

## DULUTH PUBLIC SCHOOL DISTRICT & KUDER

### STATEMENT OF WORK (SOW)

Account #: 226528

Submitted 07/15/2024

Valid for 30 days after submission.

### OVERVIEW & SUMMARY

Duluth Public School District has engaged Kuder for a proposal to deliver a virtual college and career readiness system to support students, in grades PK-12, their families, and educators. Kuder will support educators in providing the most research-backed, reliable, and valid assessments in the industry, housed in a technology platform that supports students with configurable individual graduation plans; localized course planning; and in-depth occupation, education and training, and financial aid resources. Kuder will also provide an elementary career awareness system featuring flexible resources and reports for effective implementation. Additionally, Kuder will provide Career Advisor Certification training for designated staff through the Institute for Career Advising and Development (ICAD).

### PROJECT SCOPE & DELIVERABLES

Kuder will provide the following products and services:

1. Online College & Career Readiness Platform – Kuder Galaxy® (Galaxy) & Kuder Navigator® (Navigator)
  - Galaxy access for up to 9 sites, and up to 3,300 students, grades PK-5, as well as their parents. Galaxy is a powerful, yet playful career awareness system with seven unique levels for elementary students.
  - Galaxy Admin access for authorized educators to track students' progress, generate reports, access tools and resources, and implement lesson plans and curriculum. This tool is used for measuring success and improving accountability of students.
  - Navigator access for up to 6 sites, and up to 4,400 students, grades 6-12, as well as their parents. Navigator is an education and career planning system for secondary students. Key features include:
    - ✓ Research-based Career Assessments – Students discover their interests, skills, and work values as the foundational step for exploring and selecting college and career options.
    - ✓ Pathways Link – Connects student interests to district specialized programs and/or CTE courses.
    - ✓ Graduation Plan – A configurable framework for meeting requirements and tracking progress
    - ✓ Education Planner – A course planner to build multi-year plans based on local courses and requirements.
    - ✓ College Match – An expanded search tool with personalized college matches, acceptance likelihood, and information on net price for high school students.
    - ✓ Online Test Prep – Complete test preparation courses and tests for ACT, SAT, and more for 9-12<sup>th</sup> graders.

- ✓ Parchment Integration – The district can seamlessly request up to 800 transcripts and documents each year.
  - ✓ Common App Integration – High school students can complete college applications and request letters of recommendation and evaluations.
  - ✓ Application Tracking – Track progress and status on college and scholarship applications.
  - ✓ Connect 2 Business – Recommend work-based learning opportunities that match student career interests and configure related activities aligned to WBL requirements.
  - ✓ Lifelong, sharable career portfolio.
- Navigator Admin access for authorized educators to track students’ progress, generate reports, access tools and resources, and implement lesson plans and curriculum. This tool is used for measuring success and improving accountability of students.
    - ✓ Direct Your Future™ (DYF): Educators access DYF, a complete middle school and high school classroom curriculum for a career planning course featuring Navigator.
2. Custom Reporting – In addition to the self-generated reports available within the platform, your dedicated partner solutions manager will share additional data and reporting on a quarterly basis.
  3. Dedicated Manager – A partner solutions manager will be your main point of contact and work directly and regularly with your stakeholders to set goals, measure progress, and ensure partnership success.
  4. System and Process Training – Our training team of certified career advisors will work directly with your stakeholders to ensure understanding of system benefits and features. You will receive:
    - Up to six (6) hours of custom online training delivered through 30-minute to 2-hour sessions.
    - Unlimited access to online training, implementation, and communications resources such as webinars, tutorials, materials, newsletters, best practices, and more.
  5. Ongoing Support Team – Access to our team for responsive customer and technical support Monday through Friday from 7:00 am – 5:00 pm Central time via phone, email, and live chat.
  6. Custom Development – Kuder’s team will complete system configuration for your district.
    - Branding – Development of a landing page for your brand and content using one of our flexible templates. The page serves as a central, personalized access point for all users logging into the system.
    - SSO – Administrative set up to onboard your sites and configure the single sign-on (SSO) and account provisioning functionality through Clever or Classlink.
  7. Professional Development – Access to 50 ICAD Career Advisor Training-Advanced seats for Year 1 of the agreement and 10 ICAD seats per year for years 2-6 of the agreement. ICAD Career Advisor Training-Advanced credentials are recommended for school and district personnel to implement and deliver product-led college and career readiness instruction. CAT-A credentials allow student services personnel to provide a comprehensive experience across all schools to ensure a succinct career-centric



counseling program for grades K-12. The virtual 30-hour course is on-demand, self-paced, and offers international certification.

### OUT OF SCOPE

The following items are out of scope of this contract:

- System data or content customization, not expressly stated in the SOW.
- Integration with a single sign on provider other than Clever or Classlink.
- Ad-Hoc Data reporting not expressly stated in SOW.
- One day of face-to-face training featuring two (2), three-hour sessions.

### PRICING & TERMS

Multi-year pricing for a six-year contract (paid upfront) is \$156,600. Price is locked for contract term.

Purchase Order: Upon execution of this SOW, please send a purchase order to [orders@kuder.com](mailto:orders@kuder.com) to generate your invoice. Include your payment method with your purchase order.

Payment Method: ACH, Check, or Credit Card. Note: Credit card payments require a 5% service charge.

Payment Terms: Net 30 days from receipt of invoice. 1.5% fee per month for late payments.

Billing Method: Email

Contract Term: This agreement will begin upon execution of this SOW.

Renewal: All renewals are subject to a 3% price increase.

### ACCEPTANCE

The parties hereto have executed this Statement of Work in the manner and form sufficient to bind them on the day and year written after the execution by their respective parties.

**Kuder**

By:

Name: Connor Harrington

Title: Chief Executive Officer

Date: \_\_\_\_\_

**Duluth Public School District**

By:

Name: Simone Zwick

Title: Exec. Dir. Business Services

Date: 7-24-24

*Jim E. Lofgren*  
Board Chair

Upon signature by Customer and submission to Kuder, this contract shall become legally binding unless this contract is rejected by Kuder for any of the following reasons: (1) the signatory above does not have the authority to bind Customer to this contract, (2) unauthorized changes have been made to this contract, or (3) the requested purchase order information or signature is incomplete or does not match our records or the rest of this contract. Subscriptions are non-cancelable before their contract end date. This contract is governed by the terms of the



---

kuder.com Master Service Agreement found at <https://www.kuder.com/site-license/> unless (i) Customer has a written master subscription agreement executed by Kuder for such Services as referenced in the Documentation, in which case such written Kuder master subscription agreement will govern or (ii) otherwise set forth herein. Kuder reserves the right to end system access and services for late or non-payments. Customer further agrees to allow Kuder to utilize its name and logo to actively promote the Customer partnership and usage of Kuder products and services in any Kuder marketing, sales, or public relations activity.