

To: Dr. Randy Shaver, Supt. Tupelo Public Schools
From: Libby Preble, Director of Education Partnerships, Mariner
Re: SeeChange™ Reference Site Proposal from Mariner's Education Group
Date: August 4, 2010

Mariner's Education Group has created the **SeeChange™ Reference Site Program** to showcase and highlight a small number of innovative school districts that want to use data for continuous school improvement. As Tupelo Public Schools is an innovative school district that exhibits strong leadership and vision for using data to accelerate student achievement, Mariner is inviting Tupelo Public Schools to participate in **Mariner's SeeChange™ Reference Site Program**. This proposal outlines our **SeeChange™ Reference Site Program** details for a fully-functioning, web-based:

1. District Strategic Planning Dashboard
2. School Improvement Planning Dashboard and Scorecards and
3. Tupelo Public Schools' District Data Dashboard

I. Description of SeeChange™ Plans and Communities Deliverables

- **District Strategic Planning and School Improvement Planning Dashboards and Scorecards** are the primary organizational tools for creating a cycle of continuous improvement by putting planning tools in the hands of those responsible for taking action.
 - An Online District Strategic Planning Dashboard that will be **customized** for Tupelo's District Strategic Planning needs
 - An Online School Improvement Planning Dashboard and Scorecards will be **customized** to meet TPS District and State Requirements including the following:
 1. District Strategic Key Performance Indicators (KPIs)
 2. School Improvement Plan Goals
 3. School level reports
 4. Drill down capabilities for KPIs and Metrics
- **The Data Foundation will consist of:**
 1. Metrics Catalog

2. Dynamic Instructional Groups that provide customized views of by groups of students you define
 3. Common dimensions of a foundational data warehouse
- **A District Data Dashboard and Scorecards** enable the Superintendent, Principals and Teachers to communicate the district goals, objectives, strategies and progress with the School Board and the entire community for greater transparency. The District Data Dashboard content will include:
 1. Mississippi State Assessment KPIs
 2. District Strategic KPIs
 3. Drill down capabilities for KPIs and Metrics

II. SeeChange Reference Site Program Benefits

Mariner will:

- Provide a cost-savings through Reference Site Pricing
- Provide briefings on new developments/offerings
- Host a Webinar featuring Tupelo Public Schools' Leadership
- Highlight TPS' use of Performance Management in an e-newsletter

III. SeeChange™ Reference Site Program Criteria

Reference Site Customer will:

- Accept calls & emails from other educational leaders regarding Mariner's SeeChange™ Performance Management System
- Host visits from school districts interested in the SeeChange™ Performance Management System
- Participate in presentations or conferences with Mariner
- Issue joint press releases at major milestones
- Work with Mariner and Microsoft to develop a case study

IV. Special SeeChange™ Reference Site Pricing on Tupelo Public Schools' Online District Strategic Planning and School Improvement Planning Dashboards and Scorecards: **\$75,000.**

In addition, Mariner will also develop a District Data Dashboard for Tupelo Public Schools' at no charge. This Reference Site Program Pricing represents a savings of \$150,000 to Tupelo Public Schools.

V. Hardware and Software needed to support the SeeChange™ Plans and Communities Modules (through SoftChoice) are:

Three payments of \$22,288.50 which cover Hardware and Software as well as Maintenance and Support for 3 years for a total of \$64,000

VI. Total costs for Years 1, 2 and 3

Reference Site Pricing for SeeChange™ Plans (Mariner) (Support & Maintenance for Year One is included + SeeChange™ Communities at no cost)	\$75,000.00
First year Support & Maintenance from SoftChoice	\$22,288.50
Total for Year 1	\$95,288.50
Support & Maintenance (SoftChoice) for Years 2 & 3	\$42,576.00
Support & Maintenance for SeeChange™ Plans & Communities from Mariner for Years 2 & 3	\$28,480.00
Total for Years 2 & 3 for Support/Maintenance	\$73,056.00

Thank you for your consideration of this proposal. Mariner would welcome the opportunity to work with you and your team to develop the Tupelo Public Schools' District Strategic Planning Dashboard, School Improvement Planning Dashboard and Scorecards as well as the District Data Dashboard. We look forward to your feedback and guidance on next steps.

Sincerely,

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