs over time. The results of this effort are significant. Upon receiving TELPAS scores at the end of 2009-2010, considerable gains were found among students who utilized Rosetta Stone Classroom (now Rosetta Stone COURSe) throughout the school year.

Bullitt County Public School – Sample Program

Bullitt County Public Schools sought a solution to serve as core instruction that would improve performance on WIDA ACCESS composite scores for ELLs.

Engaging with Rosetta Stone, their model consisted of:

- Independent study ; K-12
- 30-40 minutes per day, 5 days per week
- Classified school personnel managed lab time

Results indicated:

- 57.3% increase from previous year in WIDA Access for ELLs® composite scores
- Top 10% of learners improved ACCESS scores by more than 200%
- Annual savings of over $550 per ELL, creating ROI of over 65%

> ***"Language study through Rosetta Stone Classroom allows Trinity School to offer a 21st century approach to learning that enables children to become self-directed, passionate, and engaged global citizens."*** – Megan Howard, Director of Teaching and Learning, Trinity School-Atlanta, GA

Figure 1 – Quote from Trinity School

The complete studies are available upon request.

Program Structure

The Rosetta Stone® Classroom Structure and Content includes 3 to 5 levels depending on the target language. Each level consists of four units (topics) containing four core lessons which build language and structure in sequence. Each lesson is followed by a range of skills activities (pronunciation, vocabulary, grammar, reading, writing, listening, speaking) based on material already covered within that lesson, as well as a review to test and reinforce how well content is remembered. At the end of each Unit, the Milestone is a real-life scenario where learners participate in a dialogue, and need to apply new language knowledge in that situation or context.

Level 1: Build a foundation of fundamental vocabulary and essential language structure. Gain the confidence to master basic conversational skills, including greetings and introductions, simple questions and answers and more. Also introduces colors, adjectives, numbers, prepositions, definite and indefinite articles, singular and plural nouns, family relationships, the five senses, and time of day.

Level 2: Navigate surroundings and build on Level 1 vocabulary and essential language structure. Learn to talk about the environment, including giving and getting directions, using transportation, telling time, dining out, and enjoying basic social interactions. Also covers verb tenses, adverbs, formal imperatives, school subjects, months of the year, and emotion.

Level 3: Connect with the world by building on the language fundamentals and conversational skills developed in Levels 1 and 2. Learn to share your ideas and opinions, express feelings and talk about everyday life, interests, current events, and much more. Also includes household items, physical activity, animals, possessive pronouns, present subjunctive, present perfect, weights and measurements.

Level 4: Deepen understanding of the language, and negotiate increasingly complex situations with confidence and accuracy. Learn vocabulary for preparing meals, discussing the arts, tourism, and choosing clothing. Also covers careers, driving vocabulary, getting ready, shopping, cooking, indirect objects, passive voice and imperatives.

Level 5: Develop true command of the language while engaging in debates and speaking about social, economic and political issues. Learn to express the complexity of opinions and ideas more completely in crucial situations like health emergencies, cultural behavior and sudden schedule changes. Also includes vocabulary for industry, government and citizenship, problem-solving and commercial transactions, language for neighborhood activities and holidaying; as well as reviews of the subjunctive, conditional and dependent clauses.

Rosetta Stone Version 3 System Requirements

For its client learner and administrator applications, Rosetta Stone utilizes technologies commonly used in online learning. Many clients can use these applications within their networks and on their computers as currently configured. However, some clients may need to adjust proxy server or end-user computer settings. This document should be reviewed by your IT staff.

In order for your learners to utilize all components of the latest version of Rosetta Stone Version 3, the following must be supported on student computers and within your network:

- SWF and ZIP download to browser cache at runtime

Components download from resources.RosettaStone.com on the Akamai CDN.

System requirements are as follows and are subject to change over time:

- Operating Systems–Windows XP SP3, Vista SP2, 7, and 8; Mac (Intel) OS X 10.6, 10.7, 10.8 and 10.9
- Browsers–Internet Explorer 7/8/9/10/11, Safari 5/6, Chrome latest and Firefox latest
- Flash latest version is recommended (Flash 10.3 is the current minimum)
- JavaScript enabled for Rosetta Stone Manager
- USB headset with microphone
- Processor Speed (Minimum):
    - Windows–2.33GHz for x86-compatible processors and 1.6GHz for Intel® Atom™ netbooks
    - Mac–1.33GHz for Intel Core™ Duo
- 1GB available RAM
- 1024 x 768 display resolution
- Rosetta Course® for mobile devices
    - iOS 6 or later; 42.3 MB download for installation
    - Android 2.2 or later; 16 MB download for installation
- TOTALe Companion® for mobile devices
    - iOS 4.0 or later; iPhone or iPod Touch; 4.2 MB download for installation
    - Android 2.3.3 or later; 6.4 MB download for installation
- Bandwidth–500 kbps download and 400 kbps upload connection is recommended for Rosetta Course® launch and for Rosetta Studio® session duration. Typical Rosetta Course® bandwidth usage averages between 30 kbps and 50 kbps; bandwidth can be tested at http://launch.RosettaStone.com/speedtest/.
- Latency–<300ms; latency can be tested at http://launch.RosettaStone.com/speedtest/.

Please note that learner computers communicate with the domains listed below. Rosetta Stone adds services over time as it expands TOTALe® PRO functionality. If your organization sets exceptions or trusted sites in network-level assets or in standard images, we recommend entering the following to support future subdomain additions:

- *.RosettaStone.com
- *.RosettaStoneenterprise.com

- *.adobe.com

Protocols and Ports:

- HTTP over port 80 or HTTPS over port 443
- XMPP (messaging and chat in TOTALe® PRO) over port 80 or 443
- This applies only to Rosetta Studio® and TOTALe Studio™ and messaging/chat in Rosetta World®: RTMFP over port 1935 (UDP). FMS listens on port 1935 for an incoming connection and then re-directs that request to a port in the 19350–19400 range with rollover to RTMPS over port 443 (TCP) if port 1935 is blocked.

Investment

Rosetta Stone offers our Classroom Version 3 offering on a 12-month site license basis. All languages and all levels are available. The languages and levels are articulated on page 7 of this document. The price per site license for Oak Park is:

***Year One Purchase**: Grades 3-5 only, and Grades 3-5 with staff and parent option.*

Population Size	Price Per Site License	Total with Adoption Discount 3 Year PrePay Adoption**	Total with Adoption Discount 5 Year PrePay Adoption**
Grades 3 - 5 learners, staff, extra curricular and parents. **Est Total Learners 2500**	$ 62,995	$188,985 with discount **Total is $151,188**	$ 314,975 with discount **Total is $ 220,482.50**

**Adoption discounts are paid at the time of purchase.
***each of the above scenarios has room for approximately 300 learners to have more than one license. Example – a student using the program for Spanish AND English, plus one additional language. It is our experience that this is the exception and not the rule. It can be done and will have to be established on a learner by learner basis.

This license fee includes access to:

- all languages and levels,
- our technical support services,
- the Rosetta Stone Manager Administrative tool, and,
- our mobile applications

Training

Onsight Training: 6 hour onsight training*	$3,900
Ongoing Webinar training topics (see page 16)	Free

*If purchased prior to September 30th, 2014 we will provide this free. **Start date must be within 90 days.**