

**MEMORANDUM OF UNDERSTANDING  
BETWEEN VU, LLC AND**

*Raytown Quality Schools*

*August 2023*

The general objective of this Memorandum of Understanding (MOU) is to indicate a voluntary agreement between VU LLC (VU) and Raytown Quality Schools (District). This MOU generally defines what information is collected from the District, what VU does with that information, and the overall responsibilities of each party (VU and District).

**1. Purpose**

VU has created a technology platform which allows school districts to implement and deliver provisional scholarships to their students with the goal of opening students' minds to college or university options they had not considered. These provisional scholarships are calculated based upon VU's partner colleges and universities and their requirements (students must formally apply, meet deadlines, etc.).

**2. Student Registration on VU**

There are two paths for students to register. One is through the parent opt-in, allowing the school or district to send their student's academic information to VU via a secure portal. The second approach is where students self-report their academic information directly to VU using their school email to register. If a parent does not opt-in their student, a student would still be able to self-report.

**3. Student Data that is Provided by the District**

Since the student maintains control of their data, VU cannot be designated as a "School Official" under the Family Educational Rights and Privacy Act (FERPA). When parents consent to opt-in they are consenting for the District to share the specified educational record data protected by FERPA as outlined in the Parent Consent Form. The records that will be shared will include the following: first name, last name, grade level, birthdate, race, ethnicity, sex, high school name, unweighted GPA, weighted GPA, ACT (if available), SAT (if available), class rank (if school provides), school email, zip code, and school ID.

#### **4. How VU Uses the Student Data Provided and Collected**

VU will use the provided data from the school to create their account, calculate the student's awards, and in some instances provide the student's contact information (ex: email) to a college or university who would like to market their school directly to the student. VU may be compensated as a result of this intentional interaction.

VU may also share the results of each student's awards with the District via a secure file transfer or secure online portal.

In short, outside of the colleges, universities, other post-secondary options, such as technical schools or armed services, or third parties that VU uses to run and monitor its platform (ex: databases, servers, analytics services), VU does not provide the student's data to any other advertisers or marketers.

#### **5. Student's Acceptance of Privacy Notice and Terms of Service**

Since the students are users of VU, each student must also agree to VU's Privacy Notice and Terms of Service which are linked in this MOU for awareness purposes. For example, the student may want to include their personal email address or phone number if they wish to be contacted by a college and university via that channel. They may also signal to a school their level of interest to increase their chances of receiving communications from that institution. VU also collects information from the student automatically, such as their IP address, browser (chrome) and device characteristics (iPhone) to better understand our users.

The personal information we collect may include the following:

Phone numbers; email addresses; usernames; passwords; contact preferences; contact or authentication data; date of birth; academic variables; demographic variables; college search variables such as interests; level of interest in institutions who offered a provisional scholarship; and other similar information.

For a full list of the data and information we collect from the student, please visit our Privacy Notice (<https://www.vuscholarships.com/privacy-notice>) under Section 1. Information on how VU uses the data, and who it is shared with, can be found in Section 2, 3, and 4. Students will acknowledge this Privacy Notice and our Terms of Service (<https://www.vuscholarships.com/terms-of-service>) before they register or view their awards.

**6. Parent e-mail that is provided by the District**

Parent e-mails that are shared with VU allow VU to share their child's awards directly with the parent. This email, in the future, will also become a login for the parent when the parent portal becomes available. In some instances, VU will provide the parent's email to a college or university who would like to provide them information regarding their child's awards or opportunities at that particular institution. VU may be compensated as a result of this intentional interaction.

**7. Sunsetting Student Data**

A student is able to have their account deleted and all associated data deleted at any time by reaching out to [help@vuscholarships.com](mailto:help@vuscholarships.com) (this is notated in our Privacy Notice). VU will auto-archive student data 5 years from their last activity. This will allow for students who are registered early on in high school to be able to access their account post high school for a period of a few years. At the time of archival, VU will anonymize the student record (deleting the student record) but will allow for VU to keep the historical data associated with that record.

**8. Responsibilities of VU**

- a. VU will provide access to a secure portal where the District will upload their student data for students whose parents have opted in. For the District where students will self-report, VU will provide a lesson plan.
- b. VU will calculate the scholarships for all opted-in students or students who have self-reported.
- c. For the District who has chosen the parent opt-in path, VU will provide a one page congratulatory letter for each student with instructions for the student to access their awards.
- d. VU will provide total scholarship dollars awarded by district and/or high school back to the District
- e. VU will inform students, via email, of new provisional scholarships that have been awarded to the student, as new institutions are added.

## **9. Responsibilities of the District**

- a. If participating in the parent opt-in process, District will ensure that verifiable parental consent is obtained for each student prior to transmitting data to VU.
  - a. District will provide an extract of student data in accordance with the values that VU requires to generate the account and awards. The fields can be found [here](#).
- b. District will ensure that students who self-report will have time available in-class or at a school event.
- c. District will need to allow "@vuscholarships.com" emails to come through the high school or district email filter.
- d. If content is captured (pictures, interviews, videos) and published publicly by the district, VU may use it for marketing purposes.

## **10. Term and Termination**

Unless duly terminated, this MOU will automatically renew for the upcoming academic calendar year, at then current fees in accordance with this MOU. VU will notify and invoice the District for the subsequent term in April of each year or the following month (May) if the initial rollout was in April. If no such cancelation has been received by VU, the renewal amount will become due and payable for the upcoming school year.

## **11. Cost**

The cost for each academic school year is \$2,500. This includes onboarding sessions, access to the VU Portal to view aggregate award amounts, scholarship calculation for each student enrolled, and award letter generation. For more information on the counselor portal suite, please contact VU at [info@vuscholarships.com](mailto:info@vuscholarships.com).

Andrew Marquez

Chris Greiner

Founder, VU LLC

Chief Executive Academic Officer

*Andrew Marquez*

*Chris Greiner*

2023-08-08

2023-08-08

# Signature Certificate

Reference number: N5HGK-GSWTY-PZRGH-MHUQS

## Signer

## Timestamp

## Signature

### Chris Greiner

Email: [chris.greiner@raytownschools.org](mailto:chris.greiner@raytownschools.org)  
Shared via link

Sent: 08 Aug 2023 19:22:44 UTC  
Viewed: 08 Aug 2023 19:23:16 UTC  
Signed: 08 Aug 2023 19:29:40 UTC



IP address: 198.209.42.9  
Location: Kansas City, United States

### Andrew Marquez

Email: [andrew@vuscholarships.com](mailto:andrew@vuscholarships.com)

Sent: 08 Aug 2023 19:22:44 UTC  
Viewed: 08 Aug 2023 19:22:45 UTC  
Signed: 08 Aug 2023 19:33:18 UTC



IP address: 136.35.70.180  
Location: Kansas City, United States

Document completed by all parties on:  
08 Aug 2023 19:33:18 UTC

Page 1 of 1



Signed with PandaDoc

PandaDoc is a document workflow and certified eSignature solution trusted by 40,000+ companies worldwide.

