



**Indispensable  
Tools for  
Today's ELL  
Professionals**



**May 02, 2018**

Prepared for:

Heidi Smith  
Director of Federal, State and Strategic Programs  
Mountain View Whisman School District

Prepared by:

Ben McNelly  
Partner Development  
Manager  
Ellevation Inc.

# Table of Contents

01. Company Information
02. Ellevation Use Cases
03. Testimonials
04. Technical Review
05. Implementation
06. Ellevation Order Form and Customer Agreement

# Company Information

## Executive Summary

Ellevation is a software company exclusively focused on English Language Learners (ELLs) and the educators that serve them. Today, Ellevation serves 600 public school districts across 41 states. In the following proposal we'll discuss our approach to serving ELL professionals, identify benefits associated with using Ellevation, introduce technical requirements and an implementation timeline, and provide next steps on how to get started.

## About Us

### Our Story

Ellevation was initially conceived in 2006 by an ELL coordinator in North Carolina named Carrie Hill. The inspiration for creating the product grew out of the frustration that many ELL professionals like her experience every day; namely, overwhelming administrative burdens and communication obstacles that divert attention away from student instruction. Today, with our focus still rooted in the experience of educators, Ellevation develops tools that simplify administrative obligations, save time, and enable more effective instruction so that ELL students can thrive in school and beyond.

### Our Mission

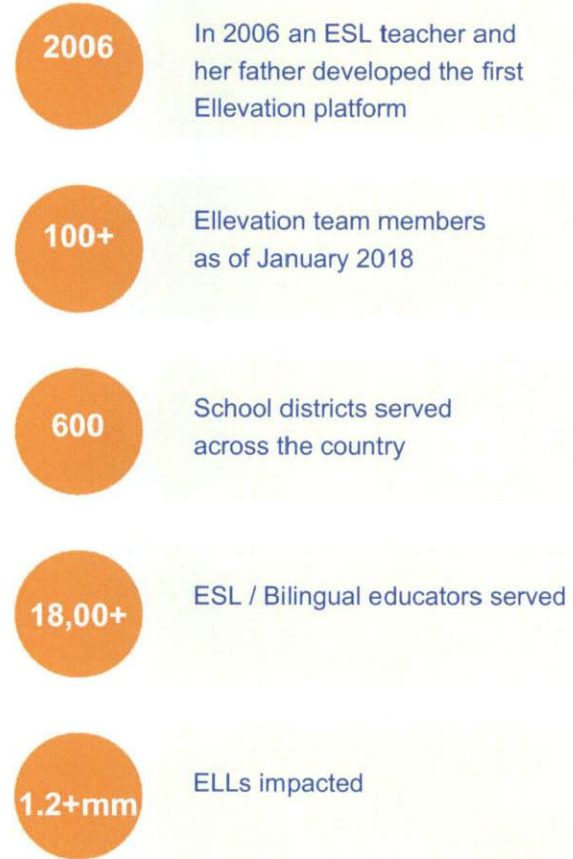
The success of our nation's underserved students is closely tied to effective teaching. To support hardworking and passionate educators, we develop solutions to improve instruction, enhance collaboration and maximize impact.

### Our Team

Ellevation Inc. is a company formed by educators to serve educators. The Ellevation team brings a diverse array of experiences and expertise to the work. In fact, many of our current employees are former ESL teachers.

Our talented team continues to grow with offices in Texas, North Carolina, California, Illinois and Massachusetts. We currently serve over 12,000 ESL / Bilingual educators in 600 school districts across the country impacting over one million English language learners.

### Fast Facts: 2018 At-A-Glance

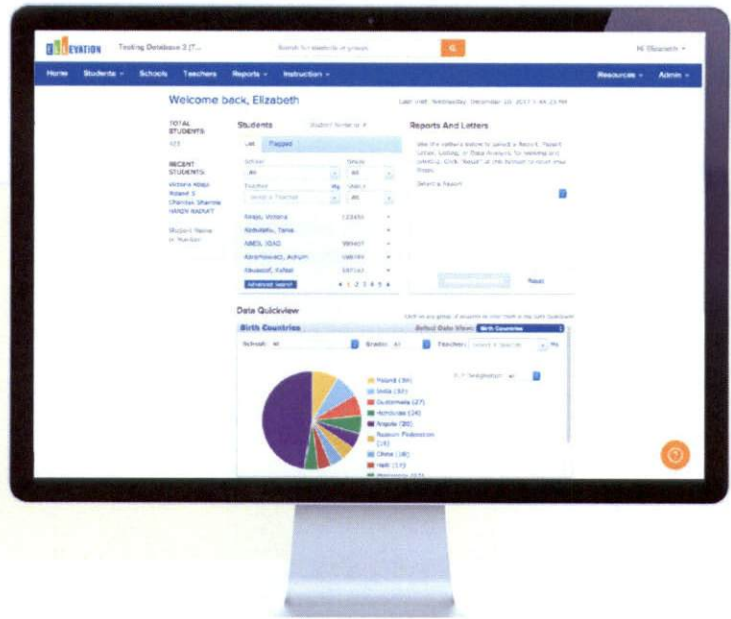


# Ellevation Use Cases

## For ELL Coordinators & Specialists

### Program Management

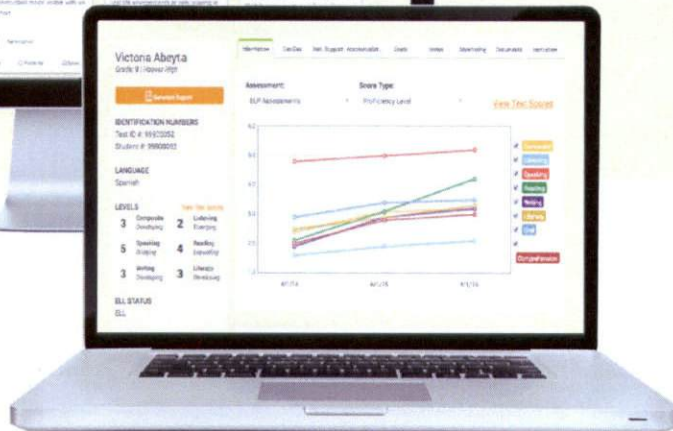
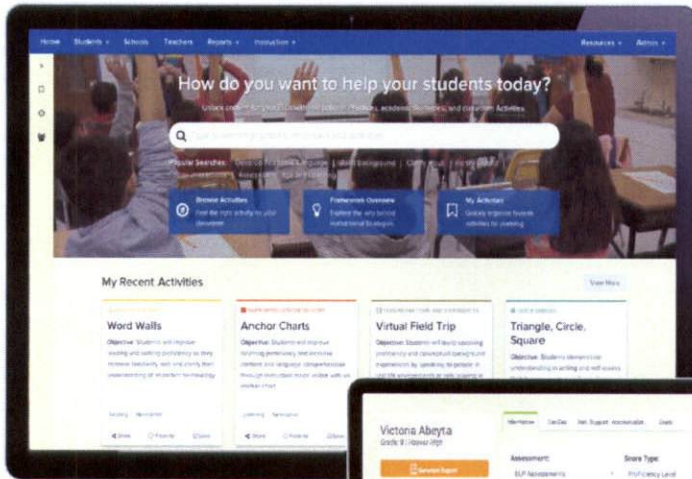
- Data Analysis
- Record Keeping
- Reporting
- Standards Aligned Instructional Planning



## For Classroom Teachers

### Collaboration Tools & Instructional Support

- Digital Student Monitoring
- Document Storage
- Effective Strategies
- Classroom Activities



# Testimonials

“ Ellevation and the tools within provide us with an excellent meeting place to address instructional needs, student progress over time, interventions, instructional strategies and any view we would like to have on an individual student or groups of students. It informs our practice and allows us to be collaborative when making decisions which impact the outcomes for our English Learners.”



**Karen Broadnax**  
ESL/Multilingual Services Director  
Little Rock School District

“ Teachers that don't understand second language acquisition don't know how to meet the needs of English Learners. Ellevation's tools provide the resources and support that teachers need.”



**Vicky Saldala**  
Director of Bilingual/ESOL  
Department Broward  
County Schools

“ I truly believe Ellevation has a critical focus on English Language Learner achievement while also ensuring ease of use for teachers and administrators. We will be providing licenses to all administrators with training and support on how to access dashboard data to better understand the instructional needs of their students.”



**Laura Grisso**  
Title III Administrator  
Tulsa Public Schools, OK

“ Ellevation's tools for classroom teachers are a game-changer. They allow our ESL specialists and general education teachers to work together as a team to support our English learners.”



**Karen Hill**  
ESL Specialist  
Alabaster City Schools

# Technical Review

## Authentication and Authorization

Each Ellevation user starts with issued a unique user name and password. Depending on the size and topology of the expected user base, these user accounts can be set up by Ellevation prior to training as part of the implementation process. Ellevation also supports Single-Sign-On (SSO) via Clever Instant Login.

Authorized district partner administrators have the ability to manage (create, invite and disable) user accounts within their district and if necessary, set additional feature-specific permissions at Write, Read-Only or Hide levels.

## Tools and Technologies

Ellevation employs a continuous integration software development methodology in which new application features and fixes are committed, tested and deployed frequently. Updates are introduced in small, iterative batches that enable Ellevation to continuously add value to our platform while remaining nimble enough to adapt to changes for customers.

## Access and Change Management

Access to Ellevation servers (both production and internal/test) is restricted to select Ellevation and Rackspace employees, requiring VPN connectivity and specific logins. All server changes, whether they are application upgrades, OS patches, or system/network configuration modifications, are logged in a central change database. All Ellevation servers are enabled with intrusion and anti-virus detection software.

## Data Privacy Agreement

We are committed to ensuring the strongest possible privacy protections for any student data managed on the Ellevation Software Platform, as well as information collected from individuals who visit Ellevation's Public Web Site. A complete overview of Ellevation security and data policies are available on request or online at <http://hubs.ly/H02crZQ0>.

For the avoidance of doubt, we find it useful to share two fundamental principles:

- Ellevation Software is subject to FERPA. District data, on both students and educators, can only be used to fulfill the obligations of our partnership and cannot be used for other commercial purposes.
- We DO NOT sell or share any personal data, nor do anything else with partners' data, save for delivering services through our Ellevation platform.

We take data privacy very seriously, and update our Privacy Policies to reflect best practices and new legal frameworks from the field. Please see our [Privacy Policy](#) for more detail.

## Data Integration

Ellevation provides several different data integration options so each district can select an appropriate approach based on technology experience, School Information System (SIS), and ELL program needs and preferences.

In most cases, Ellevation can implement complex or custom data mapping and transformation required to ensure a smooth import of district data into the Ellevation platform, minimizing the amount of work for the district's SIS/technology team.

# Implementation

Ellevation provides a comprehensive package of services delivered by an experienced team of education experts designed to ensure the Ellevation platform meets the district's unique needs and expectations. Our Partner Support Organization (PSO) utilizes a six-phase implementation process with clearly defined steps, deliverables, and time frames to deploy Ellevation.



The implementation process includes a series of strategic conversations focused on listening to the partner's needs and creating solutions that support the work of the district.

During the first three phases you should expect:

- Confirmation of project goals
- Regular meetings focused on intentional implementation
- Development of a training and rollout plan
- Configuration of the Ellevation Database

During the subsequent three phases, the work of the project shifts from planning to the implementation of the software.

During these phases you can expect:

- Loading of student and testing data
- Confirmation of data quality and consistency
- Delivery of training
- Development of plan for monitoring usage and adoption
- Access to resources and ongoing support for users

Our commitment is to ensure that information is gathered in a timely manner in the initial phases of implementation, so that the software configurations and plans for rollout are optimized to support the specific needs of the district.

# Ellevation Order Form and Customer Agreement

This Order Form, which incorporates Ellevation's online Terms and Conditions (located at [ellevationeducation.com/legalnotices](http://ellevationeducation.com/legalnotices)) (together, the "Agreement") is made between the customer named below ("Customer") and Ellevation Inc., having an address at 38 Chauncy St, Boston MA 02111 ("Ellevation"), and sets forth the terms and conditions on which Ellevation will supply Products to Customer.

Company: Ellevation Education  
 Representative: Ben McNelly  
 Email: [benm@ellevationeducation.com](mailto:benm@ellevationeducation.com)  
 Phone: 617-307-5755  
 Address: 38 Chauncy St, 9th Fl, Boston, MA 02111

Customer: Mountain View Whisman School  
 Contact Name: District  
 Email: Heidi Smith  
 Phone: [hsmith@mvwsd.org](mailto:hsmith@mvwsd.org)  
 Address: (650) 526-3551  
 750 A San Pierre Way, Mountain View, CA, CA, 94043, United States

Start Date: 7/1/2018

End Date: 6/30/2019

## Annual Subscription Fees

Product	Quantity	Unit Price	Total Fees
Ellevation for California	1,200	\$9.00	\$10,800.00
Unlimited user licenses for Ellevation in California. Pricing reflects the 17-18 school year costs and is valid through 6/30/2018.			
<b>Subscription Total:</b>			<b>\$10,800.00</b>

## Service Fees

Product	Quantity	Unit Price	Total Fees
Data Services	1	\$2,500.00	\$2,500.00
Data integration services, including platform customization, consultation and training planning.			
Training - In Person	2	\$3,000.00	\$6,000.00
6hr online training sessions for district staff. Participants may include district staff (i.e. EL/Federal Programs Coordinators, administrators) and site-based staff (i.e. principals, EL TOSAs).			
Training - Online	1	\$1,000.00	\$1,000.00
3hr additional online training session. Participants may include district staff (i.e. EL/Federal Programs Coordinators, administrators) and site-based staff (i.e. principals, EL TOSAs).			
<b>Services Total:</b>			<b>\$9,500.00</b>

## Total Investment

<b>Subscription Total:</b>	<b>\$10,800.00</b>
<b>Services Total:</b>	<b>\$9,500.00</b>
<b>Grand Total:</b>	<b>\$20,300.00</b>

Invoicing Schedule: Annual

Payment Term: 30 days

Contract Term: 12 Months