



# PROPOSAL TO ACADEMY OF ARTS & SCIENCES

FlipSwitch Educational Services

*Version: 1.0*

FlipSwitch is pleased to offer a suite of educational products and services to the Academy of Arts & Sciences for use in the organization's schools in California.

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## Introduction

### **FLIPSWITCH – WHO WE ARE**

FlipSwitch has been providing educational software, curriculum and support services for more than a decade. Most of our partners are schools that have a growing footprint in hybrid/blended learning. They tend to be led by independent, educationally-focused boards with a strong academic leader (Principal or Executive Director). Our partners believe students are best supported when academic decisions are made at the local level.

Our products facilitate the delivery of a guaranteed and viable curriculum by certified teachers who are at the heart of the student experience. Our software provides end-to-end support to students, teachers and staff. Data lives in a single database increasing integrity and decreasing barriers between student and teacher. Graphic Designers work directly with our Curriculum Developers to infuse cutting edge and engaging multimedia into our courses.

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## 1. Fully Integrated Solution

FlipSwitch offers a comprehensive product wrapping multiple systems into a single package. The following modules comprise our core offering.

### 1.1. Online Enrollment Application

Eliminates redundant information and manages potential students in the same environment in which you manage enrolled students. No data entry is required to transfer basic student demographic information from the Application to the Student Information System.

### 1.2. Parent/Student Portal (PSP)

Draws students and parents into the school environment by making courses, grades and teacher feedback readily available. The PSP includes an online community - a safe social network that can be monitored by staff. The Community can act as the virtual hallway allowing students to interact informally or through structured organizations and clubs.

### 1.3. Learning Management System (LMS)

A teen-friendly virtual classroom, which has been engineered to accommodate different learning styles. Teachers can supplement teaching materials at the activity level allowing them to differentiate instruction while maintaining alignment to state standards.

### 1.4. Curriculum – Embedded within the LMS

A rigorous and engaging curriculum for grades 6-12. The curriculum is aligned to state standards.

### 1.5. Student Information System (SIS)

This innovative system brings a new level of customization and management options to student information software. Through a robust selection of reporting features, the SIS gives you the ability to monitor and audit student and teacher progress, activities, and completion rates. Teachers and administrators never leave the SIS to track attendance, grade assignments or chat with students.

### 1.6. Workflow Module – Embedded within the SIS

An advanced workflow utility ensures critical items related to student success and school performance aren't missed. Documenting your workflow and building processes into the SIS is a force multiplier and drives scalability.

### 1.7. Reporting Suite – Embedded within the SIS

Data can be broken down by student, section, course, teacher, grade or other delimiters. Reports can be automatically e-mailed to select recipients on a subscription basis or pulled on demand. Data files can be automatically made available on FTP platforms to be automatically uploaded into additional system.

## 1.8. Implementation Training & Support

We take pride in training and developing our clients so you can maximize your investment. This is a complex software suite and requires ample support to build out correctly and use properly. We have a team that works with you the entire step of the way – from systems mapping, to configuration, implementation and training.

## 2. Optional Products and Services

Having supported one of the largest online high schools in the country for more than a decade, FlipSwitch has learned what it takes to efficiently grow and support an online school. We can layer on additional support services as they make sense to our clients:

### 2.1. Marketing Services

FlipSwitch has an integrated, full-service marketing agency. Marketing provides creative services and logistical advertising support with a special knowledge of the online educational landscape.

### 2.2. Enrollment Support Services

Answering questions about the structure of the online learning program and how to enroll can be best answered by admissions support experts. FlipSwitch can provide a range of services from direct contact with families to centralized management of incoming documents to data entry of transcripts.

### 2.3. Engage

Engage is an online Virtual Classroom in which students and teachers interact in real time. The goal for Engage is to introduce instructional tools, such as livestream audio and video, file sharing, a whiteboard canvas, and a chat function. This product is currently in BETA mode and will continue in development through the school year.

## 3. Pricing

### 3.1 Fully Integrated Solution

The fully integrated solution is offered at a rate of \$2,500 per student per year.

### 3.2 Curriculum & Learning Management System (LMS)

Our stand-alone curriculum and LMS services are offered at a rate of \$100 per student per course.

### 3.3 Student Information System (SIS)

Our stand-alone SIS services (for your K-5 students only) are offered at no additional cost to you.

**IN WITNESS WHEREOF**, a duly authorized representative of each of the Parties hereto has executed this Proposal effective as of the Effective Date.

**FlipSwitch, Inc.**

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

Name: \_\_\_\_\_ Title: \_\_\_\_\_

**The Academy of Arts & Sciences**

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

Name: \_\_\_\_\_ Title: \_\_\_\_\_