



# District School Board of Pasco County

20430 Gator Lane • Land O' Lakes, Florida 34638 • 813/794-2221

Heather Fiorentino, Superintendent


[www.pasco.k12.fl.us](http://www.pasco.k12.fl.us)

Department of Purchasing  
Kendra Goodman, CPPO, CPPB, Purchasing Agent  
813/ 794-2221 Fax: 813/ 794-2111  
727/ 774-2221 TDD: 813/ 794-2484  
352/ 524-2221 e-mail: [kgoodman@pasco.k12.fl.us](mailto:kgoodman@pasco.k12.fl.us)

June 21, 2011

## MEMORANDUM

**TO:** Honorable School Board Members

**FROM:** Kendra Goodman, CPPO, CPPB, Purchasing Agent 

**RE:** **Implementation Agreement -**  
AVID (Advancement Via Individual Determination)

The Curriculum and Instructional Services Department is requesting approval of the attached contract with AVID (Advancement Via Individual Determination) for college readiness services provided to students at Pasco High School and Ridgewood High School. PHS and RHS will begin implementing the AVID program during the 2011–2012 school year. Funding for PHS will come from Title II funds and RTTT grant and funding for RHS will come from their School Improvement Grant (SIG).

AVID is a comprehensive college readiness system that targets students from primarily low-income backgrounds with a 2.5 – 3.5 GPA. They have a close partnership with the College Board, a provider of our Advanced Placement curriculum. The AVID curriculum features study skills, Cornell Notes, time management and organizational skills to help support student enrollment in rigorous coursework.

Under the Department of Education Rule 6A-1.012(11)(b), the requesting of bids from three (3) or more sources is waived for the purchase of educational services and copyright materials from the copyright holder including, without limitation, educational tests, printed instructional materials, computer software, etc., where such items are purchased directly from the manufacturer, producer, publisher, the owner of the copyright, an exclusive agent within the state, a governmental agency or a recognized educational institution. AVID is the copyright holder of this curriculum program.

At this time, we respectfully request your approval to enter into the agreement with AVID. This contract has been reviewed and approved by the School District's attorney, Nancy McClain Alfonso.

Should you have any questions regarding this matter, please contact Darrell Huling. If you have any purchasing related questions regarding this agreement, please contact me.

KDG/amj  
Attachments

Date/Time: June 14, 2011 @ 08:58:00



# District School Board of Pasco County

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638 • 813/794-2000

Heather Fiorentino, Superintendent

[www.pasco.k12.fl.us](http://www.pasco.k12.fl.us)

Memo # DEH-01-11

Contact: Vanessa Hilton, Director

Darrell Huling, Supervisor

Curriculum & Instructional Services

DATE: June 21, 2011

TO: Kendra Goodman, Director, Purchasing Department

FROM: Vanessa Hilton, Director, Curriculum and Instructional Services Department *Velt*  
Darrell Huling, Supervisor, Curriculum and Instructional Services Department *DV*

SUBJECT: AVID Implementation Agreement

AVID (Advancement Via Individual Determination) is a comprehensive college readiness system that targets students from primarily low-income backgrounds with 2.5 – 3.5 GPA. It has a close partnership with College Board, provider of our Advanced Placement curriculum. The AVID Curriculum features study skills, Cornell Notes, time management and organizational skills to help support student enrollment in rigorous coursework. AVID has been thoroughly researched by a variety of federal, state and private agencies. Over 90 percent of AVID graduates attend college; 89 percent of those students are still in college after two years.

Avid is aligned with the following goals of the District School Board of Pasco County's Strategic Plan:

- All students will meet or exceed high academic standards
- The achievement gap will close as a result of NCLB subgroups meeting academic proficiency
- All students will graduate prepared for success in the present and future economies

Pasco High School (PHS) and Ridgewood High School (RHS) will begin implementing the AVID program during the 2011-2012 school year.

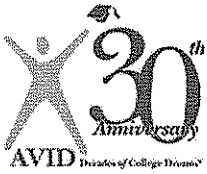
A. Terms. The agreement is an annual contract and shall be in effect from the date of District Approval and entitles membership rights for both PHS and RHS. As members of the AVID program, PHS and RHS will have access to various support systems including professional development and data reports.

B. Funding Basis. Funding at RHS will come from their School Improvement Grant (SIG). Funding at PHS will come from Title II and RTTT grant.

C. Coordination (Responsible Positions). The Superintendent of Schools shall assign a designated administrator for monitoring compliance and educational program administration. The sites shall identify one person with whom the District is to communicate on all compliance issues related to this contract.

We request you submit the contract for School Board approval.

cc: Lori Wiggins, Supervisor, Curriculum and Instructional Services



*Advancement*

*Via*

*Individual*

*Determination*

**AVID CENTER**  
*a non-profit organization*

**National Headquarters**  
9246 Lightwave Avenue  
Suite 200  
San Diego, CA 92123  
Phone: (858) 380-4800  
Fax: (858)268-2265  
www.avid.org

Jim Nelson  
Executive Director

**Board of Directors**

Pete Garcia  
Chairman

Todd Gutschow  
Vice Chairman

Clarence Fields  
Secretary and Treasurer

Mary Catherine Swanson  
Founder

Dave Gordon  
Melendy Lovett  
Dr. Carol E. Malloy  
Lionel "Skip" Meno  
Dr. Monte Moses  
Aracelia Vila

**Central Division**

8303 N. Mopac Expressway  
Suite C-250  
Austin, TX 78759  
Phone: (512) 669-5900  
Fax: (512) 255-7366

**Eastern Division**

3 Corporate Boulevard  
Suite 118  
Atlanta, GA 30329  
Phone: (404) 963-9300  
Fax: (404) 963-9296

**Western Division**

5889 Greenwood Plaza Blvd.  
Suite 210  
Greenwood Village, CO 80111  
Phone: (303) 436-2200  
Fax: (303) 741-0135

**Re: Sole Source Documentation**

To Whom It May Concern:

This letter is to confirm that AVID Center is a non-profit educational corporation and the developer and sole source distributor of the AVID program, AVID curriculum, and AVID promotional materials (AVID shirts, lapel pins, pencils, etc.) AVID Center's sole source development and distribution includes use of intellectual property and trademarks through site-based membership, publications such as the AVID Curriculum, licensing for reproduction of student activity sheets associated with the curriculum, national technical assistance, provision of training to teachers and administrators, and coordination of the program through consultation, data collection and certification processes.

AVID Center provides the AVID program and AVID curriculum through sole source contracts to public school districts, state departments of education, and internationally through foreign school districts and the Department of Defense Schools overseas.

Sincerely,

Cory Suarez  
Assistant Director of Contracts and Procurement  
AVID Center | Business Office

received  
5/6/11

## AVID® IMPLEMENTATION AGREEMENT

This AVID Implementation Agreement ("Agreement") for AVID membership, materials, and training is entered into by and between the AVID Center, a California non-profit corporation ("AVID Center") and the public school system named in Attachment A ("School System").

### Article I. AVID Membership Benefits

#### 1.1 AVID Mission and Purpose:

AVID's mission is to close the achievement gap by preparing all students for college readiness and success in a global society.

AVID Center is a non-profit corporation formed to strengthen and support the AVID community through: a focus on the implementation of the AVID College Readiness system to assure quality; national leadership in education; innovation through current research; and service to schools nationally and internationally with quality and depth.

In articulating AVID systemically, a School System develops and incorporates a multi-year plan to support, expand and maintain quality AVID at all levels—elementary, middle, high, if applicable.

#### 1.2 AVID Membership:

AVID members are School Systems who sign this Agreement and their school sites listed in Attachment A as implementing AVID. Annual membership runs concurrently with the Term of this Agreement. AVID membership is considered honorary and not statutory per non-profit law.

#### 1.3 AVID College Readiness System and Materials:

Membership entitles School System to implement AVID only at the school sites listed in Attachment A and to use the licensed AVID trademarks, libraries and student materials for the School System's AVID College Readiness System pursuant to the provisions of this Agreement.

CONTRACT REVIEWED  
AND APPROVED:  
Katz 5/27/11

1.4 AVID Center Support:

AVID Center agrees to provide support to School System through AVID Center's national and/or division offices. Membership includes support from AVID Center's national and/or divisional offices in the following ways:

- access to training for the AVID site team(s) and AVID elective teacher(s) through AVID Summer Institute,
- access to training for the District Director through the two-year AVID District Leadership Training (ADL), divisional/state meetings and Summer Institute,
- coordination with School System's District Director to collect, report, and analyze data from AVID schools,
- review the quality of implementation through the Certification process,
- access to AVID Path Trainings for continuing professional development in core and specialized content areas,
- access to ongoing AVID College Readiness System development through various divisional workshops,
- permission to use the AVID Trademarks as described in Section 4.2 below,
- electronic newsletters and access to the resources available through the password-protected MyAVID area of AVID Center's website,
- an AVID yearbook and ACCESS academic journals for School System and each school site listed in Attachment A, and
- assistance in disseminating information about AVID to potential new AVID middle school and high school sites within School System.

1.5 AVID Reports:

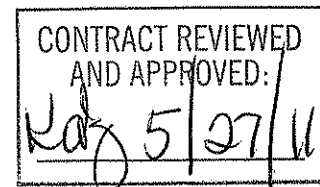
AVID Center agrees to provide School System with reports on AVID data collected in School System.

1.6 AVID Summer Institute:

Only a member School System and its listed AVID sites may attend Implementation strands at AVID Summer Institutes. Planning districts and sites may attend all other strands.

1.7 Licensing Benefits:

Membership includes a license to use the AVID Trademarks to promote School System's implementation of the AVID College Readiness System, to use and implement the AVID Methodologies, and to copy the student activity sheets from the AVID Materials at the school sites listed as implementing in Attachment A for educational purposes relating to AVID, all pursuant to the provisions of this Agreement. Licensing runs concurrently with the Term of this Agreement.



1.8 Annual Membership/License Fee:

School System agrees to pay AVID Center an annual membership/license fee according to the pricing schedule set forth in Attachment A.

**Article II. School System Responsibilities**

2.1 AVID Methods:

School System agrees to implement AVID according to AVID guidelines and teaching methodologies (collectively "AVID Methodologies") set forth in the AVID publications, guidebooks and materials (collectively "AVID Materials") or otherwise established by AVID Center, as the same may be modified and/or updated by AVID from time to time at AVID's discretion. School System will implement the AVID Methodologies in the AVID elective class and in academic subject area classes. School System will not materially deviate from the AVID Methodologies without the prior written consent of the Executive Director of AVID Center. School System is responsible for each of its AVID school sites' compliance with this Agreement.

2.2 Student Selection:

School System agrees to select students for AVID in accordance with the selection criteria established in the AVID Eleven Essentials. AVID Eleven Essentials may be modified and/or updated by AVID from time to time at AVID's sole discretion.

2.3 Qualified Staff:

School System agrees to maintain, at its expense, at least one AVID District Director. The District Director will enroll in and complete or have previously completed the two year AVID District Leadership (ADL) training. School System also agrees to pay the ADL training, materials and support cost ("District Director Professional Development Services Price") set forth in Attachment A for its District Director(s). AVID District Director responsibilities are listed in Article III below. School System will ensure that its District Director(s) comply with all of the provisions of Article III below.



2.4 Staff Training:

School System agrees to provide, at its expense, ongoing training for AVID school site coordinators and AVID site teams. School System agrees to conduct AVID staff development for AVID schools in the School System based on AVID's national model of providing site coordinator workshops and site team conferences. Agenda for staff development sessions will be based on school needs, on AVID's national model for coordinator workshops, on topics and agenda provided in the AVID District Leadership training materials, and on the content areas related to educational reform initiatives in public schools in School System's state.

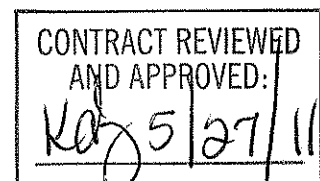
In addition, School System agrees to ensure that each site in their initial year of implementing AVID and listed as "new" on Attachment A send a team of eight (8) members to an AVID Center Summer Institute. AVID Center recommends second year sites send teams of at least five (5) members and encourages schools to continue to send teams to its Summer Institute in subsequent years to maintain and enhance the quality of AVID at their sites.

2.5 Data Collection:

On at least an annual basis, according to the timeline established by AVID Center, School System shall collect data pertaining to student demographics, course enrollment, site characteristics and related outcomes specified by AVID Center and provide that data to AVID Center via their secure web portal. School System shall also submit such individual student academic and disciplinary data concerning AVID participants as AVID Center may specify. AVID Center's data collection process conforms to the privacy protections specified in the federal Family Educational Rights and Privacy Act (FERPA). AVID Center will maintain as confidential any personally identifiable student information or information that is privileged or confidential under federal or state law and that is conspicuously marked by School System as "privileged" or "confidential" before School System delivers to AVID Center. AVID Center will destroy all individual student data when it is no longer needed for reporting purposes. School System reserves the right to withhold, revise, and/or edit certain confidential data such as student names, Social Security numbers and any other information the disclosure of which would violate FERPA. AVID Center agrees not to use any of the data collected under this Paragraph 2.5 in a manner that would violate, or cause School System to violate, any applicable provision of FERPA.

2.6 Curriculum Library:

School System agrees to purchase at least one (1) complete AVID Curriculum Library for each high school and middle school listed as "new" in Attachment A prior to each site's initial implementation of AVID. AVID Curriculum Library prices are set forth in Attachment A. School System shall be entitled to use AVID libraries only at the specific school sites listed in Attachment A for which the materials were originally purchased. AVID libraries are non-transferable. School System and its individual AVID school sites agree to ensure that each AVID classroom has adequate AVID curriculum materials. The use of the AVID Curriculum Libraries, which are part of the AVID Materials, will also be subject to the provisions of Article IV below.





2.6a Curriculum Shipment(s):

AVID Center will ship curriculum libraries once materials have been produced and in accordance with the delivery date requested by School System as indicated on Attachment A as the "Requested Delivery Date". The School System confirms that this date reflects the best time for receipt of shipment. School System should allow one week on either side of the Requested Delivery Date as unforeseen circumstances may occur in the supply chain. Please allow additional time if Requested Delivery Date is within three (3) weeks of AVID Center's receipt of a fully executed copy of this Agreement. The Requested Delivery Date is provided for School System's convenience only. AVID Center's collection and School System's provision of such date does not constitute an affirmation of fact or promise nor does it create an obligation of law or in equity on behalf of AVID Center if materials do not arrive within the given timeframe. School System agrees that AVID Center makes no remedial promise and does not expressly intend to create a warranty or guarantee for any loss or damage, whether material or immaterial, arising from the late or early shipment of materials.

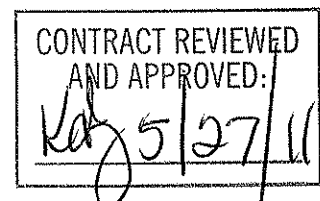
**Article III. AVID District Director**

3.1 Role of the AVID District Director:

In order to disseminate AVID effectively and to build a strong District AVID College Readiness System, AVID Center coordinates training and networking of district leaders known as AVID District Directors. The primary role of the AVID District Director is to coordinate support for AVID within School System. These individuals accept responsibility for ensuring the implementation of the AVID College Readiness System components according to the AVID Methodologies and for facilitating the development of site conditions that ensure effective AVID implementation. AVID District Directors attend four (4) sequential AVID District Leadership trainings (ADL) in various locations to be announced throughout a two-year period. Included in ADL Sessions 1-4 are site visits to AVID schools and curriculum which develop district and regional capacity to deepen existing programs, build new programs, and provide ongoing support and staff development to the AVID College Readiness System and coordinators.

3.2 Time Allocation for the AVID District Director:

The ability of the District Director to plan and conduct AVID activities is impacted by what proportion of the Director's job responsibilities is designated for AVID. For school systems with five (5) or more AVID school sites, AVID Center recommends that a substantial portion of the District Director's time be allocated to AVID oversight. AVID Center recommends that full-time allocation or multiple District Directors be considered for rural districts with ten (10) or more AVID school sites, and for urban or suburban districts with twenty (20) or more AVID school sites.



3.3 Staff Development:

The District Director coordinates workshops for AVID coordinators, training for AVID tutors, site team conference(s) for AVID site teams, and site team participation in the AVID sanctioned Summer Institute(s).

3.4 Technical Support to Sites:

The District Director periodically visits each AVID school site at minimum, once per academic quarter. A site visit includes AVID classroom observation and coaching of the AVID coordinator, observation of subject area teachers who have participated in AVID staff development, meeting with the AVID site team to facilitate progress towards goals identified in the Site Team Plan, and meeting with the principal to promote administrative support for and institutionalization of AVID.

3.5 Data Collection and Research:

The District Director coordinates the collection of data as requested by the national AVID Center, and uses resources within the School System or region, as available, in order to monitor progress and success of regional AVID College Readiness Systems.

3.6 Building a Structure of Support:

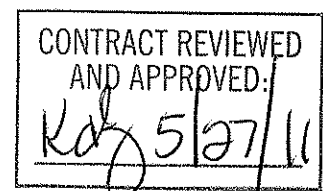
The District Director coordinates the establishment of an AVID District team or advisory group that is made up of top level district administration, site-level representation and representatives from local post-secondary institutions. The AVID District team or advisory group ensures the implementation and fidelity of the AVID system and collaborates on issues regarding student access to and success in rigorous college preparatory courses.

3.7 Outreach:

The District Director responds to inquiries from his or her community regarding AVID dissemination by providing information sessions and publicity.

3.8 Relationships with Postsecondary Institutions:

The District Director works with college and university staff to coordinate student outreach, tutor employment, AVID summer bridge programs, and support for AVID students enrolling at the postsecondary institutions.



3.9 Special Events:

The District Director facilitates AVID events (e.g., AVID student writing contest, AVID student conference, AVID family conference).

3.10 Relationship with AVID Center:

The District Director coordinates communication with AVID Center regarding contracts for consultant services, technical assistance for district or regional planning, and the AVID certification process. The District Director also maintains open communication and collaboration with AVID Center by mailing information about regional AVID activities, by participating in AVID conferences, by networking via phone/ FAX/ e-mail, by contributing to the AVID international academic journal, etc.

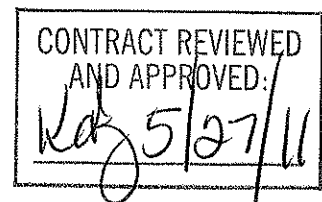
3.11 AVID District Leadership Training:

ADL Sessions are designed to prepare and support the AVID District Director. The four sessions are taken in sequential order over a two year period at various facilities throughout the country. The District Director is to maintain a portfolio and additionally participate in online and web-hosted meetings coordinated by AVID Center. Upon completion of all four sessions, AVID District Directors become certified by AVID as District Directors and continue their training by attending ongoing national, divisional, or state AVID Center meetings.

**Article IV. Licenses and Proprietary Rights**

4.1 Copyright License:

Subject to School System's performance of all the provisions of this Agreement, AVID Center hereby grants to School System during the Term a non-exclusive, non-transferable, license, without the right to sublicense, to use the AVID Materials and the AVID Methodologies solely to implement AVID at the specific school sites listed in Attachment A, and for no other purpose. School System and its individual school sites will not photocopy, reproduce or otherwise duplicate all or any part of the AVID Materials or AVID Methodologies without AVID Center's prior written consent, except as required to implement AVID at the individual school sites listed on Attachment A or except as required to otherwise perform School System's obligations under this Agreement. School System and its individual school sites shall not modify or otherwise alter the AVID Materials or AVID Methodologies in any way, or create or distribute any derivative works of the AVID Methodologies or the AVID Materials in any way. School System also agrees not to use or adopt the AVID Methodologies or AVID Materials with respect to any educational or other program except solely to implement AVID under the provisions of this Agreement. School System will not permit any of the AVID Materials or AVID Methodologies to be used by anyone other than a specific school site for which such materials were originally licensed. In addition, School System and its individual school sites agree not to sell, sublicense, transfer, lease, give away, disclose, distribute or otherwise dispose of any of the AVID Materials or AVID Methodologies to any third person or entity at any time.

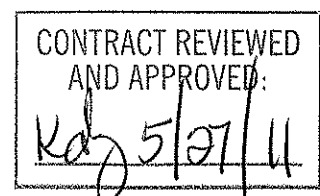


4.2 Trademark License:

Subject to School System's performance of all the provisions of this Agreement, AVID Center hereby grants to School System during the Term a non-exclusive, non-transferable, indivisible license, without the right to sublicense, to use the AVID® and AVID® trademarks (collectively "AVID Trademarks"), (a) only as they are incorporated in the AVID Materials, and (b) only on advertising flyers and written promotional materials created by School System or the individual school sites listed in Attachment A in order to promote and implement AVID at the specific school sites listed in Attachment A. School System agrees that it will use its best efforts to use the AVID Trademarks in a professional manner in order to preserve and enhance AVID Center's substantial goodwill associated with the AVID Trademarks. School System agrees that it or its individual school sites will not use any of the AVID Trademarks as a corporate or business entity name, as a fictitious business name or as a trade name, and will not use any name in such capacity that is confusingly similar to the AVID Trademarks. School System further acknowledges and agrees that it and its individual school sites cannot modify or otherwise alter any of the AVID Trademarks or use any other designs or logos in conjunction with its use of the AVID Trademarks. School System cannot use the AVID Trademarks for any educational or other program other than to implement AVID at the school sites listed in Attachment A consistent with the above license. School System and its individual school sites will always use the proprietary symbol ® immediately adjacent to the respective AVID Trademarks as noted above with respect to their use of the AVID Trademarks. If School System or its individual school sites desire to use or place the AVID Trademarks on any products, things or other merchandising items in order to promote AVID, it must first seek and obtain permission from AVID Center by completing AVID Center's Request to Use AVID Center Trademark Form and complying with any of AVID Center's conditions for approval. Any such additional uses of the AVID Trademarks approved by AVID Center shall also be subject to the terms of this license and the other provisions of this Article IV.

4.3 Rights Reserved:

Notwithstanding anything to the contrary in this Agreement, all rights not specifically granted in this Agreement to School System shall be reserved and remain always with AVID Center.



4.4 Proprietary Rights:

The parties agree that except to the limited extent expressly set forth in Paragraphs 4.1 and 4.2 above, AVID Center shall solely own and have exclusive worldwide right, title and interest in and to the AVID Trademarks, AVID Materials and AVID Methodologies, to all modifications, enhancements and derivative works thereof, and to all United States and worldwide trademarks, service marks, trade names, trade dress, logos, copyrights, rights of authorship, moral rights, patents, know-how, trade secrets and all other intellectual and industrial property rights related thereto ("Intellectual Property Rights"). School System shall not challenge, contest or otherwise impair AVID Center's ownership of the AVID Trademarks, AVID Materials or AVID Methodologies, or any of AVID Center's applications or registrations thereof, or the validity or enforceability of AVID Center's Intellectual Property Rights related thereto. School System also agrees not to submit any applications or otherwise attempt to register for itself or others any of the AVID Trademarks, AVID Materials or AVID Methodologies.

4.5 Enforcement:

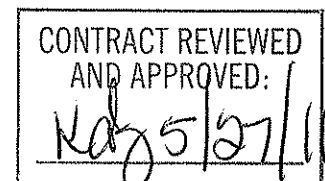
The parties agree that except to the limited extent expressly set forth in Paragraphs 4.1 and 4.2 above, AVID Center will be irreparably harmed and money damages would be inadequate compensation to AVID Center in the event School System breaches any material provision of Article IV. Accordingly, all of the provisions of this Agreement shall be specifically enforceable by injunctive and other relief against School System without the requirement to post a bond, in addition to any other remedies available to AVID Center, for School System's breach of any provision of this Agreement.

4.6 Proprietary Notices:

School System agrees not to remove, alter or otherwise render illegible any trademark, copyright or other proprietary right notices or other identifying marks from the AVID Materials or any permitted copies thereof.

4.7 Infringement:

School System agrees to notify AVID Center of any conduct or actions on the part of third parties of which it becomes aware that might be deemed an infringement or other violation of AVID Center's rights in the AVID Trademarks, AVID Materials or AVID Methodologies. In such event, AVID Center shall have the sole right to bring an action for infringement or other appropriate action with respect thereto. AVID Center shall exclusively control the prosecution and settlement of any such action. School System agrees to fully cooperate with AVID Center in any such action and provide AVID Center with all information and assistance reasonably requested by AVID Center.



4.8 Compliance with Laws:

School System agrees that the AVID Trademarks, AVID Materials and AVID Methodologies will be used in accordance with all applicable laws and regulations and in compliance with any regulatory or governmental agency that has jurisdiction over School System and its educational programs.

**Article V. Quality Control Procedures**

5.1 Quality Standards:

To ensure the successful implementation of AVID, School System agrees to comply with the quality standards described in the AVID Materials and in the AVID training sessions or otherwise established by AVID Center from time to time (collectively "AVID Quality Standards").

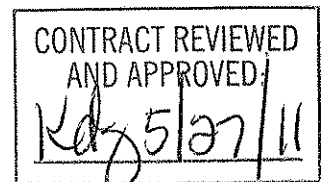
5.2 Annual Certification:

School System agrees to participate in AVID Center's annual certification process whereby each AVID school site completes a self-study that is certified by School System's AVID District Director. AVID Center will train School System's AVID District Director in the certification process and will provide consultation and review. School System will forward the results of this annual certification to AVID Center in a timely fashion. AVID Center will make the final determination of each school site's certification status.

5.3 AVID Quality Assurances:

AVID Center has the right in its sole discretion to review School System's compliance with the AVID Quality Standards, including without limitation the annual certification process described above. The Certification process provides a two-year timeline to encourage site level program improvement, if necessary, in individual schools. If as part of the Annual Certification process or otherwise AVID Center suggests certain changes be made to School System's AVID College Readiness System, School System agrees to implement such changes. As per Certification guidelines, AVID school sites that do not meet the AVID Quality Standards or do not implement AVID Center's suggested changes may be designated "affiliate" schools. AVID school sites and/or school districts which do not meet the AVID Quality Standards or do not implement AVID Center's suggested changes for multiple years may be asked to discontinue AVID at the end of a school year.

**Article VI. Period of Agreement**



6.1 Term:

The Term of this Agreement shall be as set forth in Attachment A unless earlier terminated as provided herein ("Term").

6.2 Cessation of the AVID College Readiness System:

AVID Center requests that if School System determines that it will permanently cease using or implementing the AVID College Readiness System at the end of the school year, School System must notify AVID Center in writing by May 31 of that year. AVID Center retains the right to verify that any School System which conducted the AVID College Readiness System in prior years but has indicated it is discontinuing or has discontinued AVID has: (a) ceased to offer the AVID elective class at the subject school site(s), (b) ceased any further use of the AVID Materials and AVID Methodologies, and (c) ceased any further use or display of the AVID Trademarks.

**Article VII. Compensation**

7.1 Payment Schedule:

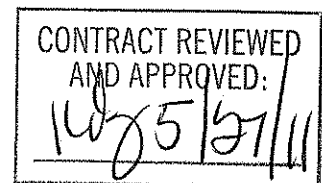
School System agrees to pay AVID Center for membership/license fees, AVID Materials, training and other services according to the fee schedule detailed in Attachment A. AVID Center will invoice School System, and payments are due within 30 days from receipt of invoice.

**Article VIII. Status of Parties**

8.1 Independent Contractors:

AVID Center and School System are independent contractors and their relationship is that of a licensor and licensee. This Agreement is not intended to create a relationship of employment, agency, partnership, joint venture, or similar arrangement between the parties. Neither party shall have any power or authority to bind or commit the other party in any respect, contractually or otherwise. In no event shall either party, or any of its respective officers, agents, or employees, be considered the officers, agents, or employees of the other party.

**Article IX. Authority**



9.1 AVID Center Warranty:

AVID Center warrants that the person signing this Agreement is authorized to enter into this Agreement on behalf of the non-profit AVID Center and to bind AVID Center to perform all of its obligations under this Agreement. AVID Center warrants that it is a 501 (c)(3) non-profit educational corporation and the developer and sole source distributor of the AVID College Readiness System.

9.2 School System Warranty:

School System warrants that it has obtained all necessary approvals and taken all necessary steps to enter into this Agreement. The person signing on behalf of School System warrants that he or she has the authority to enter into this Agreement on behalf of School System and to bind School System to perform all of its obligations under this Agreement.

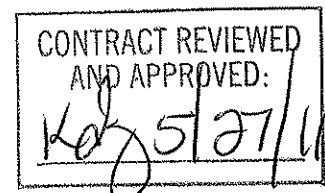
**Article X. Termination**

10.1 Termination for Cause:

Subject to the last sentence of this Paragraph 10.1, either party has the right to terminate this Agreement at any time if the other party is in material breach of any warranty, term, condition or covenant of this Agreement (including, but not limited to, School System being materially out of compliance with the intellectual property licenses and related provisions of this Agreement, or with the AVID Quality Standards) and (i) fails to cure that breach within thirty (30) days (or ten (10) days in the case of a breach involving the nonpayment of fees) of receiving notice from the non-breaching party which specifies such material breach and demands cure thereof, or (ii) fails to provide the non-breaching party assurance that the breach will be cured within a longer period of time which is acceptable to the non-breaching party. In the case of a breach by School System that is not cured as described above, AVID Center shall have the right to terminate School System's right to conduct all or part of AVID at one or more specific school sites, by giving written notice to School System of the sites so terminated, without terminating this Agreement with respect to the other school site(s) subject to this Agreement. Any termination under this Paragraph 10.1 will become effective automatically upon expiration of the cure period in the absence of a cure or mutually agreed-upon resolution. Notwithstanding the foregoing, any breach by School System of any of the provisions of Article IV shall be deemed non-curable and AVID Center shall have the right to immediately terminate this Agreement upon the breach by School System of its obligations under Article IV.

10.2 Other Terminations:

Notwithstanding Paragraph 10.1 above, either party may terminate this Agreement: (a) immediately upon the bankruptcy, dissolution, or insolvency of the other party, or (b) upon thirty (30) days' prior written notice to the other party.





10.3 Cessation of Use:

Upon termination or expiration of this Agreement: (a) the licenses in Article IV shall automatically terminate and revert to AVID Center, (b) School System shall thereafter immediately discontinue AVID in all of its school sites, and cease using the AVID Materials, AVID Methodologies or the AVID Trademarks in any way, and (c) School System shall pay any unpaid balances to AVID Center and remain liable for its obligations or other actions that accrued or occurred prior to the termination date.

10.4 Cumulative Remedies:

All rights and remedies conferred herein shall be cumulative and in addition to all of the rights and remedies available to each party at law, equity or otherwise. In addition, Sections 4.3, 4.4, 4.5, 4.6, 7.1 and all of the provisions of Articles X and XI shall survive the termination or expiration of this Agreement.

**Article XI. General Provisions**

11.1 Governing Law and Venue:

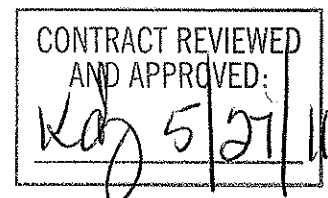
If any action at law or in equity is brought to enforce or interpret the provisions of this Agreement, then (i) if School System is the party initiating that action (e.g., as plaintiff), this Agreement shall be interpreted under California law, the action shall be submitted to the exclusive jurisdiction of the applicable court in San Diego, California, and venue for the action shall be San Diego, California; and (ii) if AVID is the party initiating the action (e.g., as plaintiff), this Agreement shall be interpreted under the law of the State in which School System is located, the action shall be submitted to the exclusive jurisdiction of the applicable court in the city and State where School System is located (set forth in § 3 of Attachment A), and venue for the action shall be that city and State.

11.2 Entire Agreement:

All Attachments to this Agreement are fully incorporated herein. This Agreement, including Attachments, constitutes the entire agreement between the parties regarding this subject matter hereof and supersedes all prior oral or written agreements or understandings regarding this subject matter. This Agreement can only be amended by a written document signed by both parties.

11.3 Limitation of Liability:

NEITHER PARTY SHALL BE LIABLE FOR ANY INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL OR EXEMPLARY DAMAGES, WHETHER FORESEEABLE OR NOT, THAT ARE IN ANY WAY RELATED TO THIS AGREEMENT, THE BREACH THEREOF, THE USE OR THE INABILITY TO USE THE AVID COLLEGE READINESS SYSTEM, THE RESULTS GENERATED FROM THE USE OF THE AVID COLLEGE READINESS SYSTEM, LOSS OF GOODWILL OR PROFITS AND/OR FROM ANY OTHER CAUSE WHATSOEVER.



11.4 Severability:

If any provision of this Agreement is judicially determined to be invalid, void or unenforceable, the remaining provisions shall remain in full force and effect.

11.5 Attorney's Fees:

In the event a dispute arises regarding this Agreement, the prevailing party shall be entitled to recover its reasonable attorney's fees and costs, in addition to other relief to which it is entitled.

11.6 Assignment:

The parties acknowledge that the favorable terms of this Agreement were granted solely to each other and that the substitution of any party would destroy the intent of the parties. Accordingly, a party shall have no right to assign, delegate, transfer or otherwise encumber this Agreement or any portion thereof without the other party's prior written consent, which can be withheld in its sole discretion.

11.7 Notice:

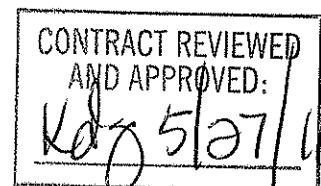
All notices, requests or other communications under this Agreement shall be in writing, and shall be sent to the designated representatives of the parties at the addresses set forth below their signatures on this Agreement or in Attachment A, and shall be deemed to have been duly given on the date of service if sent by facsimile (provided a hard copy is sent in one of the manners specified herein), or on the day following service if sent by overnight air courier service with next day delivery and with written confirmation of delivery, or five (5) days after mailing if sent by first class, registered or certified mail, return receipt requested. Each party is required to notify the other party in the above manner of any change of address.

11.8 Counterparts:

This Agreement may be executed in several counterparts that together shall be originals and constitute one and the same instrument.

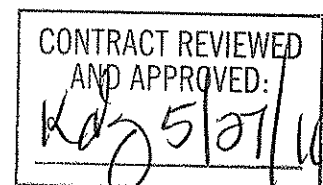
11.9 Waiver:

The failure of a party to enforce any of its rights hereunder or at law or in equity shall not be deemed a waiver or a continuing waiver of any of its rights or remedies against the other party, unless such waiver is in writing and signed by the party to be charged.



11.10 Facsimile and Electronic Signatures:

The parties hereto (i) each agree to permit the use, from time to time and where appropriate under the circumstances, of signatures sent via facsimile or electronically in a .pdf file or other digital format in order to expedite the transaction(s) contemplated by this Agreement; (ii) each intend to be bound by its respective signature sent by that party via facsimile or electronically in a .pdf file or other digital format; (iii) are each aware that the other, and the other's agents and employees, will rely on signature pages sent via facsimile or electronically in a .pdf file or other digital format; and (iv) each acknowledge such reliance and waive any defenses to the enforcement of this Agreement or of other documents effecting the transactions contemplated by this Agreement based on the signature page being a facsimile, .pdf copy or other digital format. The parties covenant to each other that each time they send a signature page via facsimile or electronically in a .pdf file or other digital format; they will in a timely manner send the other party the countersigned signature page(s).



IN WITNESS WHEREOF, the parties have executed this Agreement on the dates opposite their signatures, but such dates shall not alter the Term of this Agreement as specified in Attachment A

AVID Center,  
a California Non-Profit Corporation 501(c)(3)

District School Board of Pasco County  
FL

\_\_\_\_\_  
Signature: AVID Center Authorized

\_\_\_\_\_  
Signature: Superintendent or Designee

\_\_\_\_\_  
Printed or Typed Name

\_\_\_\_\_  
Printed or Typed Name

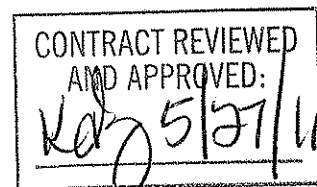
\_\_\_\_\_  
Title

\_\_\_\_\_  
Title of Designee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

AVID Center  
9246 Lightwave Avenue, Suite 200  
San Diego, CA 92123  
Employer ID # 33-0522594





**Attachment A**

**AVID Implementation Pricing Schedule:**

**1. School System:**

Legal Name of Entity: District School Board of Pasco County  
Federal Employer ID #: 59-6000792  
District NCES #: 1201530

**2. Term of Agreement:**

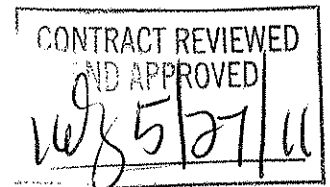
July 1, 2011 to June 30, 2012

**3. Agreement Processing and Billing Procedures:**

AVID Center will invoice per this Agreement upon the execution date. Membership, Curriculum Library, Summer Institute, and District Director Professional Development Services prices are non-refundable and not subject to pro-rating.

Contact for Contracts: Kendra Goodman  
Title: Director of Purchasing  
District Name: District School Board of Pasco County  
Business Address: 7227 Land O Lakes Boulevard  
City, State, Zip Code, Country: Land O Lakes, FL, 34638, USA  
Telephone: 727-774-2222  
E-Mail: kgoodman@pasco.k12.fl.us

Billing Contact: Kendra Goodman  
Title: Director of Purchasing  
District Name: District School Board of Pasco County  
Business Address: 7227 Land O Lakes Boulevard  
City, State, Zip Code, Country: Land O Lakes, FL, 34638, USA  
Telephone: 727-774-2222  
E-Mail: kgoodman@pasco.k12.fl.us



**4. District Director:**

AVID District Director (DD):	Darrell Huling
Title:	Curriculum and Instructional Services Supervisor
District Name:	District School Board of Pasco County
Business Address:	7227 Lando O Lakes Boulevard
City, State, Zip Code, Country:	Land O Lakes, FL, 34638, USA
Telephone:	727-774-2000
E-mail:	dhuling@pasco.k12.fl.us



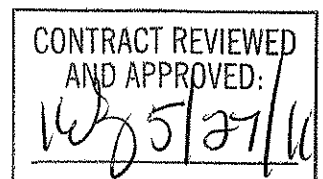
**5. Member Schools:**

School System will offer the AVID program in two (2) total school(s) during the 2011 - 2012 school year.

School Name	Grades AVID Program Implemented	Program Name	Site Status
Pasco High School	9	Secondary	New
Ridgewood High School	9	Secondary	New

**Subtotal Schools**

Secondary	2
Total Schools:	2



**6. Membership:**

School System agrees to pay an annual membership/license fee to AVID Center according to the following international schedule based on the total number of schools in School System's AVID Program.

# of Schools	AVID Secondary Membership/License Fee per School Site
1 to 9	\$3,195.00
10 to 19	\$2,915.00
20 to 29	\$2,650.00
30 to 39	\$2,010.00
40 to 59	\$1,870.00
60 to 79	\$1,870.00
80 to 99	\$1,740.00
100 to 119	\$1,740.00
120 to 159	\$1,690.00

Two (2) Secondary school(s) x \$3,195.00 =  
 Total Membership Price =

\$6,390.00  
 \$6,390.00

CONTRACT REVIEWED  
 AND APPROVED  
 Kay 5/27/11



**7. Curriculum Library:**

The AVID site coordinator, subject area teachers, and students benefit from the classroom strategies and activities provided in the AVID Curriculum Library. Each type of Curriculum Library--Middle Level or High School--consists of a set of AVID publications and materials, including but not limited to teacher resource books, CDs, and posters.

Two (2) High School library(ies) X \$4,915 =	\$9,830.00
Shipping @ 9.00% (UPS Ground) =	\$884.70
Total Curriculum Library Price =	\$10,714.70

AVID Center will ship curriculum libraries in accordance to Section 2.6 of the Terms and Conditions.

**Shipping Address:**

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Requested Delivery Date:	June 02, 2011
Attn:	Pat Reedy
Location (school or district):	Pasco High School
Address:	36850 State Road 52
City, State, Zip Code, Country:	Dade City, FL, 33525, USA
Telephone:	352-524-5500
Curriculum Library Type:	High (1)

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Requested Delivery Date:	June 02, 2011
Attn:	Carey Green
Location (school or district):	Ridgewood High School
Address:	7650 Orchid Lake Road
City, State, Zip Code, Country:	New Port Richey, FL, 34653, USA
Telephone:	727-774-3900
Curriculum Library Type:	High (1)

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AND APPROVED:  
*WJ* 5/27/11

**8. Summer Institute:**

The AVID Summer Institute Regular Registration rate is \$719.00 per participant. In exchange for School System signing and returning this Agreement on or before May 2, 2011, AVID Center will honor the discounted Early Bird Registration rate of \$649.00 per participant. If School System signs and returns this Agreement after May 2, 2011 but before the respective Late Fee Start Date, the Regular Registration rate will apply to each participant on this Attachment A. If School System has not signed and returned this Agreement on or before the respective Late Fee Start Date, an additional late fee of \$100.00 will be applied to the Regular Registration rate of \$719.00, bringing the Late Registration rate to \$819.00 per participant on this Attachment A. School System understands that travel, lodging, per diem costs and any other costs are not included in the price of the participant registration.

SECONDARY: School System will send at least eight (8) participants from each secondary school listed as "new" in the Member Schools section of Attachment A to an AVID Summer Institute. AVID Center recommends sending a site team that includes the principal, counselor, AVID coordinator, and core subject area teachers. Recommended subject area teachers include English, Mathematics, Science, Social Science, and World Languages.

**Summer Institute Schedule:**

Date of SI	Late Fee Start Date	Institute Location
June 20-24, 2011	June 6, 2011	Atlanta Summer Institute - GA
June 20-24, 2011	June 6, 2011	Dallas 1 Summer Institute - TX
June 27-July 1, 2011	June 13, 2011	Dallas 2 Summer Institute - TX
June 27-July 1, 2011	June 13, 2011	Orlando Summer Institute - FL
July 11-15, 2011	June 27, 2011	Sacramento Summer Institute - CA
July 18-22, 2011	July 5, 2011	Chicago Summer Institute - IL
July 27-29, 2011	July 13, 2011	San Diego 1 Summer Institute - CA
August 1-3, 2011	July 18, 2011	San Diego 2 Summer Institute - CA

CONTRACT REVIEWED  
AND APPROVED:  
*[Handwritten Signature]* 5/27/11

**Summer Institute Fee Schedule:**

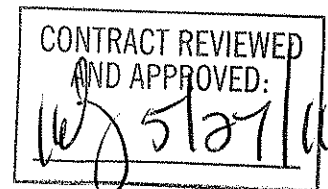
**Early Bird Registration**

Pasco High School: 1 Secondary site team X 8 participant(s) x \$649 =	\$5,192.00
Ridgewood High School: 1 Secondary site team X 8 participant(s) x \$649 =	\$5,192.00
Total Summer Institute Price if signed and returned on or before May 2 =	\$10,384.00

**OR**

**Regular Registration**

Pasco High School: 1 Secondary site team X 8 participant(s) x \$719 =	\$5,752.00
Ridgewood High School: 1 Secondary site team X 8 participant(s) x \$719 =	\$5,752.00
Total Summer Institute Price if signed between May 3 and late fee start date =	\$11,504.00



**9. District Director Professional Development Services:**

AVID provides services to the district for start-up and quality assurance of the program.

1. AVID National Office & Divisional Support - AVID Center will provide support from our national office, divisional offices, state offices and independent consultants. This support will consist of phone calls, e-mails, and district visits at the discretion of AVID Center.
2. Summer Institute - District Directors lead their districts AVID site team facilitation at the AVID Summer Institute. District Directors attend Summer Institute as part of their ongoing training, therefore the Summer Institute registration fee for the District Director is included in the Total District Director Professional Services Price.
3. AVID District Leadership Training – ADL training is for district level personnel and takes place over two years. ADL includes two small-group trainings per year which consist of AVID methodologies, understanding the role and responsibilities of the District Director, and learning about our online resources, data collection, certification, and continued professional development.

**District Director(s)**

**ADL Training Status**

Darrell Huling :

New, Year 1, will attend Sessions 1 & 2

**ADL Training Schedule:**

	<b>Training Level</b>	<b>Time</b>
<b>Year 1:</b>	Summer Institute	Summer
	Session 1	2 1/2 days, fall
	Session 2	2 1/2 days, spring
<b>Year 2:</b>	Summer Institute	Summer
	Session 3	2 1/2 days, fall
	Session 4	2 1/2 days, spring
	Summer Institute	Summer

4. Materials – After attending the first ADL session, District Directors will be provided with a sample set of all Middle School and High School curriculum, materials, binders, CDs, and supplemental materials needed for district support.

The District Director Professional Development Services Fee is \$15,000 per District, payable over two years at \$9,000 for the first year and \$6,000 for the second year. Additional district level training due to turnover or supplemental support will receive a discount at the discretion of AVID Center. The service fee does not include travel, meals, or any other expenses.

Darrell Huling: Year 1 \$9,000.00

Total District Director Professional Development Services Price = \$9,000.00

CONTRACT REVIEWED  
 AND APPROVED:  
*[Signature]* 5/27/11

**TOTAL 2011-2012 IMPLEMENTATION PRICE**

Contract signed and returned on or before May 2, 2011

\$36,488.70

Plus applicable taxes

OR

Contract signed and returned between May 3, 2011 and late fee start date

\$37,608.70

Plus applicable taxes

CONTRACT REVIEWED  
AND APPROVED:  
*WJ 5/27/11*