REQUEST FOR PROPOSAL RESPONSE

Demographics Services

# Gettysburg Area School District

November 6, 2018

Prepared For:

Thomas D. Fortnum, MBA, PRSBO
Assistant Business Manager/Director of Operations/Assistant Board Secretary
Gettysburg Area School District
900 Biglerville Road
Gettysburg, PA 17325-7897

Prepared By:
DecisionInsite LLC
101 Pacifica, Suite 380
Irvine, CA 92618
T 877.204.1392

DECISIONINSITE
Enrollment Impact Specialists

# TABLE OF CONTENTS

**SECTION 1 - EXECUTIVE SUMMARY**

DecisionInsite is pleased to present this response to your request for a proposal to provide Demographics Study Services to Gettysburg Area School District.

DecisionInsite currently provides 10-year, grade level enrollment projections and other demography services to over 150 school districts in California and across the country. Our objective, with this response document is to illustrate how DecisionInsite would assist the district develop options, plans and agreements to provide a safe and engaging learning environment for all students.

DecisionInsite's specialty and experience is the impact of enrollment on school districts. We provide information and tools to assist every department and function within a district that must address enrollment related issues. This includes budgeting, facilities planning and staffing. Information integrated within the StudentView System can also support grant writing efforts and individual school marketing strategies. DecisionInsite provides school district leaders with a combination of enrollment analytics, location intelligence technology and real-world expertise, the totality of which reveals the total enrollment impact picture. The combination and integration of these services allows school districts to move from analyzing data to understanding, which means that school districts spend more time making decisions about how to best meet the needs of their students.

DecisionInsite has been operating since June of 2004 and is headquartered in Irvine, California. It also serves clients in Arizona, Texas, Pennsylvania, Illinois, New York, Massachusetts, Ohio, Indiana and Connecticut.

For further information, please contact:

Sean Gorius
Business Development Representative
T: 330 241 9917
E: sgorius@decisioninsite.com

Michael B. Regele
President, CEO

DecisionInsite, LLC
*A California Limited Liability Company*
*California Business License # 1200739*
*California Tax ID # 74-3123949*

Corporate Office, from which contract will be implemented:
101 Pacifica, Suite 380, Irvine, CA 92618
Phone: 877-204-1392, Fax: 949-748-888

## SECTION 2 - EXPERTISE

DecisionInsite brings commitment to accuracy and client satisfaction as well as decades of experience working both inside and outside of school districts. DecisionInsite sets a high standard for the quality of the projections we provide and we regularly exceed those standards. On top of the quality of the projections, we provide the School District with the premier web-based application—**StudentView System**—to analyze and present information on the dynamics of the communities served by the School District. The StudentView System provides not only projections of student enrollment but also integrated data from the United States Census, making it the perfect tool for planning for the future of the district.

### Experience with School Districts

DecisionInsite was created by two individuals with significant personal knowledge and experience working inside school districts. Dr. Dean Waldfogel was a superintendent and Mr. Mike Regele is a former school board member of 11 years. Combined, our services allow school district staff to access information on their own and provide the resources to supplement the experience and availability of staff with our own extensive consulting and support personnel.

DecisionInsite offers comprehensive demographics services to assist school districts meet all areas of their needs. Our services include the following areas of expertise:

### Experience with Demographic and Statistical Information

Mike Regele, DecisionInsite's President, began his involvement in demographics over 20 years ago when he founded a firm that produced thousands of demographic studies for nonprofit agencies across the U.S. His firm was recognized as one of the top demographics providers in the U.S. by American Demographics magazine. He subsequently started DecisionInsite to bring his expertise to school districts.

### Experience with Enrollment Projections

Dr. Dean Waldfogel is the primary designer of DecisionInsite's enrollment projection system. Prior to developing the DecisionInsite model, he developed models for Irvine Unified School District that effectively guided the district through Irvine's many years of enrollment growth. DecisionInsite's residential development research team, headed by Bruce Terry, adds experience in tracking and projecting residential development.

### Experience with Spatial Analysis and Mapping

Over the past 20 years, our team has prepared numerous analyses utilizing various traditional software systems and GIS software. Additionally, DecisionInsite designed its StudentView System as a spatial query engine that provides powerful analytical tools for exploring the impacts upon schools and enrollment by changing boundaries.

**SECTION 3 - REFERENCE CONTACT INFORMATION**

Please find below contact details of a selection of our existing districts that would serve as references. A full list of our Districts can be found here - http://decisioninsite.com/our-clients/

**Dr. John Toleno, Superintendent**
**Upper Merion Area School District**
**Contact phone: (610) 205-6403**
Jtoleno@umasd.org

**Dr. Alan Vandrew, Assistant Superintendent/CFO**
**Mechanicsburg Area School District**
**Contact phone: (717) 691-4518**
avandrew@mbgsd.org

**Mr. Stan Johnson, Executive Director of Operations**
**Phoenixville Area School District (PA)**
**Contact phone: (484) 927-5024**
**johnsons@pasd.k12.pa.us** .

**Mr. Bob Reichert, Director of Business Affairs**
**Hatboro-Horsham School District (PA)**
**Contact phone: (215) 420-5007**
**rreicher@hatboro-horsham.org**

**Dr. Michael Christian, Superintendent.**
**Colonial School District (PA)**
**Contact phone: (215) 806-7531**
**mchristian@colonialsd.org**

**Jim Fregelette, Executive Director, Finance & Info. Sys.**
**Erie 1 BOCES (NY)**
**Contact Phone: (716) 821-7100**
**jfregelette@e1b.org**

**Dr. Samuel Lee, Superintendent**
**Bensalem Township School District (PA)**
**Contact phone: (215) 943-3200 ext. 212**
**slee@bensalemsd.org**

**SECTION 4 - RATIONALE FOR SELECTION**

DecisionInsite has developed the most sophisticated and efficient enrollment projection engine available for school districts. We have an experienced team consisting of projection analysts, programmers and consultants in place. These capabilities combined with our team production approach means that we can complete projects for our clients in an expeditious and timely manner, without sacrificing accuracy. We currently prepare two projections for each of our clients annually. DecisionInsite's current capabilities enable us to take on the most demanding client project and still exceed our client's time and quality expectations.

We have worked with school districts of all sizes in various parts of the State and in growing, declining and stable communities. This history provides us with the expertise to do the work required and the skills and foresight to navigate through the complexities that school districts often face. Our firm has embraced an open and transparent process to work with members of the community, staff, and the governing board.

DecisionInsite was created by two individuals with significant personal knowledge and experience working inside school districts. Dr. Dean Waldfogel was a superintendent and Mr. Mike Regele is a former school board member of 11 years.

**Dean Waldfogel, PhD (Principal in Charge- Enrollment Analytics):** With over four decades of leadership experience in public education, Dr. Waldfogel brings a unique perspective to DecisionInsite. A retired Superintendent of the Irvine Unified School District, he invested over 32 years in the district as an administrator. Dr. Waldfogel was the chief designer, developer and maintainer of the Irvine enrollment projection model that has been very successful in supplying the district with information necessary to plan for school facilities and staffing in concert with the Irvine Company's development of the Irvine community. His model guided Irvine Unified from serving a community of 50,000 to now well over 200,000 over two decades.

Additionally, Dr. Waldfogel was the driving force behind all boundary change proposals taken to the Irvine board over a 25-year period. Under his leadership, the district would begin with a "design criteria" that would guide their scenario development.

Dr. Waldfogel's primary role in DecisionInsite is the management of the production department. He oversees all facets of production including quality control. Each set of projections generated are carefully reviewed by Dr. Waldfogel. District staff will work closely with Dr. Waldfogel in the development of the forecast data.

**Michael Regele (President & CEO):** Mr. Regele brings over 30 years of expertise applying geo-demographic analysis to planning and decision making. His specialty lies in the creation of GIS-based demographic models and the interpretation and presentation of demographic research and student enrollment forecasts. Mr. Regele used this knowledge and experience to design the functional capabilities of DecisionInsite's StudentView System. He firmly believes that complex data must be presented in a manner that promotes good understanding and supports wise decisions

## SECTION 5 - PROPOSAL

### 5.1 Enrollment Projection Methodology

Led by Dr. Dean Waldfogel, DecisionInsite's projection analyst team engages and interacts with our clients to identify issues and insure accuracy while our analysts leverage the capabilities of the StudentView system to produce highly accurate forecasts for our clients. Completed enrollment forecasts are deployed to our clients via our StudentView platform and the integrated projections enable a host of calculators, tools and analytical reports that allow district leaders to truly understand and create realistic "what if" scenarios. Unlike static enrollment projection reports, our enrollment forecasts are dynamic, interactive, and accessible for further analysis anytime (details of the features and functionality of the StudentView system can be found in Section 4).

**Our most popular option provides for two, 10-year, by-school, by-grade, enrollment forecasts – a moderate forecast suitable for facility planning and a conservative forecast suitable for fiscal and staffing planning.**

Based on student data supplied by the district, every student is geo-coded and our projections begin at the student level. The district's geography is divided into small areas called study-blocks. Two unique projections are created for each elementary attendance area and the data is aggregated up to arrive at the middle school, high school and district-wide projections. The two projections consist of a moderate projection, used for facilities planning, and a conservative projection for fiscal and staffing planning.

A unique and very powerful element of our projections is that the realities of open enrollment, out of district enrollment and other non-home school attendance are included in each projection and this data is available for our clients to analyze. Projections by geographic region only are also available.

Enrollment projections are based on two critical factors: the student and school data supplied by the school district and the mathematical formulas that are applied to these data. Projections fundamentally look at recent history as reflected in the student data and assume that past patterns and trends will continue into the future. A range of unpredicted anomalies can cause reality to vary from the historical patterns. These include, but are not limited to, unusual changes in the economy, mortgage interest rates, the housing market, the job market, residential development plans, rental rates, etc.

DecisionInsite takes great care in preparing a district's enrollment projections. Known changes made by the district that interrupt the historical patterns, such as changes in attendance boundaries, or closing a school, can be accommodated in the projections. However, anomalous changes that occur between the last set of student data and the first projections are not reflected in the projections.

The calculations underlying the projections are mathematically precise. Each result is rounded to a whole number for ease of reading. This rounding may result in whole numbers displayed in a column not adding exactly to the displayed total of the column. This phenomenon, which is a result of rounding and not of any inaccuracy in the calculations, occurs both in the enrollment projections and in the community demographics.

Four major factors drive district-wide student enrollment projections. These include:

- Recent kindergarten enrollment trends, modified by live birth data,

- changes in the grade level cohorts of students served as it moves across the years,
- changes in out of district enrollment
- changes in the number of dwelling units within the district.
- District-wide projections are disaggregated to school projections based on the historical patterns of school draw rates and school-to-school transfers.

**i. DISTRICT WIDE PROJECTIONS**

These are the elements involved in determining district enrollment projections:

***Studyblocks*** - For demographic analysis and enrollment projections, the district is divided into studyblocks. Sometimes equivalent to an elementary attendance area or a census block group, a studyblock serves as the basis for the analysis of students served by the district and by schools. Studyblocks typically encompass 500–1000 students.

***Kindergarten Enrollment -*** The projected Kindergarten enrollment is a key variable in projecting K–12 enrollment. The base Kindergarten projection is determined by the trend of Kindergartners served in each studyblock in the previous 3 or 4 years. Depending on the circumstances, a growth trend in Kindergarten enrollment may be capped. Steep straight-line trends are mathematically moderated to avoid unrealistic results.

***Live Births*** - The base Kindergarten projection may be adjusted to reflect possible influence of live births. Where a trend of live births across recent years in a given zip code can be documented, the base Kindergarten projection for Studyblocks in that zip code is adjusted accordingly.
School Capacities - School capacities provided by the district are compared to projected enrollments. A Special Day Class (SDC) student is calculated by default as requiring 1 seat. At district option, these defaults can be changed. For example, if SDC classes are formed at 10 and occupy a typical classroom space, the default could be set to 3 seats per SDC student.

***Students in the Projections*** - Enrollment projections are limited to typical K–12 students. SDC students are projected as a stable percentage of the typical population. Excluded from the projections are Pre-Kindergarten, Adult High School, Home School, Adult Ed, and Independent Study programs.

***Attendance Boundaries*** - Attendance boundaries are assumed to remain constant, unless otherwise noted by the district. Closed Schools - Opportunities for open enrollment (intradistrict) are assumed to remain unchanged, unless otherwise noted by the district.

***Inter-district Enrollment*** - Students enrolled from other school districts are treated in aggregate as a single or limited number of studyblocks. Kindergarten students, the low middle school grade, and the low high school grade from this studyblock(s) are projected to the extent they exist in the most recent year. Existing out of district students are aged through the grades. Draw rates are assumed to be constant.

***Cohort Change of Students Served by the District*** - Cohort percentage changes are calculated in order to assure sensitivity to perennial changes in students served by the district as they age from one grade level to the next. If every cohort were stable as it ages, the cohort percent change, from one grade to the next in each studyblock, would be calculated as 100%. For each studyblock, a cohort weighted average percent change over a defined number of years is calculated based on the change in the enrollment served as it ages from the previous grade level. Average cohort percentages above 100% might, for example, reflect

students returning from private schools. Cohort percentages below 100% might reflect drop-outs. Steep straight-line trends are mathematically moderated to avoid unrealistic results. Growth studyblocks are those showing unusually high increases in elementary grade enrollment and/or cohort percent change in recent years—due, typically, to new housing development. Once growth studyblocks are identified, their default cohort percent change rate is set to "1" so as not to over-project new residential growth. By default, growth is not predicted to continue unless new occupied dwelling units are projected. Exceptions to the default are made at grade 1, the low middle school grade, the low high school grade, and grade 12. Cohort changes can be adjusted as necessary. Manipulation of cohort percentages is used, for example, to reflect changes in inter-district transfers due to policy changes in sending or receiving districts.

***Residential Development Impact -*** The predicted impact of residential development on district enrollment is based on three factors: 1) proposed new dwelling units, 2) the student generation rate for each unit type, and 3) the grade level distribution of newly generated students.
***1. Dwelling Units*** - New dwelling units are categorized into three housing types: Single Family Detached, Single Family Attached, and Multifamily. Developers and builders are contacted for information relative to their annual plans for occupancy of new dwelling units. The conservative projection adjusts the developer stated phasing by stretching the units in a given project across more years.
***2. Student Generation*** - Student generation rates are determined for each product type for each level: elementary, middle school and high school. These generation rates can also be varied by year or by project. Student generation rates are based on similar products types where such exist; otherwise, a default generation rate is used.
***3. Grade Level Distribution*** - For each level, students generated by new dwelling units are distributed across grade levels. These percentages are based on historical patterns where they exist; otherwise, default percentages are used.

**ii. BY-SCHOOL, BY-GRADE PROJECTIONS**

These are the elements involved in distributing across the schools the students projected in the district enrollment:

***School Draw Rates*** - Projecting enrollment at the school level is based on the concept of a school draw rate, i.e., the percent of students from a given studyblock who enroll in a given school at its lowest grade. Draw rates reflect the impact of open enrollment within a district. For example, if one-half the sixth-graders from a given studyblock enroll in a particular 6–8 middle school, that school has a draw rate of 50% from that studyblock. The draw rate for the most recent year is applied by default to the projected district enrollment for that grade from a given studyblock. The draw rate ages with the cohort. In this way, if the underlying cohort changes, the number of students enrolled at the school will change accordingly. Draw rates can be adjusted as necessary. Manipulation of draw rates is used, for example, to project the impact of changes in attendance boundaries, the impact of closing a school to open enrollment, or opening a new school.

***Intra-district Transfers*** - Grade-level transfers within or across schools are included in the projections to accommodate fluctuations like retention, transfer to continuation school, or any other special programs a district may offer that result in students changing schools at other than the typical grade configuration shifts. Transfers are calculated by applying the percent of a grade level population at one school that is transferred in the following year to another school, or continued at the same grade level at a given school in the following year.

### iii. ENROLLMENT PROJECTION ACCURACY

DecisionInsite's enrollment forecasting methodology and the accuracy of our projections have been validated by the hundreds of annual forecasts we produce for our School District clients.

DecisionInsite performs Project Variance analyses for our multi-year agreement districts, comparing our enrollment projections with actual attendance data for that school year. Over the last 5 years we have upheld our standard of achieving accuracy within less than 1% deviance from the actuals. By providing moderate and conservative projections, we are confident that the real attendance numbers will fall in-between these high and low parameters, even when looking forward to years 5-10.

## 5.2 THE STUDENTVIEW SYSTEM

Designed specifically for school district leaders, the StudentView System bridges the gap between *data* and *decisionable* information. StudentView is an easy-to use, cloud-based mapping interface built on Google Maps. StudentView is accessible from any internet connection and can be run in simultaneous sessions.

As noted above, DecisionInsite produces a 10-year Moderate and Conservative projection for each school site. These enrollment forecasts are delivered to our clients through the DecisionInsite StudentView system. StudentView is DecisionInsite's technology platform and the gateway to Enrollment Analytics and TransitOptimizer solutions. Enrollment Analytics is the ability to analyze and query DecisionInsite's enrollment forecasts as well as historical enrollment data. The tools and reports available in the StudentView system allow our clients to access the enrollment forecast data *they* are interested in viewing, versus having to look through pages of reports. In short, the technology serves as an information management and analytical tool.

**The StudentView license including unlimited training is included in the Premier fee in Section 5.3**

### i. ANALYZING STUDENT ENROLLMENT TRENDS

Enrollment Analytics allows clients to query and identify student enrollment trends. DecisionInsite's approach, from the outset, was to create a methodology that was inclusive of the reality of non-home-school attendance. Factors that might fall under non-home-school attendance would include: school choice, open enrollment, voluntary and involuntary transfers, special education program placement, magnet schools, enrichment program placement and more.

Our projections take into account this reality and our analytics provide our clients with a significant amount of data which reveals the impact of student transfers across their district. Please see below for examples of how we deliver inter-transfer or open enrollment statistics. This data can be viewed in both a tabular format (downloadable to Excel) and a map based format (exportable into PowerPoint).

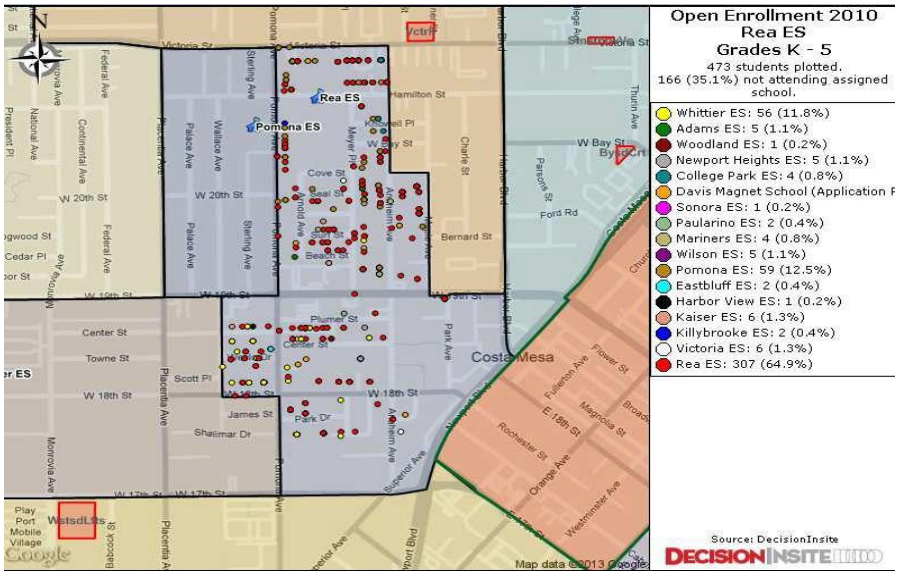
Download To Excel

Open Enrollment ('For reliable results, select a grade range such that there are no overlapping attendance boundaries.)

K-5 2010 Open Enrollment Report

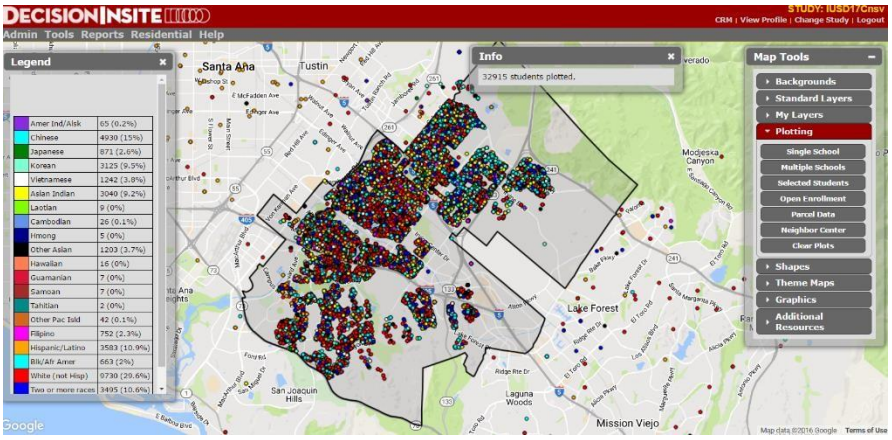
K-5 Open Enrollment (sans SDC)

| Attending School > / Attendance Area v | Adams | Adrsn | Clfrn | ClgPk | Estbl | HbrVw | Kaisr | Klbrk | Lncln | Mrnrs | NptCs | Nwprt | NptHt | Plrno | Pmna | Rea | Snra | Vctr |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Adams | 341 | | 5 | 2 | 2 | | 5 | 1 | 3 | 3 | | | | 3 | 5 | 2 | 3 | 1 |
| Adrsn | | 376 | | | 2 | | | | | | | | | | | | | |
| Clfrn | | | 324 | 1 | | 2 | 2 | | | 1 | | | | 1 | | 1 | | 2 |
| ClgPk | 12 | | 7 | 490 | 6 | 4 | 6 | 6 | 1 | 4 | | 2 | | 1 | 9 | 1 | 2 | |
| Estbl | | | | | 216 | | | | | 4 | | 1 | | | | | | |
| HbrVw | | 4 | | | 4 | 354 | | | 2 | | 3 | | | | | | | |
| Kaisr | | | 1 | 1 | 7 | 3 | 411 | | | 12 | | 6 | 13 | 1 | 1 | | 1 | |
| Klbrk | 1 | | 1 | 4 | | | 2 | 332 | | | | | | 8 | | | 1 | |
| Lncln | | 2 | | | 26 | 15 | | | 482 | | | | 3 | | | | | |
| Mrnrs | | | | | 4 | 2 | 5 | | | 619 | | 1 | 7 | | | | | |
| NptCs | | 2 | | | | 8 | | | 6 | | 563 | | | | | | | |
| Nwprt | | 1 | | | 1 | 1 | 1 | | | 4 | | 311 | 4 | | | | | |
| NptHt | | | | | | 1 | 1 | 1 | 1 | 4 | | 4 | 479 | | | | | |
| Plrno | | | 2 | 5 | 3 | | 3 | 12 | | | 1 | | 1 | 329 | | | 3 | 1 |
| Pmna | 2 | | 2 | | 1 | | | 1 | | | | | 1 | | 345 | 11 | | |
| Rea | 5 | | | 4 | 1 | 1 | 6 | | | 4 | | | 5 | 2 | 59 | 300 | | 6 |
| Snra | 1 | | | 1 | 2 | | 2 | | 1 | | | | | 5 | | | 429 | |

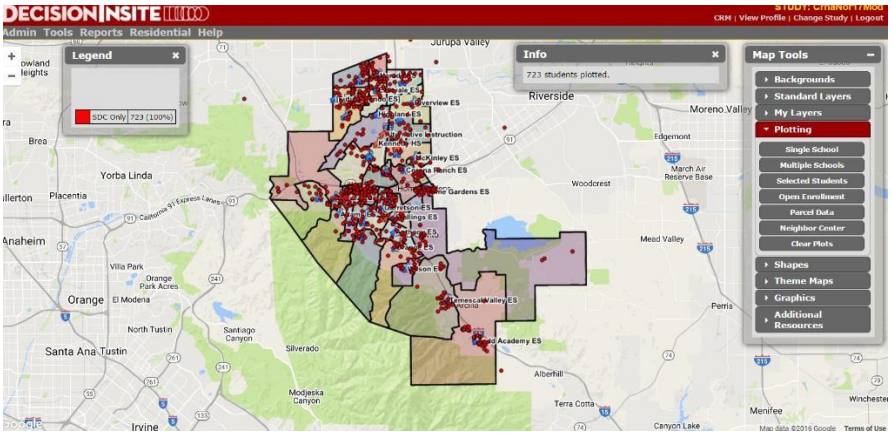



## ii. FILTERING AND QUERYING STUDENT CHARACTERISTICS

Via accessing student data, DecisionInsite has the capability to assign “attributes” or “traits” to students which allows clients to a n a l y z e enrollment trends of students in subgroups. Examples of this might include students with special needs or students who receive certain district services. Once traits have been associated with a student, our analytics and mapping technology then provide an array of capabilities to analyze and map the location of these students. Our clients have found that the combination of the analysis and mapping of subgroups of students greatly aids in district decision-making. Two examples of these attributes are below -



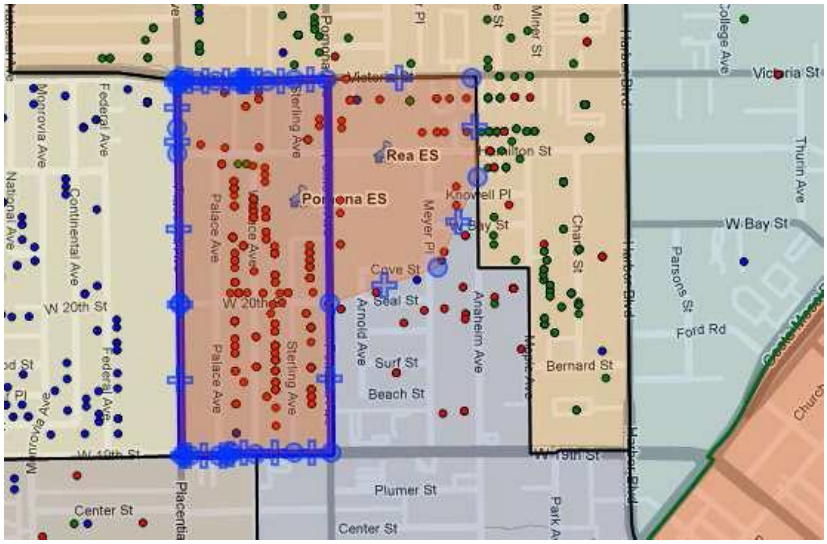
By Ethnicity



All Day Special Education Students Only

### iii. SCHOOL BOUNDARY CHANGES

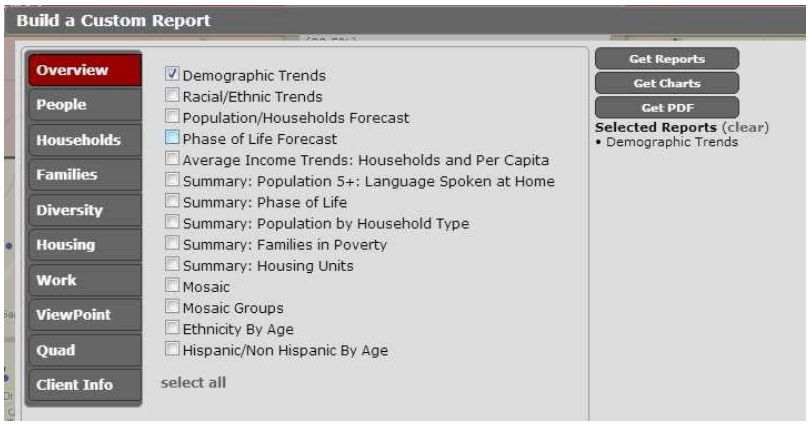
DecisionInsite has significant experience assisting clients with school boundary changes. Additionally, we have helped clients open new school campuses and consolidate schools. Our system makes it quite simple to analyze "what if" school boundary scenarios. This capability is used directly by DecisionInsite clients and by our consultants. Moving a school boundary line is as simple as selecting a line and moving the line with your mouse. By plotting students, users can immediately view student counts. DecisionInsite's geographic area projection technology allows both clients and DecisionInsite consultants to create custom projections, based on the new boundary created, to verify that a boundary scenario will be able to accommodate enrollment growth in the future.




*Example: Boundary Modification Tool*

## iv. COMMUNITY DEMOGRAPHICS

DecisionInsite maintains an extensive nationwide database of demographic data which is used by our projection analysts and is available for our clients to access. The source of our demographic data is the US Census, Synergos Technologies, Experian and several other proprietary sources. DecisionInsite aggregates this data in our database. Demographic data is updated twice annually. The amount of data available is too extensive to list here. A sampling of the data available includes, population data, household data, socio-economic data, education attainment data, family structure data, community aging, school age children (based on US census), diversity and ethnicity data, employment data and much more. Historical, current and projected data is available. DecisionInsite makes it very easy to access this data. All our demographic data can be accessed via the web, anytime with a district login. This data can be queried geographically – the user defines the geographic area to be queried.




*Example: Demographic report menu options*

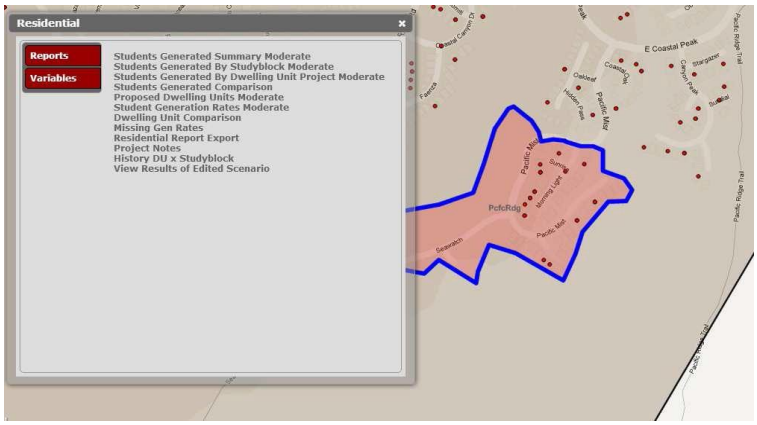
**Access to this data is included in the Premier fee in Section 5.3**

## v. RESIDENTIAL DEVELOPMENT

The Residential Development Research Team led by Hayley Rigali c o n t a c t developers, city and county building departments and other stakeholders to gather and aggregate residential development data. That data is then factored into the client enrollment forecasts and is available for clients to access in the StudentView System. Clients view projections with or without the impact of residential development included in the projections.

DecisionInsite's researchers analyze a number of factors for each development. Some of these elements include, type of housing, price point of unit, number of bedrooms, proposed phasing, actual building progress and several others. With this data we apply our student generation rate factors to projects. If the client has student generation rate factors that are to be used, DecisionInsite will use the districts generation rates.

A whole host of reports and analytical tools are available for the client to access within the system. Residential development projects are also mapped in the system so clients can gain an understanding of the locational relationship between proposed developments and their schools. All research is completed by the Residential Research team remotely.



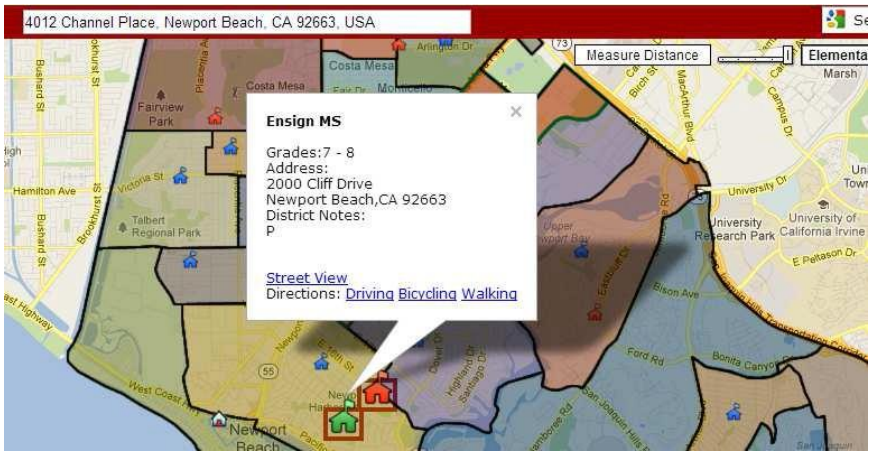

## vi. SCHOOL LOCATOR

This locator is Google Maps based which means that most users are immediately familiar with the navigation. Users simply type in their address, confirm the address and the locator identifies which schools serve that address. Walking, biking and driving directions, from the address to the school are available. Information can be translated into sixty-five different languages.

If the client should choose, Bus information can be added to MySchoolLocator. This would include the bus route and run information for each school as well as stop times. The district must provide the bus data to DecisionInsite in our format in order for uploading.

Google's viewing options are available – Street view, satellite view, hybrid view etc.

**The School Locator is included in the Premier fee in Section 5.3**




### 5.3 PROPOSED FEES

DecisionInsite offers 1, 3 and 5-year agreement terms for clients. Discounted pricing is offered to clients who select either the 3 or 5-year agreement terms, with the 5-year option providing the largest discount. For our 3 and 5-year options, new 10-year enrollment forecasts will be generated each year, in fall, after the initial year. Pricing will not change during the contract term. Clients may end an agreement early if their needs should change.

**Multi-year agreements** are based upon discounts to the single year fee for system and services. Should the district opt for one of the multi-year agreements and then choose to terminate the agreement an adjustment will be applied to the final year of service based upon the number of years of the contract that have been completed.

**All fees include a Final Report submitted annually and one Board presentation.**

The following table summarizes the fee and options available. Upon request, DecisionInsite will generate a formal Service Agreement which reflects the term selected, for your review.

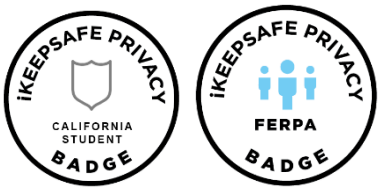
| **Summary of System Pricing and Enhancements** | | | |
|---|---|---|---|
| **Initial Student Projection School Year** | | **2018/2019** | |
| | **Option A** | Option B | **Option C** |
| **Proposed Options** | 1 Year Only | 3 Year Agreement (per year) | 5 Year Agreement (per year) |
| **Premier (2 x 10yr Enrollment Projections & StudentView access)** | $12,813 | $10,250 | $9,020 |
| Allowance for Residential Development Research (not to exceed) * | $1,500 | $1,500 | $1,500 |
| **Total Not to Exceed** | **$14,313** | **$11,750** | **$10,520** |
| **District Capacity Analysis** | | | |
| **One Time Fee** | | | |

*Residential development research is charged on an hourly 'not to exceed basis'

and will only be billed against should we be required to undertake work on your behalf

### 5.4 PRIVACY

DecisionInsite has always understood the importance of protecting student privacy and being a responsible steward of student data. We have put mandatory privacy law compliance standards into practice with the state and federal levels of security for student information and have earned our certification badges. Full details can be found here http://decisioninsite.com/student-data-privacy/




.

### 5.5 PROPOSED WORK SCHEDULE

Your project will be put into our production queue within 3 working days of two events: 1) receipt of a signed agreement and 2) reception of all required data.

*System Access:* Clients will be provided login credentials for system immediately upon receipt of an executed service agreement.

*Production of Enrollment Forecasts:* DecisionInsite is committed to both quality and rapid delivery. We pledge to complete your projections as quickly as possible without compromising the integrity of the projections and output. Clients should expect preliminary enrollment projections 3 – 5 weeks from the time DecisionInsite has received and validated the data requested of the District. Prior to final delivery, the district designated official will be contacted for a "preview" of the numbers and to make sure that some element has not been overlooked before the final and public study is released.

*School Capacity Studies:* A School Capacity Study by DecisionInsite generates multiple scenarios that consider alternative impacts of changes in underlying variables such as special use classrooms, class size by grade level, half-day or extended day Kindergarten, number of relocatable classrooms, projected enrollment, spaces for teacher prep time, etc.