

**For: Office Use Only**

Vendor No.	Date Entered

Mail  
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  Email

Vendor:

Imagine Learning, Inc  
 382 W. Park Circle, Ste 100  
 Provo, UT 84604

Deliver To:

New Haven Public Schools  
 54 Meadow Street  
 New Haven, CT 06519

**CITY OF NEW HAVEN**  
 Department of Education  
 54 Meadow St., New Haven, CT 06519  
**VENDOR PURCHASE ORDER**

**SPECIAL FUNDS**

Fiscal Year: **21-22**

P.O.
▲
This number must appear on all invoices and package of shipment

**PURCHASE ORDERS NOT  
 COMPLETED AND DELIVERED  
 WITHIN 60 DAYS ARE  
 AUTOMATICALLY CANCELLED**

Date Prepared	Fund	Agency	Program	Object	Project Code
9/27/21		900			

Quantity	Description	Unit Cost	Total Cost
7	Imagine Learning Site License Bi-Literacy Site License Bundle, Includes Imagine Language & Literacy, Imagine Español, and Imagine Lectura All students enrolled have an Imagine Bi-Literacy license for one year from date of purchase  Clinton Avenue, FAME, Hill Central, JC Daniels, J. Martinez, Obama and Truman	165,375.	165,375
938	Imagine Language & Literacy Annual Student License  Discount	150.00	140,700  (\$88,172)
6	Professional Development Webinar Training  Purchase contract Attached email to: PurchaseOrders@imaginelearning.com	750.00	4,500.00

**PLEASE NOTIFY BUSINESS OFFICE IF YOUR TOTAL COST EXCEEDS OUR TOTAL AMOUNT BEFORE SHIPPING**

Name: Derricka Suggs   Email: derricka.suggs@new-haven.k12.ct.us   Phone: 1-475-220-1383

Authorized Supervisor's Signature	Business Office Approval	Principal's Signature	<b>TOTAL AMOUNT</b>	<b>\$222,403.00</b>
Date: 09/27/2021	Date:	Date:	<b>SUBMIT PURCHASE ORDERS TO:</b> SpecialfundsPO@new-haven.k12.ct.us	

**FOR PAYMENT:** Send Your Invoice Electronically or By Mail:  
 Email: [NHinvoice@newhavenct.gov](mailto:NHinvoice@newhavenct.gov)  
 Mail: New Haven Public Schools, Attn: Dept. of Special Funds  
 54 Meadow Street, New Haven, CT 06519  
 Fax: 1-203-946-5740



NEW HAVEN PUBLIC SCHOOLS  
**AGREEMENT COVER SHEET**

**Cover Sheet is an Internal Document for Business Office Use**

**Please Type**

Contractor full name: Imagine Learning

Doing Business As, if applicable:

Business Address: Imagine Learning, Inc  
3822 W. Park Circle, Ste 100  
Provo, UT 84604

Business Phone: (866 )507.9270

Business email: karin.mcnamara@imaginelearning.com

Funding Source & Acct # including location code: ESSER II 2552-6363-56697

Principal or Supervisor: Pedro Mendia Landa

Agreement Effective Dates: From 09/29/2021. To 09/30/2022

Hourly rate or per session rate or per day rate.  
Total amount: \$222,403

Description of Service: Please provide a one or two sentence description of the service. *Please do not write "see attached."*

*Imagine Learning is a digital platform to support multilingual learners to develop in the areas of reading, speaking, writing, and listening in both languages Spanish and English. In addition, it supports students who are learning English and Spanish in the areas of reading, writing, speaking and listening.*

Submitted by: \_\_\_\_\_

Phone: \_\_\_\_\_

10-5-21



NEW HAVEN PUBLIC SCHOOLS

## Memorandum

**To:** New Haven Board of Education Finance and Operations Committee  
**From:** Pedro Mendia Landa *PML*  
**Date:** 9/28/2021  
**Re:** Imagine Learning Inc.

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Please answer all questions and attach any required documentation as indicated below. Please have someone ready to discuss the details of each question during the Finance & Operations meeting or this proposal might not be advanced for consideration by the full Board of Education.

1. **Contractor Name:** Imagine Learning
2. **Description of Service:** *Imagine Learning is a digital platform to support multilingual learners to develop in the areas of reading, speaking, writing and listening in both languages Spanish and English. In addition, it supports students who are learning English in the areas of reading, writing, speaking and listening. Each student will be able to have access to this supplemental platform to support their learning and teachers can monitor this service. Imagine learning provides teachers the ability to monitor students in order to ensure academic growth in the first and second language.*
3. **Amount of Agreement and hourly or session cost:** \$222,403
4. **Funding Source and account number:**
5. **Approximate number of staff served through this program or service:** 130
6. **Approximate number of students served through this program or service:** 3,400
7. **Continuation/renewal or new Agreement?**  
**Answer all questions:**
  - a. If continuation/renewal, has the cost increased? If yes, by how much?  
*This is a renewal, and the cost has remained the same.*
  - b. What would an alternative contractor cost: N/A
  - c. If this is a continuation, when was the last time alternative quotes were requested? N/A
  - d. For new or continuation: is this a service existing staff could provide? If no, why not?  
N/A

**8. Type of Service:**

**Answer all questions:**

- a. Professional Development? There are 6 professional development days included in this contract
  - i. If this is a professional development program, can the service be provided by existing staff? If no, why not?
- b. After School or Extended Hours Program? N/A
- c. School Readiness or Head Start Programs? N/A
- d. Other: (Please describe)- Digital platform for multilingual learners to support their academic language in the areas of reading, speaking, writing and listening.
- e.

**9. Contractor Classification:**

**Answer all questions:**

- a. Is the Contractor a Minority or Women Owned Business? N/A
- b. Is the Contractor Local? No
- c. Is the Contractor a Not-for-Profit Organization? If yes, is it local or national? No
- d. Is the Contractor a public corporation? No
- e. Is this a renewal/continuation Agreement or a new service? N/A
- f. If it is a renewal/continuation has cost increased? If yes, by how much? N/A
- g. Will the output of this Agreement contribute to building internal capabilities? If yes, please explain:

**10. Contractor Selection: In this section, please describe the selection process, including other sources considered and the rationale for selecting the contractor. Please answer all questions:**

- a. What specific skill set does this contractor bring to the project? Please attach a copy of the contractor's resume if an individual or link to contractor website if a company:  
*This company provides a digital platform specifically designed for multilingual learners to support their language development.*
- b. How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source designation from the City of New Haven Purchasing Department?  
*This company was selected after reviewing various digital platforms that will address the needs of multilingual learners including biliteracy students to address the needs of bilingual students.*
- c. Is the contractor the lowest bidder? If no, why? Why was this contractor selected? N/A
- d. Who were the members of the selection committee that scored bid applications? N/A
- e. If the contractor is Sole Source, please attach a copy of the Sole Source designation letter from the City of New Haven Purchasing Department. N/A

**11. Evidence of Effectiveness & Evaluation**

**Answer all questions**

- a. What specific need will this contractor address and how will the contractor's performance be measured and monitored to ensure that the need is met? *This company provides a digital platform to address the needs of English learners in the district, offers*

*support and webinar training to teachers when necessary. In addition, the partnership manager works closely with the multilingual department to support and monitor the usage by teachers per school. Additionally, the department monitors students' growth in both languages to ensure that students are engaged with the digital platform.*

- b. If this is a renewal/continuation service attach a copy of the evaluation or archival data that demonstrates effectiveness. *This is a renewal service.***
  - c. How is this service aligned to the District Continuous Improvement Plan? *According to the district plan, multilingual learners must demonstrate growth in the areas of reading, writing, listening, and speaking. This platform will support students' English language needs to ensure growth from a digital device and provides them with the equitable access out of school to continue to develop their English skills.***
- 12. Why do you believe this Agreement is fiscally sound? *It would be fiscally impossible to pay for individual tutors to address the linguistic needs of all the identified multilingual learners. In addition, it also supports K-6 bilingual students.***
- 13. What are the implications of not approving this Agreement? *Students will be unable to benefit of a proven supplemental English and Spanish language development and Spanish language development program and unable to decrease the achievement and opportunity gap.***

**Rev: 8/2021**



**NEW HAVEN PUBLIC SCHOOLS**

**EXHIBIT B**

**STUDENT DATA PRIVACY AGREEMENT  
SPECIAL TERMS AND CONDITIONS**

For the purposes of this Exhibit B "directory information," "de-identified student information," "school purposes," "student information," "student records," "student-generated content," and "targeted advertising" shall be as defined by Conn. Gen. Stat. §10-234aa.

1. All student records, student information, and student-generated content (collectively, "student data") provided or accessed pursuant this Agreement or any other services agreement between the Parties are not the property of, or under the control of, the Contractor.
2. The Board shall have access to and the ability to delete student data in the possession of the Contractor except in instances where such data is (A) otherwise prohibited from deletion or required to be retained under state or federal law, or (B) stored as a copy as part of a disaster recovery storage system and that is (i) inaccessible to the public, and (ii) unable to be used in the normal course of business by the Contractor. The Board may request the deletion of any such student information, student records or student-generated content if such copy has been used by the operator to repopulate accessible data following a disaster recovery. The Board may request the deletion of student data by the contractor within two (2) business days of receiving such a request and provide to the Board confirmation via electronic mail that the student data has been deleted in accordance with the request, the date of its deletion, and the manner in which it has been deleted. The confirmation shall contain a written assurance from the Contractor that proper disposal of the data has occurred in order to prevent the unauthorized access or use of student data and that deletion has occurred in accordance with industry standards/practices/protocols.
3. The Contractor shall not use student data for any purposes other than those authorized pursuant to this Agreement.
4. A student, parent or legal guardian of a student may review personally identifiable information contained in student data and correct any erroneous information, if any, in such student data. If the Contractor receives a request to review student data in the Contractor's possession directly from a student, parent, or guardian, the Contractor agrees to refer that individual to the Board and to notify the Board within two (2) business days of receiving such a request. The Contractor agrees to work cooperatively with the Board to permit a student, parent, or guardian to review personally identifiable information in student data that has been shared with the Contractor, and correct any erroneous information therein.

5. The Contractor shall take actions designed to ensure the security and confidentiality of student data.
6. The Contractor will notify the Board, in accordance with Conn. Gen. Stat. § 10-234dd, when there has been an unauthorized release, disclosure or acquisition of student data. Such notification will include the following steps:

Upon discovery by the Contractor of a breach of student data, the Contractor shall conduct an investigation and restore the integrity of its data systems and, without unreasonable delay, but not more than thirty (30) days after such discovery, shall provide the Board with a more detailed notice of the breach, including but not limited to the date and time of the breach; name(s) of the student(s) whose student data was released, disclosed or acquired; nature of and extent of the breach; and measures taken to ensure that such a breach does not occur in the future.

7. Student data shall not be retained or available to the Contractor upon expiration of the contract between the Contractor and Board, except a student, parent or legal guardian of a student may choose independently to establish or maintain an electronic account with the Contractor after the expiration of such contract for the purpose of storing student-generated content.
8. The Contractor and Board shall each ensure their own compliance with the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. § 1232g, as amended from time to time.
9. The Contractor acknowledges and agrees to comply with the above and all other applicable aspects of Connecticut's Student Data Privacy law according to Connecticut General Statutes §§ 10-234aa through 10-234dd.
10. The Parties agree that this Agreement controls over any inconsistent terms or conditions contained within any other agreement entered into by the Parties concerning student data.

Revised: 10/2/18

## Purchase Contract

### **Agreement Terms:**

This purchase contract ("**Agreement**") documents a purchase made by New Haven Public Schools (CT) ("**Customer**") from Imagine Learning, Inc. ("**Company**"). In exchange for the consideration described on #203487 (a copy of which is attached hereto as "**Exhibit A**"), and subject to the terms (including product information, license numbers, payment amounts, payment deadlines, and rates for future years if applicable) listed thereon, Company will provide Customer access to the named education software products.

This Agreement may be revoked by Company if the conditions (such as deadlines for signature of this Agreement, deadlines for Company's receipt of a Customer-approved purchase order, etc.) outlined on **Exhibit A** are not met.

### **Onboarding, Implementation, Training, and Support Information:**

**Onboarding.** Once we receive your purchase contract, one of our Customer Experience Specialists will contact you to begin the onboarding process.

**Implementation and Training Services.** Customer's purchase of Company's software product(s) includes implementation and virtual training services. Any additional onsite training or professional development will be noted on **Exhibit A**.

**Support and Upgrades.** As part of Customer's purchase of licensed software under the Agreement, Company will, throughout the term of the Agreement, provide the following:

1. Imagine Learning Customer Care is available by telephone at 1-866-ILSUPPORT (1-866-457-8776) Monday through Friday, 6:00 a.m.–6:00 p.m. MST or by email at: [support@imaginelearning.com](mailto:support@imaginelearning.com).
2. Calls to Imagine Learning Customer Care by teachers, administrators, technicians, etc., are answered by a live support agent and handled immediately.
3. Other communications to the support team, including emails and after-hour messages, are answered within one business day.
4. Support services and upgrades are included at no additional charge for the duration of the contract's license term.
5. Company will provide updates to the licensed software product(s) on a regular basis; Customer will be notified regularly of new content and will receive newly developed content for the licensed product(s) when available.

ACCEPTED AND AGREED:

New Haven Public Schools (CT)

By: \_\_\_\_\_  
Print: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

### **Thank you for choosing Imagine Learning!**

Any taxes, duties, and fees, included on this quote, are estimates only and are provided for planning purposes. Actual amounts will be invoiced.

For information about Imagine Learning's Terms of Use and Privacy Policy, please visit our website or email: [privacy@imaginelearning.com](mailto:privacy@imaginelearning.com).

This quote is subject to Imagine Learning's End-User License Agreement ("EULA"). The EULA is available at <https://cdn-websites.imaginelearning.com/corporate/sites/default/files/2021-07/IL-EULA.pdf>, may change without notice and are incorporated by this reference. By signing this quote or by submitting a purchase order or form purchasing document, Customer explicitly agrees to these EULA resulting in a legally binding agreement. To the fullest extent permitted under applicable law, all pricing information contained in this quote is confidential, and may not be shared with third parties without Imagine Learning's written consent.



### Exhibit A

<b>Bill To</b>	<b>Ship To</b>	
Attn: Accounts Payable New Haven Public Schools 54 Meadow St. New Haven CT 06519	Attn: Accounts Payable New Haven Public Schools 54 Meadow St. New Haven CT 06519	203487 <b>Date</b> 6/15/2021 <b>Valid Until</b> 10/15/2021 <b>Partnership Manager</b> Karin McNamara

This proposal is provided as a courtesy to you, our customer. Please direct any questions to your Area Partnership Manager, at 203-444-3948 or [karin.mcnamara@imaginelearning.com](mailto:karin.mcnamara@imaginelearning.com).

Quantity	Item	Unit Price	Amount
7	Bi-Literacy Site License Bundle, includes Imagine Language & Literacy, Imagine Español, and Imagine Lectura All students enrolled have an imagine Bi-Literacy license for one year from date of purchase.  Clinton Ave., FAME, Hill Central, Daniels, Martinez, Obama and Truman		\$165,375.00
938	Imagine Language & Literacy Annual Student License	\$150.00	\$140,700.00
	Discount		(\$88,172.00)
6	Professional Development Webinar Training	\$750.00	\$4,500.00

Include the quote number (#203487) and Accounts Payable email on all Purchase Orders. Please fax, email or mail to:

Fax: (866) 507-9270  
 Email: [PurchaseOrders@imaginelearning.com](mailto:PurchaseOrders@imaginelearning.com)  
 Mail: Imagine Learning, Inc.  
 382 W. Park Circle, Ste 100  
 Provo, UT 84604

<b>Subtotal</b>	\$222,403.00
<b>Tax Total</b>	\$0.00
<b>Total</b>	<b>\$222,403.00</b>

### Thank you for choosing Imagine Learning!

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## **Exhibit B: Customer Onboarding**

Thank you for considering Imagine Learning as your partner. We are committed to providing an excellent experience and delivering ongoing, high-quality service to you. Once we receive your purchase order or purchase contract, one of our Customer Experience Specialists will contact you to begin the onboarding process. In order to ensure a successful and speedy implementation, please have the following information available for your Customer Experience Specialist:

1. Schools where the licenses will be utilized and approximate number of students using licenses at each school.
2. Target launch date, what is the desired start date for training and/or student access.
3. Rostering contact information
4. Rostering method

Learn more about [System Requirements](#) and how to make the [best rostering decision](#) for your school or district on our [Help Center](#).

### **Thank you for choosing Imagine Learning!**

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**2020-2021 Mid-Year Student Achievement Review  
New Haven Public Schools**



# Implementation Overview

Data pulled 3/1

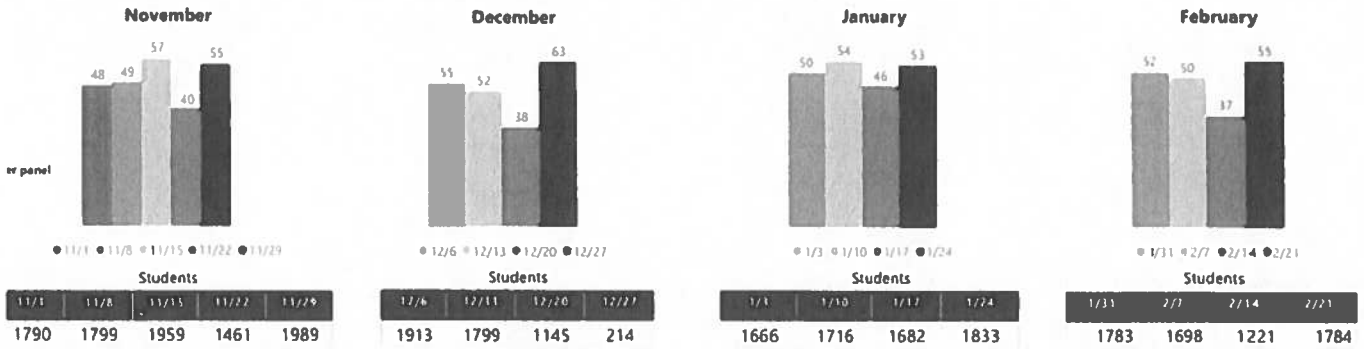
## Student Usage Details

# of Schools	Students Logged In	Average Usage Hours	Total Lessons Complete	Total Lessons Passed	Lessons Passed %
29	3641	8.5	46.8K	33.4K	71%

### Average weekly usage (minutes)

**Average Weekly Usage Minutes** weekly average excludes students with zero usage minutes that week

If multiple data sets are selected, only the first set of data will be displayed.



Note: National IL average usage is ~60 minutes per week.

### Usage overview by grade level

Grade	Students	Usage hours	Weekly usage mins	Lessons passed	Lessons complete	Pass rate
PreK	1	0.0	1	0.0	0.0	
K	370	8.7	28	6.8	10.4	66%
1	486	8.9	27	8.2	12.3	67%
2	463	7.7	22	8.9	12.5	72%
3	497	10.8	30	14.3	19.2	75%
4	518	9.1	26	10.7	14.8	72%
5	469	8.2	24	8.4	11.5	73%
6	422	5.5	16	4.5	6.5	70%
7	250	8.1	24	9.3	12.9	72%
8	165	9.6	29	11.6	15.9	73%
<b>Total</b>	<b>3641</b>	<b>8.5</b>	<b>25</b>	<b>9.2</b>	<b>12.8</b>	<b>71%</b>

Note: A lesson pass rate of 70% ensures students are working in their Zone of Proximal Development.

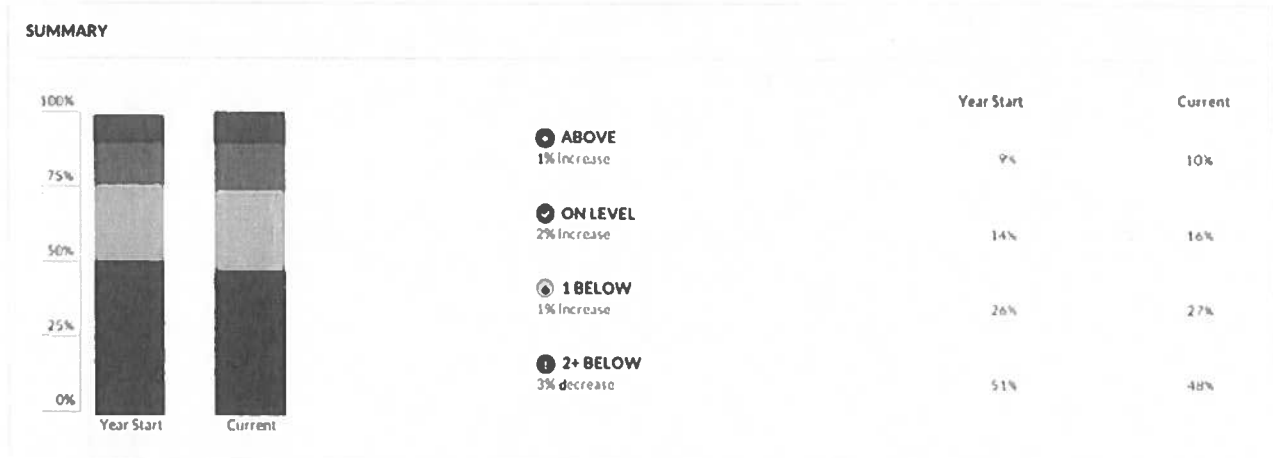
# Student Growth Details (BOY – MOY)

## Growth by grade level

Grade level	Students	Usage hours	Literacy growth	Literacy growth %	Vocab growth	Vocab growth %	
+	K	199	13.7	90	16%	134	39%
+	1	243	13.6	68	9%	112	21%
+	2	234	11.1	61	6%	74	10%
+	3	275	15.1	81	7%	110	12%
+	4	272	13.7	65	5%	118	13%
+	5	185	15.6	-55	-3%	49	4%
+	6	105	13.7	60	4%	45	5%
+	7	75	19.4	34	2%	61	7%
+	8	63	18.4	57	4%	-2	-0%
	<b>Total</b>	<b>1651</b>	<b>14.2</b>	<b>55</b>	<b>5%</b>	<b>92</b>	<b>12%</b>

Note: To eliminate outliers, we omitted top/bottom 3% of students.

## Program Level Gains



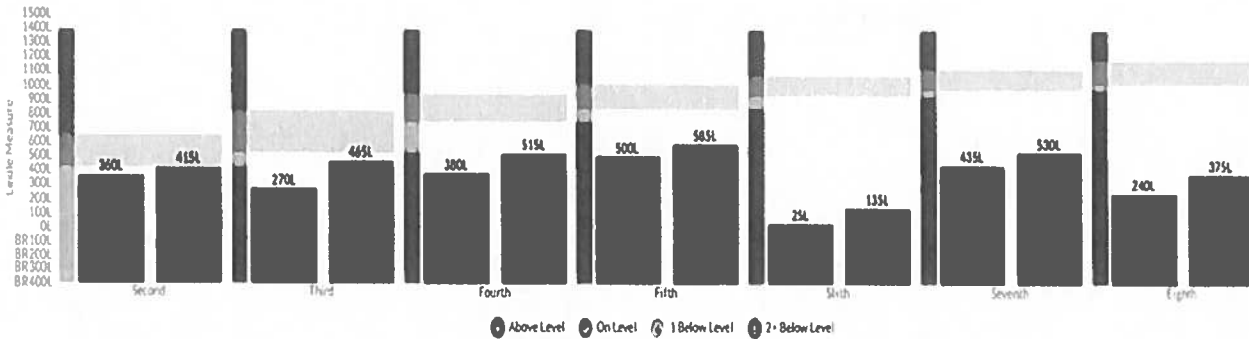
Note: This report compares the percentage of students working above, on, and below grade level at the beginning of the year and today's date. This report only includes students who have completed at least one activity at any grade level since the beginning of the year.

# Student Growth Details (Fairhaven) Reading Level Assessment

## Growth by grade level (RLA 1 – RLA 2)

READING LEVEL ASSESSMENT GAINS

99



Student count by grade level

2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>
6	19	26	36	2	22	11

Increases in Lexile Level YTD

2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>
+55	+195	+135	+85	+110	+95	+125

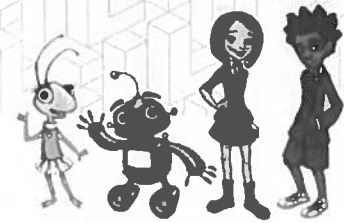
Note: The RLA is used to determine students' current level of reading proficiency, powered by the Lexile Framework. Students who are eligible to take the Reading Level Assessment must be in Grade 2 and have completed or placed above Beginning Book 48.

### Lexile Proficiency Ranges

Grade	Target Range
Grade 2	420L - 650L
Grade 3	520L - 820L
Grade 4	740L - 940L
Grade 5	830L - 1010L
Grade 6	925L - 1070L
Grade 7	970L - 1120L
Grade 8	1010L - 1185L

Note: For more Lexile level information, go [here](#).

# Celebrating Success (ILL)



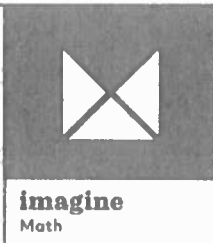
## Top 10 teacher groups by total usage hours

Teacher(s)	Students	Avg usage hours	Weekly usage mins	Weeks since 1st login	Total usage hours	Pass rate
Armundas Zakarauskas	10	76.1	191	24	761	57%
Debbie Pires,Alba Williams	40	17.2	49	21	690	72%
Amanda Keeney,Kim DiRienzo,Debra Goodrich	30	22.1	67	20	663	80%
Marisa Abbott,Lauren O'Brien	74	8.7	27	18	644	66%
Tania Lawrence	47	13.2	37	22	621	74%
Elizabeth Curtiss,Nelida Otero	36	14.9	45	20	535	57%
Nancy Elgert,Annamaria McCarthy	39	13.1	31	26	512	69%
Amy Paolini;Kim Caturano,Diane Mitchell	26	16.4	50	19	427	81%
Amy Paolini;Kim Caturano,Diane Mitchell,Ekaterina Barkhatova	23	18.1	54	20	416	75%
Amanda Keeney;Kim DiRienzo,Debra Goodrich,Ekaterina Barkhatova	19	21.2	63	20	402	75%

## Top 5 schools by total usage hours

School	Students	Usage hours	Weekly usage mins	Weeks since 1st login	Lessons passed	Lessons complete	Pass rate
Worthington Hooker School	42	11.9	32	22	15.3	19.5	79%
John S Martinez Sea & Sky STEM Magnet School	285	11.6	35	19	16.0	20.5	78%
Fair Haven	703	11.5	29	23	11.6	17.1	68%
Clinton Avenue School	267	11.2	33	21	12.1	16.8	72%
Conte West Hills School	585	9.4	29	18	10.0	13.1	77%

## Observations:



# Implementation Overview

Data pulled 3/1

## Student Growth Details (BM1-BM2)

### Math Benchmark Performance

- Following each benchmark test, students are classified into performance levels. Combined with the Quantile® measure<sup>1</sup>, performance levels can be used to group students and to determine appropriate instruction.
- Pre-K students are not included in any of the results in this section.

#### Legend



### New Haven School District

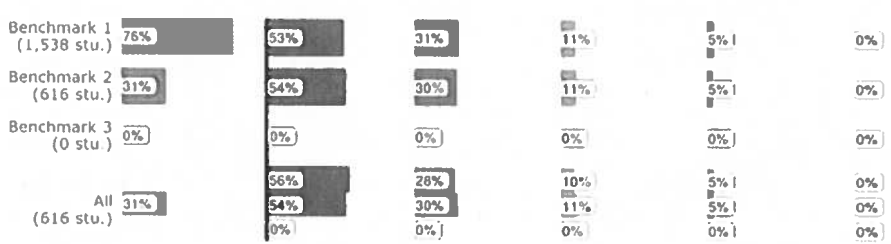
#### PreK-2

(Total Enrolled: 845)



#### Grade 3+

(Total Enrolled: 2,012)



<sup>1</sup>QUANTILE® and QUANTILE® FRAMEWORK are registered trademarks of MetaMetrics, Inc., and are registered in the United States and abroad.



# Implementation Overview



## Student Progress

Data pulled-3/1

First Grade Content/skill area	Number of Students	Average YTD Number of Skills Mastered	Average YTD Accuracy
<b>Grade K Students</b>			
Language Conventions	49	1	64%
Listening/Reading Comprehension	44	2	73%
Phonological Awareness - Phonemes			
Phonological Awareness - Syllables	20	1	73%
Syllable Decoding	28	0	35%
Vocabulary	49	33	87%
Word Recognition	45	12	56%
<b>Grade 1 Students</b>			
Language Conventions	143	1	62%
Listening/Reading Comprehension	123	2	77%
Phonological Awareness - Phonemes	5	1	85%
Phonological Awareness - Syllables	45	1	75%
Syllable Decoding	70	0	40%
Vocabulary	144	32	87%
Word Recognition	138	14	65%
<b>Grade 2 Students</b>			
Language Conventions	174	3	73%
Listening/Reading Comprehension	136	2	80%
Phonological Awareness - Phonemes	21	1	86%
Phonological Awareness - Syllables	59	1	85%
Syllable Decoding	85	1	57%
Vocabulary	178	37	91%
Word Recognition	168	20	80%

# Notes & Next Steps

- **Notes**

Usage and growth by school/ by grade

- **Next Steps**

- Data reviews to principals (usage/progress)
- Confirm office hours date during teacher pd day
- Teacher incentives
- Lincspring links-webinars

