



K-12 SOLUTIONS FOR CUSTOMER SERVICE
AND
SUSTAINED STAKEHOLDER ENGAGEMENT

SALES ORDER FORM

K12 Insight LLC

2291 Wood Oak Drive, Suite 300
Herndon, VA 20171

Tory Schulte
Renewal Director

Tel: 703-542-9618
Fax: 703-935-1403

tschulte@k12insight.com
www.k12insight.com

CLIENT INFORMATION			
Name	The Raytown C2 School District		
Address	6608 Raytown Road		
City, State Zip	Raytown, MO 64133		
Proposal Date	5/25/2022	Student Enrollment	7,899

DATES AND TERM OF INITIAL CONTRACT			
Term	Start Date	End Date	Total
Year 1	7/1/2022	6/30/2023	\$86,631

The pricing and terms in this proposal are valid for 60 days from proposal date.

CUSTOMER EXPERIENCE PLATFORM SERVICES	Standard Price
<input checked="" type="checkbox"/> SUBSCRIPTION TO LET'S TALK! <p>K12 <i>Insight</i> provides Software as a Service to serve as a single, centralized, secure cloud-based repository of all incoming questions, comments, concerns, suggestions, and compliments by any stakeholder in the district. Software customization is offered for multiple languages.</p> <p>Also includes mobile app and customization of Let's Talk! platform to automatically assign ownership of all dialogues from multiple channels and issue alerts to administrators. Administrators will be able to access the Let's Talk! system using a secure login ID and password, allowing them to collaborate with each other and respond to incoming dialogue.</p> <p>Subscription includes continuous and ongoing support via a dedicated Let's Talk! customer service team and access to dedicated engagement specialists to assist in feedback management and implementation.</p>	<p>\$5.00 per student, per year</p>

MANAGED SURVEY STUDY SERVICES	Standard Price
<input checked="" type="checkbox"/> SURVEY STUDY, REPORTS AND COMMUNICATION CAMPAIGN <p>K12 <i>Insight's</i> Client Success team will work with District leadership to identify study goals, topics and reporting requirements to develop and implement a study from our catalog of surveys.</p> <p>Each study includes:</p> <ul style="list-style-type: none"> • One respondent group • One language translation • Verbatim theme analysis for one open-response question • Pre-and Post-survey communications templates • One presentation-ready district report • Comparative Analysis, when available 	<p>\$16,000 per survey</p> <p>\$100 per additional system report</p>

ON-SITE SERVICES**Standard Price** **FOCUS GROUP SESSION**

K12 *Insight's* Client Success team will work with district leadership to identify study goals, topics, and a participant selection strategy to develop and implement a focus group study.

Each session includes:

- A protocol for each participant group
- Participant recruitment and selection
- On-site facilitation
- Data analysis and summary report
- Awareness and communications campaign
- Travel costs

\$9,995
per day
(Up to 3 sessions per day)

WORKSHOP SERVICES**Standard Price** **MAKING FEEDBACK MATTER WORKSHOP**

K12 *Insight's* **Making Feedback Matter Workshop** is a hands-on workshop designed to walk staff through survey results via a four-step process to review, analyze and interpret findings to create goals and action plans for school and/or district improvement plans. Each facilitated workshop includes:

- A reproducible data workshop protocol
- Discussion questions
- Root cause analysis process
- Handouts
- Activity templates
- Includes travel to district

\$4,995
per session

YEAR ONE SERVICES: 07/1/2022 to 06/30/2023					
Let's Talk! Platform Services					
Quantity	Service	Price	Unit	Discounted Price	Cost
1	Subscription to Let's Talk! Platform	\$5.00	per student/per year	\$3.50	\$27,646
1	Let's Talk! Virtual Assistant (chatbot)	\$6,000	per year	\$0	\$0
TOTAL for Let's Talk! Platform Services					\$27,646

YEAR ONE SERVICES: 07/1/2022 to 06/30/2023					
Managed Survey Services					
Quantity	Service	Price	Unit	Discounted Price	Cost
2	Survey Study, Reports and Communication Campaign	\$16,000	per survey	--	\$32,000
50	System Reports	\$100	per report	\$0	\$0
1	Virtual Board Presentation	\$2,995	per presentation	\$2,000	\$2,000
1	Making Feedback Matter Workshop	\$4,995	per workshop	--	\$4,995
2	Focus Groups	\$9,995	per day	--	\$19,990
1	Travel to District	\$1,500	per day	\$0	\$0
TOTAL for Managed Survey Services					\$58,985

YEAR ONE SERVICES: 07/01/2022 to 06/30/2023	
Service	Total Cost
Let's Talk! Platform Services	\$27,646
Managed Survey Study Services	\$58,985
TOTAL for Year One Services	\$86,631

BILLING CONTACT

Name			
Title			
Email			
Phone		Fax	

ORDER CONFIRMATION

This Sales Order Form is subject to and governed by the Terms of Service (v1.20), and any previously agreed upon addenda. No other terms apply to K12 *Insight's* services, unless attached herein and agreed to.

AUTHORIZED SIGNATURES

Executed for and on behalf of the Client by:

Client Signature			
Name		Date	
Title		Email	
Phone		Fax	

For and on behalf of K12 *Insight* LLC, a division of Zarca Interactive, by:

K12 <i>Insight</i> Signature			
Name	Adam Dean	Date	
Title	VP of Finance		

K12 INSIGHT INTERNAL USE ONLY

Prepared	Tory Schulte 05/25/2022	Reviewed	Celia Anderson 05/25/2022	Approved	Krista Coleman 05/25/2022
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