



DISTRICT SCHOOL BOARD OF PASCO COUNTY

Kurt S. Browning, Superintendent of Schools

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638

Purchasing Services

Nicole Westmoreland, MBA, Purchasing Agent

813/794-2221 Fax: 813/794-2111

727/774-2221 TDD: 813/794-2484

352/524-2221 email: newstmor@pasco.k12.fl.us

April 15, 2014

MEMORANDUM

TO: Honorable School Board Members

FROM: Nicole Westmoreland, MBA, Purchasing Agent *NW/AZ*

RE: Perpetual License Agreement
K-12, LLC (Fuel Education – formerly Aventa Learning)
Contract #2014001541

The attached license agreement between Fuel Education (formerly Aventa Learning) and Pasco eSchool is being forwarded to the Board for approval. As you recall, in accordance with Florida Statutes 1002.37 and 1002.415 and Senate Bill 1676, beginning in the 2009-2010 school year, each school district must provide eligible K-12 students with the option of participation in a virtual instructional program.

Our current contract with Fuel Education provides for a subscription for online courses based on individual student enrollments. This perpetual license agreement will allow for unlimited enrollments, both within the Pasco eSchool program and for blended learning opportunities throughout the school district. Please see the attached memo from Ms. JoAnne Glenn, Principal for Pasco eSchool, for additional information. This perpetual license agreement was reviewed and approved by the School District's Attorney, Ms. Nancy Alfonso, via email on April 2, 2014.

At this time, we respectfully request your approval to enter into this license agreement with Fuel Education. The District is permitted to negotiate for services of this nature under Florida Administrative code 6A-1.012(11)(b). Anticipated expenditures are \$150,000 for the perpetual license for up to twelve (12) courses. The program will be funded through FTE earned by students enrolled in grades K-12 by successful completion of course work or promotion to the next grade level.

Should you have any questions regarding this matter, or if I can be of further assistance, please feel free to contact me at your earliest convenience.

NW/plh

Attachments

Date/Time: April 9, 2014 09:07:00

(813) 794-2000 • (352) 524-2000 • (727) 774-2000 • www.pasco.k12.fl.us



DISTRICT SCHOOL BOARD OF PASCO COUNTY


Kurt S. Browning, Superintendent of Schools

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638

Pasco eSchool
JoAnne Glenn, Principal
813/ 346-1901 FAX: 813/ 346-1991
E-MAIL: jglenn@pasco.k12.fl.us

April 15, 2014

To: Nicole Westmoreland, Purchasing Agent

From: JoAnne Glenn, Principal for Pasco eSchool 

Subject: Perpetual License Agreement (Fuel Education - Aventa Learning)

In accordance with Florida Statute 1002.415, 1002.37 and Senate Bill 1676, beginning with the 2009-2010 school year, each school district shall provide eligible K-12 students within its boundaries the option of participating in a virtual instruction program. The program makes instruction available to students using online and distance learning technology in the nontraditional classroom.

To provide the secondary students enrolled in Pasco eSchool with a variety of learning opportunities and to bring the curriculum and operation of the program into closer alignment with our traditional schools, Pasco eSchool requests approval to purchase online course content from Fuel Education's Aventa Learning catalog for deployment on the district's learning management system.

Our current contract with Fuel Education (formerly known as Aventa Learning) provides for a subscription model for online courses that is based on individual student enrollments. The perpetual license agreement will allow for unlimited enrollments, both within the Pasco eSchool program and for blended learning opportunities throughout the school district.

We are requesting approval for up to \$150,000, which allows for the perpetual license for up to twelve courses. The costs associated with this contract will be funded through FTE earned by students enrolled in grades 6-12 when they successfully complete the course at the end of the semester.

ONLINE EDUCATIONAL PRODUCTS AND SERVICES ORDER

This Online Educational Products and Services Order (this "Order"), dated as of January 15, 2014 (the "Order Effective Date"), is between Pasco County Schools, 7227 Land O'Lakes Blvd., Land O'Lakes, FL 34638 ("Customer") and K12 Florida LLC ("K12"), 2300 Corporate Park Drive, Herndon, VA 20171. This Order incorporates and is in all respects subject to the K12 Online Educational Products and Services Agreement Terms (the "Terms") that is published at <http://www.k12.com/online-educational-products-services-agreement-terms> on the date that this Order bears the signatures of both Customer and K12. All capitalized terms that are not defined in this Order will have the meanings assigned to those terms in the Terms.

I am authorized by Customer to enter into this Order for the products, services and licenses indicated herein, at the prices set forth below and pursuant to the Terms.

Accepted by Customer:

_____ (signature) _____ (date)

_____ (print name) _____ (title)

Accepted by K12:

_____ (signature) _____ (date)

_____ (print name) _____ (title)

1. Period.

Perpetual Content (ONLY available for customers that order SOLELY in this Order Aventa Original Credit and Credit Recovery Courses AND Aventa Non-Hosting Solution.)

Solely as to Aventa Original Credit for which a Perpetual license is obtained by the Customer pursuant to this Order, in conjunction with the Aventa Non-Hosting Solution, and not for any other courses, Customer is authorized to modify such Aventa Original Credit courses provided that course instruction is provided by Customer. K12 EXPRESSLY DISCLAIMS ANY WARRANTIES AND INDEMNIFICATION OBLIGATIONS RELATED TO ANY MODIFICATIONS.

2. Territory. Students being served by Pasco County Schools, FL.

3. Description of Educational Products. Customer will be provided the Educational Products specified in this Order.

Aventa Original Credit and Credit Recovery Courses (Grades 6 to 12).
The available Aventa licensed online educational courseware.

4. Description of Services. Customer will be provided the following Services under this Order:

CONTRACT REVIEWED
AND APPROVED:
NW/ATZ 4/14/14

Aventa Non-Hosting Solution: A copy of all applicable Aventa courses via tangible media (i.e., CD or DVD) or electronic delivery methods for use within Customer's learning management system software ("LMS") solely for the provision of educational services to its students in the Territory enrolled in Customer's educational programs. Customer agrees that (i) it is solely responsible for obtaining all necessary rights in and to, and the maintenance of, any such LMS and that (ii) Aventa shall not be responsible for the hosting of or any issues related to such LMS, including without limitation the interoperability of any Aventa courses with such LMS. The parties agree that in connection with any electronic delivery of courses, Customer shall cooperate with Aventa and provide all necessary assistance to facilitate Aventa's access to Customer's LMS. Customer may make up to two archival copies of the Aventa courses provided pursuant to this paragraph solely for backup purposes as permitted by 17 U.S.C. § 117.

5. Description of Other Related Products

RESERVED

6. Fees. For the Services and/or Products provided under this Order, Customer shall pay to K12 and/or its Affiliates the following Fees:

Aventa Perpetual Licenses:

German I	GERM1x-HS-A09
German II	GERM2x-HS-A09
German III	GERM3x-HS-A06
German IV	GERM4x-HS-A07
French I	FREN1x-HS-A07
French II	FREN2x-HS-A07
French III	FREN3x-HS-A07
French IV	FREN4x-HS-A07
Spanish III	SPAN3x-HS-A09
Spanish IV	SPAN4x-HS-A06

Number of Licenses	Price
10+ Licenses	\$12,500.00 per course
5 – 9 Licenses	\$16,000.00 per course
1 – 4 Licenses	\$18,000.00 per course

CONTRACT REVIEWED
AND APPROVED:
MW/12 4/4/14

FOR IMMEDIATE RELEASE

**Fuel Education Debuts with New Integrated Tools and Content
That Empower School Districts to Personalize Learning**

*Khan Academy, YouTube EDU, and Britannica School
Content Available in FuelEd's PEAK Personalized Learning Platform to
Enable Teachers to Customize Online Courses and Differentiate Instruction*

HERNDON, Va., February 11, 2014 — Personalized learning solutions provider Fuel EducationTM today marked its debut in the education technology market by announcing a major platform capability that enables teachers to customize courses using some of the industry's most highly regarded content sources, and to track student progress and the effectiveness of each customized course at a granular level.

Fuel Education partners with schools and school districts to fuel personalized learning and transform the education experience inside and outside the classroom. The company provides innovative solutions for pre-K through 12th grade that empower districts to implement and grow successful online and blended learning programs.

In 2009, Fuel Education began serving a handful of school districts as a business line within K12 Inc., offering the K¹²[®] online curriculum and instructional services. In less than five years, it has developed and expanded its set of solutions to enable online and blending learning for more than 2,000 district partners. Today's announcement launches Fuel Education as a new organization with a distinct mission to partner with school districts to power personalized learning.

Fuel Education's solutions include:

- **PEAKTM**, an open, easy-to-use Personalized Learning Platform that provides a single, unified view of online and blended learning activities for administrators, teachers, and students. In addition to helping districts reduce system complexity and simplify administration—including through intelligent reporting and analytics—PEAK empowers teachers with course customization tools to help differentiate instruction and improve student outcomes.
- The industry's largest catalog of online courses and titles, including FuelEdTM Online Courses (formerly Aventa Learning), FuelEd Anywhere Learning SystemTM (formerly A+LS), and Middlebury Interactive LanguagesTM, in addition to K¹² curriculum for the FuelEd Full-Time School Program.
- A full range of educational services including certified instruction, teacher professional development, implementation consulting, and other professional services.

The company also announced today that, in response to growing partner demand, it is integrating three highly recognized and respected education content providers—Khan Academy[®], YouTube[®] EDU, and Britannica School[®]—into the PEAK Personalized Learning Platform. This spring, teachers can use content from these third-party providers to quickly develop or customize assessments, lessons, or courses through a single, easy-to-use interface. In addition, PEAK uniquely enables teachers to conduct graded activities and to track student progress and engagement with the customized content, regardless of the source of the content.

-more-

CONTRACT REVIEWED
AND APPROVED:

NW/az 4/14/14

"We believe the future of education is in personalizing the learning experience for every student," said Gregg Levin, General Manager of Fuel Education. "That is why we are very pleased to unveil our new name, which illustrates how we partner with districts to enable them to personalize learning across their districts – through technology such as teacher tools, integration APIs, data, and analytics, as well as the largest selection of curriculum, content, and adaptive assessments, plus instructional assistance and other services."

Levin elaborated, "Today, schools struggle with how to personalize learning and in many cases leave it up to teachers to figure out on their own how to take advantage of the wide range of digital content available in the marketplace. We solve that problem by providing high-quality, standards-aligned courses, plus many options to easily develop or customize curriculum using content and assessments from a variety of sources, including the teacher's own content. By simplifying the process, and providing analytics and reports on the back end, teachers and administrators can see how all of this content is performing for each student and across the district."

Fuel Education solutions enable districts to transform the education experience inside and outside the classroom. The company supports districts with a variety of online and blended programs, ranging from catalog expansion for low-enrollment or hard-to-staff courses, credit recovery, and hospital/homebound education, to full-time school programs, language exposure and learning, alternative education, remediation, and kindergarten readiness among others.

About Fuel Education

Fuel Education partners with schools and districts to fuel personalized learning and transform the education experience inside and outside the classroom. The company provides innovative solutions for pre-K through 12th grade that empower districts to implement and grow successful online and blended learning programs. Its open, easy-to-use Personalized Learning Platform, PEAK™, simplifies administration and enables teachers to customize courses using their own content, more than 500 FuelEd courses and titles, third-party partner content, as well as open educational resources. Fuel Education offers the industry's largest catalog of flexible digital curriculum, certified instruction, professional development, and educational services tailored to district and student needs. FuelEd has helped more than 2,000 school districts to improve student outcomes, better serve diverse student populations, and expand students' educational opportunities by leveraging the power of technology-enabled learning. To learn more, visit getfueled.com.

©2014 Fuel Education LLC. All rights reserved. Fuel Education, FuelEd, Anywhere Learning and PEAK System are trademarks of Fuel Education LLC or its affiliates. All other trademarks are the property of their respective owners.

Contact:

Beth Halloran
bhalloran@getfueled.com
703.436.3263

###

CONTRACT REVIEWED
AND APPROVED:
NW/12 4/4/14