

**INDEPENDENT SCHOOL DISTRICT 271
Bloomington, Minnesota**

REQUEST FOR SCHOOL BOARD ACTION

DATE OF BOARD MEETING: March 27, 2017

SUBJECT: Revised Agreement to Evaluation Agreement
with InsightWorks, LLC


ORIGINATING DEPARTMENT: Office of the Superintendent

APPROVAL OF ADMINISTRATIVE
CABINET MEMBER: Les Fujitake
Superintendent of Schools

RESOLUTION FOR BOARD TO ADOPT:

RESOLVED, that the School Board of Independent School District 271 approves a revised Agreement for Evaluation with InsightWorks, LLC to conduct Return on Investment research evaluating our career and college work.

RECOMMENDATION OF SUPERINTENDENT:

Approve. 

DETAILED BACKGROUND:

The Research, Evaluation and Assessment Department continues to conduct Pathway to Graduation research by accessing the Statewide Longitudinal Education Data Systems (SLEDS). As Dr. Heistad evaluated his research findings, he identified the need to conduct Return on Investment research using the SLEDS. An Agreement for Evaluation with InsightWorks, LLC has been in effect since January 25, 2016. This multi-year agreement is due to the need to do longitudinal tracking of students.

Dr. Heistad is recommending approval of the revised Agreement for Evaluation to expand the research and extend the timeline. The revised agreement will continue through December 31, 2022. The total cost for the evaluation will be \$96,000 that will be paid in seven phases as set forth as part of Appendix A of the Agreement for Evaluation.

The revised Agreement for Evaluation has been reviewed by the District's legal counsel and insurance agent of record.

AGREEMENT FOR
EVALUATION

This Contract is between InsightWorks, LLC, hereinafter termed "First Party" and Independent School District No. 271 of Hennepin County, Minnesota, hereinafter termed "Second Party".

It is therefore agreed:

1. Duties of the First Party:

- a) The First Party agrees to evaluate the return on investment of the Career and College Academy, which is a division of the Second Party, to the best and fullest extent possible given data furnished by the Second Party, per the attached Appendix A.
- b) Facilitate data sharing and matching, as necessary, between Independent School District No. 271 and other parties (e.g. DEED, Hennepin County, MN Departments of Revenue and/or Vehicle Services).
- c) Prepare intermediate and final reports that present the results, methodology, and conclusions (i.e. "takeaways") from the evaluation.

2. Duties of the Second Party:

- a) Collect consent forms and Social Security Numbers from as many students as possible, including those participating in the Career and College Academy and those who are not.
- b) Provide K-12 SLED/MARSS data to the First Party for the Bloomington Public Schools for the 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, and 2020-2021 school years.
- c) Provide K-12 SLED/MARSS data to DEED's Wage Detail database, for data matching purposes, for the Bloomington Public Schools for the 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, and 2020-2021 school years, with the proper consent forms duly signed.
- d) Obtain to the greatest extent possible, with the guidance and assistance of the First Party, data similar to those described in (b) and (c) from students outside of ISD No. 271 for the purposes of a comparison group.

3. Site of Work:

The work can take place at any location and during any hours that the First Party may deem expedient. However, the First Party is aware that the Bloomington Career and College Academy will be located within the boundaries of the Second Party and that its students will have defined hours of attendance.

4. Terms of Payment:

Payment by Second Party to First Party shall be made as set forth in Appendix A.

5. Authorized Agents for the Purposes of this Contract:

First Party:

Names: Nick Maryns/Raymond Robertson

Titles: Owners & Consultants

Telephone: 612-232-6331

Second Party:

Names: Dave Heistad/Les Fujitake

Titles: Executive Director Research, Evaluation & Assessment/Superintendent

Telephone: 952-681-6485/952-681-6402

6. Terms of Contract:

a) Effective Date: January 25, 2016

b) End Date: December 31, 2022 (Completion of Phase 7)

7. Cancellation:

This contract may be cancelled by either party at any time, with or without cause, upon thirty (30) days written notice to the other party. In the event of cancellation the First Party shall be entitled to payment, determined on a pro rata basis, for work performed satisfactorily.

8. Assignment:

Neither party shall assign or transfer any rights or obligations under this contract without the written approval of the other party.

9. Liability:

Each party shall indemnify, save, and hold harmless the other party from any and all claims and causes of action, including all attorney's fees incurred arising from the performance or lack of performance of this contract.

10. Americans with Disabilities Act (ADA) Compliance:

Both parties agree that they are responsible for complying with the applicable provisions of the Americans with Disabilities Act, 42 U.S.C. Section 12101, et. seq. and regulations promulgated pursuant to it.

11. Amendments:

Any amendment or supplement to this contract shall be in writing and shall be executed by the same parties who executed the original contract or their successors in office.

12. Government Data Practices Act:

Both parties must comply with the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13 as it applies to all data provided by the parties. The civil remedies of Minnesota Statutes 13.08 apply to the release of the data referred to in this article by either party.

In the event either party receives a request to release data referred to in this Article, the party must notify the other of its intent to release before it releases.

13. Jurisdiction and Venue:

This contract, and amendments and supplements thereto shall be governed by the laws of the State of Minnesota. Venue for all legal proceedings arising out of this contract, or breach thereof, shall be in the state or federal court with competent jurisdiction in Hennepin County, Minnesota.

IN WITNESS WHEREOF, the parties have caused this contract to be duly executed intending to be bound thereby.

InsightWorks, LLC
by _____
(authorized signature)
Title _____
Date _____

Independent School District No. 271
by _____
Title _____
Date _____

APPENDIX A
TO
CONTRACT BETWEEN
INSIGHTWORKS, LLC AND
INDEPENDENT SCHOOL DISTRICT NO. 271

1. **Intent of Agreement.** InsightWorks, LLC will conduct an evaluation for the Bloomington Career and College Academy (a department of Independent School District No. 271) based upon student-level data that includes school performance (classes chosen and grades), demographic characteristics (gender, race/ethnicity, age, area of residence, and family income/background), and post-separation (usually post graduation) information about post-secondary education and work choices. InsightWorks, LLC will track student earnings after graduation to compare those who went straight to work and those who entered post-secondary education. InsightWorks, LLC will need to have the data for both Bloomington and a comparison group that would allow it to match students across districts and programs.
2. **Data Required.** Table 1 summarizes the data necessary to complete this study.

TABLE 1: DATA REQUIREMENTS AND AVAILABILITY

<u>Data Requirement</u>	<u>Source</u>	<u>Have for Bloomington</u>	<u>Have for Comparison Group</u>	<u>Notes</u>
School performance	SLEDS	yes	no	Need to identify comparison group, and comparison group requires permissions
Demographic	SLEDS?	yes	no	
Post Secondary Choice: Education	SLEDS	yes	no	We can identify students that continue their education in MN.
Post Secondary Choice: Work	SLEDS/ Wage Detail	no	no	DEED is working on this; DMV possible; not possible in short run
Wages: Years 1-8	Wage Detail	no	no	

3. **Services Provided by InsightWorks, LLC.** Under the data availability conditions described above, InsightWorks, LLC will develop strategies for short, medium, and long run evaluations. These evaluations will likely improve over time as additional data became available.

(a) Short Run; First and Second Year

Based on the available data above, the first and second year evaluation will be based on a comparison between Bloomington’s Career and College Academy students and other Bloomington students who could be matched on the available characteristics. The outcome

variables will include whether or not the students attend post-secondary education and wage details for students (from both the Academy and Non-Academy students from Bloomington) who voluntarily supply their social security numbers. These data will then be submitted to DEED and matched to summary-level wage data. InsightWorks LLC will compare the descriptive statistics of the “consenters” and the rest of the group to see if there are observable differences in the population.

During the first and second years of the program, Independent School District No. 271 will continue to work with parents and students (and other relevant stakeholders) to help convince students to supply SSNs voluntarily. One possible route in this direction would be to collect FAFSA information in order to evaluate the differences in receipt of student aid for post-secondary education.

The results of this evaluation will be to show the different trends and placements of the Academy students relative to other Bloomington students, which will then be monetized using data from the Current Population Survey. (The Current Population Survey is a dataset collected by the Bureau of Labor Statistics for the purpose of calculating the unemployment rate. The BLS releases anonymous individual-level data that can be used to estimate earnings of different jobs and education backgrounds.) The evaluation will take into account that students self-select into the Academy and will illustrate the potential effects of having the Academy relative to not having the Academy within a given district.

(b) Medium Run: Second and Third Year

The goal of the second and third year evaluations is to secure data from a comparison group. This will be done by either (1) using the SLEDS data from the rest of the state and then compare the education choices of comparable students from other districts that do not have the Academy option with Bloomington students who finish the Academy; or (2) to use surveys of both Bloomington students and the comparison district students and rely on the data collected through surveys to better understand educational and employment outcomes (while not comprehensive and subject to response bias, these data would allow Independent School District No. 271 to extend the short-run analysis by illustrating the potential effects of having the Academy option relative to districts that do not have it). The outcome variables in this case could be the selection into post-secondary education performance in MN post-secondary education.

(c) Long Run: Third Year and Beyond

If the data matching issues described in section 2 above are resolved by year three either through changes in national legislation, state legislation, agreements with DMV, or a public campaign within at least two districts to explain the importance, and subsequent collection, of social security numbers; then the long-run analysis would rely on the matched DEED Wage Detail and SLEDS data. The matched data would allow Independent School District No. 271 to extend the earlier analyses by following earnings for the comprehensive group of students. The results would build upon, and be compared to, survey and SLEDS analysis performed in the medium term.

The evaluation methods described above will be carried out in yearly “phases” that start with the current cohort (2015-2016 school year) and incorporate the following five annual cohorts on a rolling basis as shown in Table 2. Additional cohorts and/or follow-up phases of evaluation may be added with the agreement of the parties.

TABLE 2: COHORTS AND EVALUATION MILESTONES

School Year (Evals done the summer following)	2015-2016 ("Phase 1")	2016-2017 ("Phase 2")	2017-2018 ("Phase 3")	2018-2019 ("Phase 4")	2019-2020 ("Phase 5")	2020-2021 ("Phase 6")	2021-2022 ("Phase 7")	
Cohorts and Evaluation Milestones	First Cohort (Class of 2016 Graduates)	Near-Term Evaluation of First Cohort	Medium Term Follow-Up Evaluation	Long Term Follow-Up Evaluation I	Long Term Follow-Up Evaluation II	Long Term Follow-Up Evaluation III	Long Term Follow-Up Evaluation IV	
	General Data Collection and Construction	Second Cohort (Class of 2017 Graduates)	Near-Term Evaluation of 2nd Cohort	Medium Term Follow-Up Evaluation	Long Term Follow-Up Evaluation I	Long Term Follow-Up Evaluation II	Long Term Follow-Up Evaluation III	
		Third Cohort (Class of 2018 Graduates)	Near-Term Evaluation of Third Cohort	Medium Term Follow-Up Evaluation	Long Term Follow-Up Evaluation I	Long Term Follow-Up Evaluation II		
		4th Cohort (Class of 2019 Graduates)		Near-Term Evaluation of 4th Cohort	Medium Term Follow-Up Evaluation	Long Term Follow-Up Evaluation I		
		Fifth Cohort (Class of 2020 Graduates)			Near-Term Evaluation of Fifth Cohort	Medium Term Follow- Up Eval		
		Sixth Cohort (Class of 2021 Graduates)				Near-Term Evaluation of Sixth Cohort		

4. Payment to InsightWorks, LLC will be as follows:

Phase	Hours and Rate	1 st Payment Date and Amount (75%)	2 nd Payment Date and Amount (25%)	Sub-Total
Phase 1. General Data Collection and Construction	80 hours @ \$110/hour	3/1/2016 \$6,600	9/1/2016 \$2,200	\$8,800
Phase 2. Near-Term Evaluation	120 hours @ \$110/hour	3/1/2017 \$9,900	9/1/2017 \$3,300	\$13,200
Phase 3. Medium-Term Follow-Up Evaluation	120 hours@ \$110/hour	3/1/2018 \$9,900	9/1/2018 \$3,300	\$13,200
Phase 4. Long-Term Follow-Up Evaluation	120 hours @ \$110/hour	3/1/2019 \$9,900	9/1/2019 \$3,300	\$13,200

Phase 5. Long-Term Follow-Up Evaluation, Cont'd	120 hours @ \$120/hour	3/1/2020	9/1/2020	\$14,400
		\$10,800	\$3,600	<hr/>
Phase 6. Long-Term Follow-Up Evaluation, Cont'd	120 hours @ \$120/hour	3/1/2021	9/1/2021	\$14,400
		\$10,800	\$3,600	<hr/>
Phase 7. Long-Term Follow-Up Evaluation, Cont'd	120 hours @ \$120/hour	3/1/2022	9/1/2022	\$14,400
		\$10,800	\$3,600	<hr/>
			TOTAL	\$96,000

Dated: _____

InsightWorks, LLC

By _____

Its _____

Independent School District No. 271

By _____

Its _____