Hallsville Independent School District
For the Consideration of the Board of Trustees

Date of Board Meeting: August 18th, 2025

Agenda Item#:

Topic: Approval of over $50000 Vendor - Magic School AI

Background:

MagicSchool AI is a secure, closed-loop platform that provides educators with AI-powered tools tailored to their daily work. Unlike general-purpose AI tools, MagicSchool AI is built exclusively for education and offers functions such as:

- Lesson and unit plan generation aligned to standards
- Differentiated instruction strategies
- IEP and 504 planning support
- Rubric and assessment creation
- Behavior plan templates
- Communication drafts for parents and students
- Professional development resources
- Language translations and accessibility tools

The platform is accessible, user-friendly, and customizable to teacher needs across grade levels and content areas.

Rationale:

1. Increased Teacher Efficiency

Teachers spend significant time on planning, documentation, and communication. MagicSchool AI reduces this burden by streamlining tasks that traditionally take hours to complete—freeing up time for instruction, collaboration, and student support.

2. Enhanced Instructional Quality

With AI-generated suggestions for lesson plans, differentiation strategies, and assessment tools, educators can elevate the rigor and relevance of their instruction. This contributes directly to improved student outcomes.

3. Equity and Support for Diverse Learners

MagicSchool AI includes built-in tools that help educators design lessons for English Language Learners, students with disabilities, and other underserved populations. This supports our district's equity goals and ensures all students receive the support they need to succeed.

4. Teacher Retention and Morale

Reducing workload is a key factor in addressing teacher burnout and improving job satisfaction. By equipping our teachers with effective tools, we are demonstrating our commitment to their well-being and professional growth.

5. Responsible Integration of AI in Education

Rather than leaving educators to use open-ended or potentially unsafe AI tools (e.g., ChatGPT) independently, MagicSchool AI offers a vetted, secure, and education-focused alternative. It aligns with data privacy regulations and professional standards.

Relationship to Strategic Plan: Goal 1, Performance Objective 1, Strategy 1 & 2

Personnel Affected: All administrative and instructional faculty.

Budget Implications:

■ Include in this year's budget

Recommendation: TVAH recommends the purchase of school-wide MagicSchool AI licenses for $95,000.00.

Amy Whittle
Signature
(Person Bringing Information to the Board)

Superintendent's Signature

AI Platform

Bid	#1	#2	#3
Company	MagicSchool AI	School AI	Flint AI
Total	$95,000/year	$94,500/year	$110,000/year
Notes	Price above includes Enterprise platform access for 20,000 students at $4.75/user. Enterprise access includes advanced features like custom-built bots, district-specific tools, and usage analytics to align with strategic goals. Unlike the free version, Enterprise provides secure data management, deep customization, and priority support to ensure safe, scalable, and impactful AI integration across your schools.	Price above is for Unlimited Pro access to the platform for 21,000 students at $4.50/user. This access includes: unlimited teacher-managed sessions for students, formative assessment tools with actionable data insights, core standards aligned content generation, student well-being data insights and teacher managed AI-driven spaces for students.	Price above is for 22,000 users at $5/user. Quote includes AI platform (student and faculty access), AI tutoring and administrative monitoring for analytics and usage. This price includes three free months.

TVAH recommends the approval of the purchase of an Enterprise plan with MagicSchool AI at a total cost of $95,000.00. MagicSchool is already being used by brick-and-mortar campuses within the district.