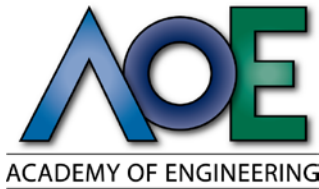


## **Request for Proposals** **(Application Materials Enclosed)**

**Letter of Intent Due: October 14, 2009**

**Proposals Due: January 8th, 2010**



# Academy of Engineering



## REQUEST FOR PROPOSALS

Academy of Engineering: COHORT III

### Table of Contents

REQUEST FOR PROPOSALS ..... 2

Requests for Proposal Overview ..... 3

Background ..... 4

The Partnership..... 5

Core Beliefs..... 6

Academy of Engineering Requirements ..... 7

Academy Development: The Year of Planning (YOP)..... 10

Letter of Intent Process ..... 11

Contact Information Form..... 12

AOE Cohort III Timeline ..... 13

Funding and Yearly Costs ..... 14

NACME Annual Participation Fees ..... 15

2010-2011 RFP Application Process..... 16

RFP Application Part I ..... 17

RFP Application Part II ..... 21

Appendix I: NAF Year of Planning Agreement ..... 26

Appendix II: NAF Membership Agreement ..... 34

Appendix III: Project Lead the Way School District Agreement..... 38

## Requests for Proposal Overview

The **Academy of Engineering (AOE)** is looking for proposals from schools interested in forming small learning communities (schools-within-schools or small stand-alone schools) for 9<sup>th</sup> – 12<sup>th</sup> grade students that are built around a broad technical core-curriculum which prepares students to pursue post-secondary engineering and engineering technology degree programs. Each Academy of Engineering must have a majority population of African American, American Indian and/or Latino students.

### PURPOSE

Academies of Engineering are designed to educate high school students in science, technology, engineering and mathematics (STEM), as well as prepare students for postsecondary engineering colleges and careers. AOE sites are supported by a strategic partnership between Project Lead The Way, Inc. (PLTW), National Academy Foundation (NAF) and National Action Council for Minorities in Engineering, Inc. (NACME).

### LETTER OF INTENT PROCESS

Schools interested in becoming Academies of Engineering must indicate their intent to apply prior to developing a proposal. This is done by submitting an official **Letter of Intent**, accompanied by a completed **Contact Information Form**.

Up to 40 schools across the country will be selected to develop AOE's during the 2010-11 academic school year. The Letter of Intent allows the AOE partners the opportunity to offer assistance and guidance in the proposal development process.

### APPLICATION TIMELINE

**Letter of Intent DUE:** October 14, 2009

**Final Proposal DUE:** January 8, 2010

**Preliminary School Selection:** February 1, 2010

**Final School Selections:** May 30, 2010 (pending successful site visit)

**AOE Year of Planning (YOP):** 2010-11 School Year

**AOE Implementation:** 2011-12 School Year

### SELECTION CRITERIA

Schools will be selected based upon their ability to meet AOE standards. Priority will be given to urban school districts that serve high needs students<sup>1</sup> and collaborate with local industry and higher education entities in the development of proposals that demonstrate readiness to undertake this work.

Each school will receive a cumulative score based upon their application and an assessment of the following criteria:

- Partnership Agreements
- Site Demographics
- Leadership
- Curriculum & Implementation

---

<sup>1</sup> High schools with high needs populations include, but are not limited to, high schools with: 1) 50% or more students on free or reduced priced lunch; 2) 65% or more students that are African Americans, Hispanics and/or American Indians; 3) graduation rates lower than the national average and/or 4) state/national scores lower than state average.

## Background

In response to a growing national need to educate students in Science, Technology, Engineering and Math (STEM) and to meet the increasing demand for qualified employees in the field of engineering and engineering technology, the **National Academy Foundation (NAF)**, in partnership with **Project Lead The Way, Inc. (PLTW)** and the **National Action Council for Minorities in Engineering, Inc. (NACME)**, has developed a new Academy theme in engineering. The initiative is designed to benefit from the core capacities of the collaborating organizations in support of school and partner efforts at the local level.

The Academy of Engineering (AOE), which will exist as a school-within-a-school, stand alone school or small learning community in public high schools nationally, will be organized as a career-themed small learning community, using the National Academy Foundation's *Academy Development Model*, and designed to deliver the PLTW® "*Pathway to Engineering*" high school curriculum. Additionally, the AOE will leverage the industry partnerships and postsecondary transition supports of the National Action Council for Minorities in Engineering to open pathways to engineering to underrepresented youth, in our nation's urban centers and other appropriate educational settings around the United States.

The AOE is designed as a 9<sup>th</sup> – 12<sup>th</sup> grade initiative with a solid academic foundation, adhering to national and state standards in mathematics, science, technology, communication, and social studies. The content of its courses will support a broad technical core, equipping students to pursue specialization in postsecondary engineering and engineering technology degree programs.

The goals of AOE will be to:

- Recruit and encourage more high school students to choose careers in engineering and engineering technology;
- Increase the participation of women and underrepresented minorities in the study of engineering; and
- Prepare high school graduates to enter postsecondary engineering and engineering technology programs fully competent in required mathematics, science, and technical subjects.

NAF, PLTW® and NACME have opened 13 AOE pilot sites with 9<sup>th</sup> grade classes in September 2008, while another 16 schools opened in September 2009. The initiative will grow to a national network of 110 academies by 2012, each with student enrollment between 240-400 students.

## The Partnership

### **NAF**

The National Academy Foundation (NAF) creates partnerships between business leaders and educators who have been transforming students' lives for more than 25 years. Through an innovative educational model, NAF's small public school-based "learning communities" empower high school students to successfully go on to higher education, professions of their choosing and active community participation.

### **PLTW<sup>®</sup>**

Project Lead The Way, Inc. (PLTW<sup>®</sup>) is a national, not-for-profit, engineering program found in 3000+ secondary schools in all 50 states. The program consists of eight high school engineering courses with contemporary, project-based curricula, grounded in intensive professional development for classroom instructors. Based on a partnership model, Project Lead The Way, Inc. has succeeded in building strong alliances with higher education, business and state departments of education.

PLTW<sup>®</sup> courses and curricula will power the instructional component of the project. Schools electing the Academy model will follow the requirements of Project Lead The Way, Inc. program implementation including signing the attached PLTW<sup>®</sup> School District Agreement, in addition to having teachers complete two weeks of professional development at one of the 30 Project Lead The Way, Inc. affiliate university sites nationwide and having participating schools secure annual software leases through the organization at significant savings. Project Lead The Way, Inc. provides at no charge to schools its curriculum, ongoing professional development and technical assistance.

### **NACME**

Since 1974, the National Action Council for Minorities in Engineering, Inc. has worked with America's leading corporations to sustain and increase the pool of minority students from underrepresented communities who seek careers in engineering. As the largest private provider of scholarships for underrepresented minority students in engineering, NACME has provided more than \$120 million in scholarship and support services to more than 22,000 African American, Latino and American Indian students at 160 colleges and universities. These students have gone on to assume important roles in our nation's engineering workforce. The success of NACME is evidenced in the 81 percent retention rate of its scholars.

NACME will bring the above resources of scholarships, teacher grants, STEM awareness materials and industry and higher education connections to each of the Academies of Engineering that will supplement the core academy structure provided by NAF and the curriculum elements from PLTW<sup>®</sup>. NACME will work closely with its two partners, the school, the community and the corporations and engineering schools in the area to institute these enhancement programs in the most optimum way to support the needs of the students, the parents, the teachers, counselors, and the community.

## Core Beliefs

Among careers that require at least a Bachelor's degree, the Bureau of Labor Statistics estimates that two of the ten fastest growing occupations between 2006 and 2016 will be related to engineering.<sup>2</sup> The potential for employment, as well as opportunity to collaborate with leading engineering and educational partners such as Project Lead The Way, Inc. (PLTW<sup>®</sup>) and the National Action Council for Minorities in Engineering, Inc. (NACME), make engineering an exciting expansion opportunity for NAF. The combination of NACME's industry partnerships and postsecondary transition supports, NAF's Academy Development Model and PLTW's Pathways to Engineering™ high school curriculum, has the potential to create a strong pipeline from high schools to college engineering programs and into engineering professions.

The Academy of Engineering will help address the following national issues:

- A projected shortage of new engineers and technologists over the next decade.
- Inadequate numbers of students in college engineering and engineering technology programs.
- Disproportionately low numbers of women, African-Americans, Hispanics and American Indians in the engineering workforce and in college engineering programs.
- Too few high school programs designed to interest a *diverse* student population in engineering careers and to adequately prepare those students for college programs in engineering and engineering technology.

An AOE will build long-term capacity, improve the technological literacy of all students (since not all AOE graduates will become engineers or technologists), and provide all members of our diverse population with opportunities to pursue rewarding careers in engineering and technology.

### **A Collaborative Effort**

Each of the partnering organizations (NAF, PLTW<sup>®</sup> and NACME) has a strong organizational history and unique capacities to contribute to the AOE initiative. In general, NAF is providing the school organizational model and leadership to the initiative, PLTW<sup>®</sup> is providing engineering curriculum and professional development, and NACME is providing industry relationships and post-secondary transition supports.

---

<sup>2</sup> Computer applications engineers and computer systems engineers. See [www.bls.gov/oco/ocotjt1.htm](http://www.bls.gov/oco/ocotjt1.htm)

## Academy of Engineering Requirements

The guidelines for the Academy of Engineering (AOE) mandate that the AOE's must satisfactorily meet the following criteria. By submitting this proposal and accepting admittance to develop an AOE, all academies and their respective school districts must agree to:

### Partnership Agreements

1. Receive approval from school's Board of Education to participate in the AOE.
2. Sign and abide by attached Project Lead The Way, Inc. and National Academy Foundation agreements by January 8, 2010 (proposal deadline). PLTW® registration must be submitted online (<http://www.pltw.org/how-to-join.cfm>).
3. Participate in the formal certification process for PLTW® that will culminate in the school site being fully certified no later than 2 years after teaching PLTW® courses.
4. Have AOE parents sign an agreement to release longitudinal academic and academically related student data, including student transcripts, as determined by the AOE partnership. Additionally, parents will provide AOE's with student Social Security Numbers so we can gain access – families agreeing to this will be eligible for scholarship opportunities provided by the partnership.

### Site Demographics

5. Exist as stand-alone schools, schools-within-a-school, or serve as a small learning community in an urban school or other appropriate educational setting for 9<sup>th</sup> – 12<sup>th</sup> grade students.
6. Have between 60-100 students per grade organized as a discrete cohort for most classes.
7. Meet and maintain a demographic enrollment of 65% or more African American, Hispanic and/or American Indian students.
8. Be open to students of all academic abilities, and will not be selective for only the top students of a high school or community.
9. Maintain an agreed-upon policy for admission to programs where a student expresses interest in the theme and enrolling in the school.

### Leadership

10. Have a degree of autonomy negotiated with school district and significant budget authority.
11. Have a separate leader who will be designated as the Academy Director and independent, dedicated staff across all disciplines.
12. Recommend teachers from its district for participation in the Project Lead The Way, Inc. faculty development program. PLTW® teachers must have as a minimum a Bachelor's Degree.
13. By the end of the second year, establish a local advisory board of engineering businesses and higher education institutions, which will advise on curriculum adaptation and design, provide opportunities for site visits, job shadowing, mentors, and other methods of career education, and will provide paid internships for students during the summer before the

senior year. The objective of the Partnership Team is to provide optimal support for teachers and students and to facilitate the operation of the entire AOE in the School District. This meets the PLTW<sup>®</sup> partnership team requirement.

14. Designate staff time to support the inclusion of NACME Board companies' employees (where applicable) in the AOE Advisory Board.

### **Curriculum & Implementation**

15. Have a STEM theme: the academy will center its course curriculum on science, technology, engineering and math.
16. Represent a coherent program of study, and will not be a set of elective or drop-in courses.
17. Offer its students at least four (4) PLTW<sup>®</sup> courses within four (4) school years from the date that it commences.
18. Ensure student's concurrent enrollment in a college preparatory mathematics course shall be a prerequisite for a student's enrollment.
19. Provide supplemental mathematics instruction (Algebra Through Engineering) prior to, and during, Grade 9 for entering AOE students with deficient math achievement.
20. Use the software designated exclusively in teaching all PLTW<sup>®</sup> program courses.
21. Purchase a laptop computer and software (each meeting the specifications established for each of its teachers accepted into the Project Lead The Way, Inc. faculty development program.) The School District agrees that the laptop computer and software shall remain in the possession of and be for the sole use of the teacher as long as the teacher is teaching AOE program courses.
22. Assure that the School District's facilities properly support the program standards by agreeing to only purchase or lease equipment and software for the AOE from an approved list provided by PLTW<sup>®</sup>/AOE.

### **Performance & Evaluation**

23. Collect, maintain and provide data on, but not limited to, student demographics, test scores, and graduation rates at the AOE by cohort, gender, and race/ethnicity.
24. Track the progress of each of its students throughout the student's participation in the AOE and also to conduct annual graduate follow-up surveys as organized through the systematic evaluation process. The school district will agree to permit sharing of the results with PLTW<sup>®</sup>, NAF, NACME, and with other schools in a manner consistent with proper professional practices, student confidentiality and applicable laws, including Family Educational Rights and Privacy Act (FERPA).
25. Participate in the annual formal program evaluation of student achievement conducted by the designated evaluation consultant.
26. Participate in an evaluation of the Algebra Through Engineering process.
27. Position every student to graduate college-ready for success at a four-year institution.

## Professional Development

28. Ensure professional development for teachers. The classroom teacher is by far the most significant factor in the educational process, but very few high school teachers have any experience or training in engineering or the math or science that is involved with engineering. With that in mind in order to fully implement the Academy of Engineering model, AOE teachers will be involved in the following required math and Integrated Units professional development; however, not all AOE teachers (i.e.: ELA teachers) will be required to teach math concepts.

- Algebra Through Engineering
- Integrated Units (IED™, POE™, Digital Electronics™)

29. Agree to fund the professional development, and ensure participation of instructors in a multi-phase professional development program prior to their instruction of their courses:

**a. Pre-Summer Training Institute Assessment**

- i. Ensure teachers complete a online pre-assessment online prior to participating in PLTW® Summer Training Institute (STI), the results of which inform that learning process.

**b. PLTW® Summer Training Institute**

- i. Ensure teachers attend two-week Summer Training Institute, for each course that the instructor will teach.

**c. Institute Staff Development**

- i. Attend annual Institute for Staff Development. At least two teachers and/or administrators from each Academy must attend.
- ii. Ensure counselors attend a comprehensive 2-day Counselor Training annually to the AOE cohort schools. This also meets the PLTW® Counselor Training requirement.

**d. Ongoing Professional Development**

- i. Encourage teachers to use (at no additional cost) the PLTW® *Virtual Academy*, where they may download reinforcement lessons to augment their professional development 24/7.

## Academy Development: The Year of Planning (YOP)

Because advanced planning and engagement of all members of the Academy team—from teachers, to administrators, to business partners—is essential to a successful Academy launch, new AOE sites will undergo a structured year-long Academy Development Process. This guided technical assistance enables a school interested in starting an Academy of Engineering to begin the start-up process with assistance from NAF prior to enrolling students. Schools applying for this designation agree to take part in a self-assessment process aimed at developing a year-long plan for academy development.

*In order to place instructional improvement at the heart of the AOE, sites will receive training to begin to teach several PLTW® classes as electives in the Fall of 2010, if they are not already offering PLTW® in their high school. These electives will serve as models to assess the needs, activities and resources of the larger academy, which will be launched the following year (September 2011 with the 9<sup>th</sup> grade class).*

Planning is rigorous and time-consuming work; therefore a diverse planning team must be organized to meet planning requirements and to ensure no individual is overwhelmed by the tasks. The Year of Planning will provide sufficient time for schools to organize as a small learning community, select and train instructors and recruit students for the initial class.

Upon acceptance as an AOE site, completion of the NAF and PLTW® Agreements, and payment of the Academy Development (YOP) Services Fee, the school will be entitled to NAF and PLTW® technical assistance, staff development activities, and use of PLTW® curriculum and other benefits associated with NAF network membership.

Each school accepted as an AOE site will receive a *Year of Planning Guidebook*, which provides detailed outlines of AOE startup activities, as well as a set of deliverables and accompanying tools and strategies for Academy Planning Teams. Technical assistance through NAF and PLTW® professional development conferences, web conferences, and ongoing consultation with NAF Regional Managers will help Academy Planning Teams with this process.

Upon successful completion of the academy development process, the school's Academy will be granted full membership status, fully prepared to launch and operate their Academy successfully.

The academy development process is a synergistic effort. Each school and district not only works with NAF to develop its year-long plan, but also collaborates with other schools to share their experiences and support each other. Schools establish lasting relationships during the startup year that will benefit their Academies in the years ahead.

We understand that for most schools, planning is a luxury. Thus, it is our intention through the AOE process to make planning a requirement, giving schools and districts ample opportunity to create the appropriate environment for planning to take place. During this process, schools and districts follow a planned sequence of activities that will allow them to align and integrate resources and programs to serve both the Academy implementation and broader school improvement.

## Letter of Intent Process

Schools interested in becoming Academies of Engineering must indicate their intent to apply prior to developing a proposal. This is done by submitting an official **Letter of Intent**, accompanied by a completed **Contact Information Form**.

Up to 40 schools across the country will be selected to develop AOE during the 2010-11 academic school year. The Letter of Intent allows the AOE partners the opportunity to offer assistance and guidance in the proposal development process. Schools and districts are strongly encouraged to contact NAF with any questions or for clarification at any point in the proposal development process.

### Requirements

The Letter of Intent should be no longer than three pages and must include all of the following elements:

- Name of the applying school and district
- Name and title of the Academy Director (if known)
- An expressed commitment by district/school staff and faculty to engage in the Academy planning effort and to participate in the Year of Planning process
- A brief listing of key steps taken to date, as well as issues, challenges, and resolutions that have arisen to indicate that the school site and school district are indeed very serious about the work of creating and implementing an Academy of Engineering
- School and district demographic data
- School and district administrator signatures
- Completed Contact Information Form

**Letter of Intent/Contact Form should be submitted by October 14, 2009 via e-mail or postal mail to:**

Delivered (not postmarked) by **5 p.m., EST, October 14, 2009** to:

AOE Partnership

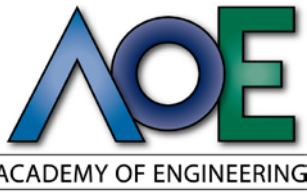
National Academy Foundation

218 West 40<sup>th</sup> Street, 5<sup>th</sup> Floor

New York, NY 10018

[rfp@academyofengineering.org](mailto:rfp@academyofengineering.org)

(212) 635-2400 ext. 243



# Contact Information Form

(Required with submission of Letter of Intent)



Please print or type information.

**DIRECTOR INFORMATION:**

Please fill out the below information for the Academy Director, or primary contact if a Director has not been

Name \_\_\_\_\_ Professional Title \_\_\_\_\_  
Employer \_\_\_\_\_  
Work Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Work Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

(The person listed as Academy Director will receive all correspondence based on the information listed below and will be responsible for distributing communications as necessary.)

**PRINCIPAL INFORMATION:**

Please fill out the below information for the school's principal.

Name \_\_\_\_\_ Professional Title \_\_\_\_\_  
School Name \_\_\_\_\_  
School Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
School Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**SUPERINTENDENT INFORMATION:**

Please fill out the below information for the district superintendent.

Name \_\_\_\_\_ Professional Title \_\_\_\_\_  
School Name \_\_\_\_\_  
School Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
School Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Please identify any existing engineering program:  Project Lead The Way  MESA  Other  
(If other, please specify \_\_\_\_\_)

The School is a:  Charter  Career-Technical Center  Magnet  Comprehensive  Other  
If other, please specify \_\_\_\_\_

<b>October 2009</b>	<ul style="list-style-type: none"> <li>▪ Letter of intent and contact information sheet are due by October 14.</li> <li>▪ Interested counselors and administrators should attend Leadership/Counselor workshop in Miami, FL on October 28-30. Visit <a href="http://www.academyofengineering.org">www.academyofengineering.org</a> for more information.</li> </ul>
<b>January 2010</b>	<ul style="list-style-type: none"> <li>▪ RFP due back to NAF no later than January 8.</li> <li>▪ The school/district will register online at <a href="http://www.pltw.org/how-to-join.cfm">http://www.pltw.org/how-to-join.cfm</a> no later than January 8 and submit a signed School District Agreement.</li> <li>▪ AOE screens proposals.</li> <li>▪ Pilot sites conditionally approved and site visits scheduled.</li> </ul>
<b>Feb – May, 2010</b>	<ul style="list-style-type: none"> <li>▪ Pilot sites visited to confirm capacity and readiness and conduct orientation to PLTW® and NAF Academy Development (YOP) Process.</li> <li>▪ Schools sign NAF Services Agreement.</li> <li>▪ School organizes Planning Team.</li> <li>▪ Register for Institute for Staff Development.</li> <li>▪ School selects and registers a teacher for professional development.</li> </ul>
<b>Following Site Visit</b>	<ul style="list-style-type: none"> <li>▪ School completes Academy Readiness Profile and a gap analysis of existing equipment and orders lacking equipment.</li> <li>▪ School signs and returns PLTW® Software Lease Agreement and leases required software.</li> </ul>
<b>Summer 2010</b>	<ul style="list-style-type: none"> <li>▪ Teacher(s) attend PLTW® Summer Training Institute.</li> <li>▪ Planning team (teachers, school leaders, district staff and business partners) attend YOP work session at NAF Institute for Staff Development in July.</li> </ul>
<b>Fall 2010</b>	<ul style="list-style-type: none"> <li>▪ Classes commence for Cohort 3 academies as part of the YOP training. Teachers begin using the PLTW® Virtual Academy, as needed.</li> <li>▪ Integrated academic/engineering modules developed and piloted throughout school year.</li> <li>▪ AOE Planning Activities including web-conferences, on-site visit, and development of programmatic deliverables.</li> <li>▪ First local advisory board convened.</li> </ul>
<b>Winter 2010 - 2011</b>	<ul style="list-style-type: none"> <li>▪ Finalize program of study, student recruitment plans and class schedule requirements.</li> </ul>
<b>Winter- Spring 2011</b>	<ul style="list-style-type: none"> <li>▪ Conduct student recruitment; develop school schedule supportive of academy goals and program integrity.</li> <li>▪ Staff selection and orientation.</li> <li>▪ Academy accepts students (minimum of 60-100) into 9<sup>th</sup> grade cohort.</li> </ul>
<b>Summer 2011</b>	<ul style="list-style-type: none"> <li>▪ Teams attend professional development institutes.</li> </ul>
<b>Fall 2011</b>	<ul style="list-style-type: none"> <li>▪ First AOE 9<sup>th</sup> grade cohort begins .</li> </ul>
<b>2011- 2015</b>	<ul style="list-style-type: none"> <li>▪ One grade per year is added to academies through graduation and full academy implementation.</li> </ul>

## Funding and Yearly Costs

**Staffing Costs:** Covered by each school through regular budget.

### NAF-Annual Fees

<b>Year of Planning Services Fee</b>	NAF has a standard \$6,000* Academy Development/Year of Planning Services Fee
<b>Annual Membership Fee</b>	\$1,000* comprehensive fee for NAF services and materials beginning in the 2011-2012 academic year.
<b>Professional Development</b>	<p>Institute for Staff Development: \$550+ * per person for registration</p> <ul style="list-style-type: none"> <li>• Prepayment option for 2 Planning Team members for two Institutes is \$6,000*</li> <li>• Prepayment option for 4 Planning Team members for two Institutes is \$13,800*</li> </ul> <p>Leadership Summit (TBD): Travel, lodging and registration for Planning Team. Teacher stipend at the discretion of the sending school.</p> <p><i>*Subject to change</i></p>
<b>Academy Development Visits</b>	No Charge
<b>Marketing Materials</b>	No charge, up to 50, charge per piece thereafter.

### PLTW® Annual Participation Fees

<b>Teacher Professional Development</b>	Varies according to training site; \$2,500 to \$3,500 for two week summer training (includes room, board, registration). Teacher stipend at the discretion of the sending school. Laptop computer required (\$1,500 to \$2,000).
<b>Annual Software Lease Agreement</b>	Required software bundle \$3,995. Computer Integrated Manufacturing course bundle \$1,600.
<b>Fischertechnik Modeling Components</b>	\$7,500 per section of Principles of Engineering course.
Computers, Printers and related	\$50,000 to \$60,000 for class lab *(if currently no lab)
Miscellaneous Equipment, Supplies	\$15,000 to \$20,000 first year; \$1,500 to \$3,000 annually
Curriculum	No Charge
Virtual Academy	No Charge

Technical Assistance	No Charge
Marketing Materials	No Charge
Purchasing Manual	No Charge
Counselor Conference	No Charge other than travel and hotel costs

\*Costs are reduced depending on a school's existing inventory of equipment and supplies which meet PLTW® instructional specifications.

---

## **NACME Annual Participation Fees**

**No Charge for initial distribution of materials, charge per piece thereafter.**

NACME will provide engineering awareness materials (listed below) for students, parents, teachers and counselors at no cost for the first ninth grade class in the Academy of Engineering.

**Any additional materials requested by schools will bear a \$15 per toolkit charge.** This charge assesses a portion of printing and shipping & handling costs for NACME. Materials will also be available at no cost electronically online at [www.nacmebacksme.org](http://www.nacmebacksme.org)

### **NACME Toolkit**

1. NACME "Engineering Your Future" Magazine (engineering publication for students)
2. NACME Guide to Engineering Colleges (engineering publication for students/parents, English & Spanish)
3. Guaranteed 4.0 - 5 Cs of Learning (note taking resources for students/parents – English & Spanish, and DVD)
4. Student Take Home Poster (22" x 34" engineering themed poster)
5. Student AOE Bags (string bag with AOE logo)

### **Free of Charge Resources (limited quantities, available upon request)**

Five Step Poster for Counselors and Teachers

Guaranteed 4.0 Classroom Pack for Teachers

Middle School Student/Parent/Teacher Engineering Awareness Brochures

## 2010-2011 RFP Application Process

*Letters of Intent must be submitted prior to completing this proposal (see page 11). When submitting your proposals, please answer ALL questions in their entirety and submit all applicable attachments at one time.*

### REQUIREMENTS

Be sure your proposal includes all of the components below:

- Title Page
  - Name of applying school and district (the same information as provided in the Letter of Intent)
  - Name of Academy Director
  - Primary phone number and email address for Academy Director
- Completed application (Part I and Part II)
- Letters of support: At least three letters of support from a business partner, college or university, local intermediary organization, government agency, or community partner is required. The letters should indicate a desire to support the program through its start-up and a clear commitment to participate in ongoing planning activities.
- A letter of support from the Superintendent.
- Signed PLTW<sup>®</sup> School District Agreement
- Registration with PLTW<sup>®</sup> online at <http://www.pltw.org/how-to-join.cfm>.

**\*\* Late or incomplete applications will not be considered.**

### Full Proposal Application

\*\*Please be sure to include one original paper proposal, plus three copies AND one digital proposal (PDF) via e-mail or on CD.

Delivered (not postmarked) by **5 p.m., EST, January 8, 2010** to:  
AOE Partnership  
National Academy Foundation  
218 West 40<sup>th</sup> Street, 5<sup>th</sup> Floor  
New York, NY 10018  
[rfp@academyofengineering.org](mailto:rfp@academyofengineering.org)  
(212) 635-2400 ext. 243

## RFP Application Part I

### BACKGROUND INFORMATION

*(Be sure to answer all questions. Incomplete applications will not be processed. If completing on a separate piece of paper, questions MUST BE numbered and answered in order)*

#### 1. DEMOGRAPHIC STATISTICS AND OVERVIEW OF COMMUNITY

Please include size, ethnic composition, number of high schools, etc.



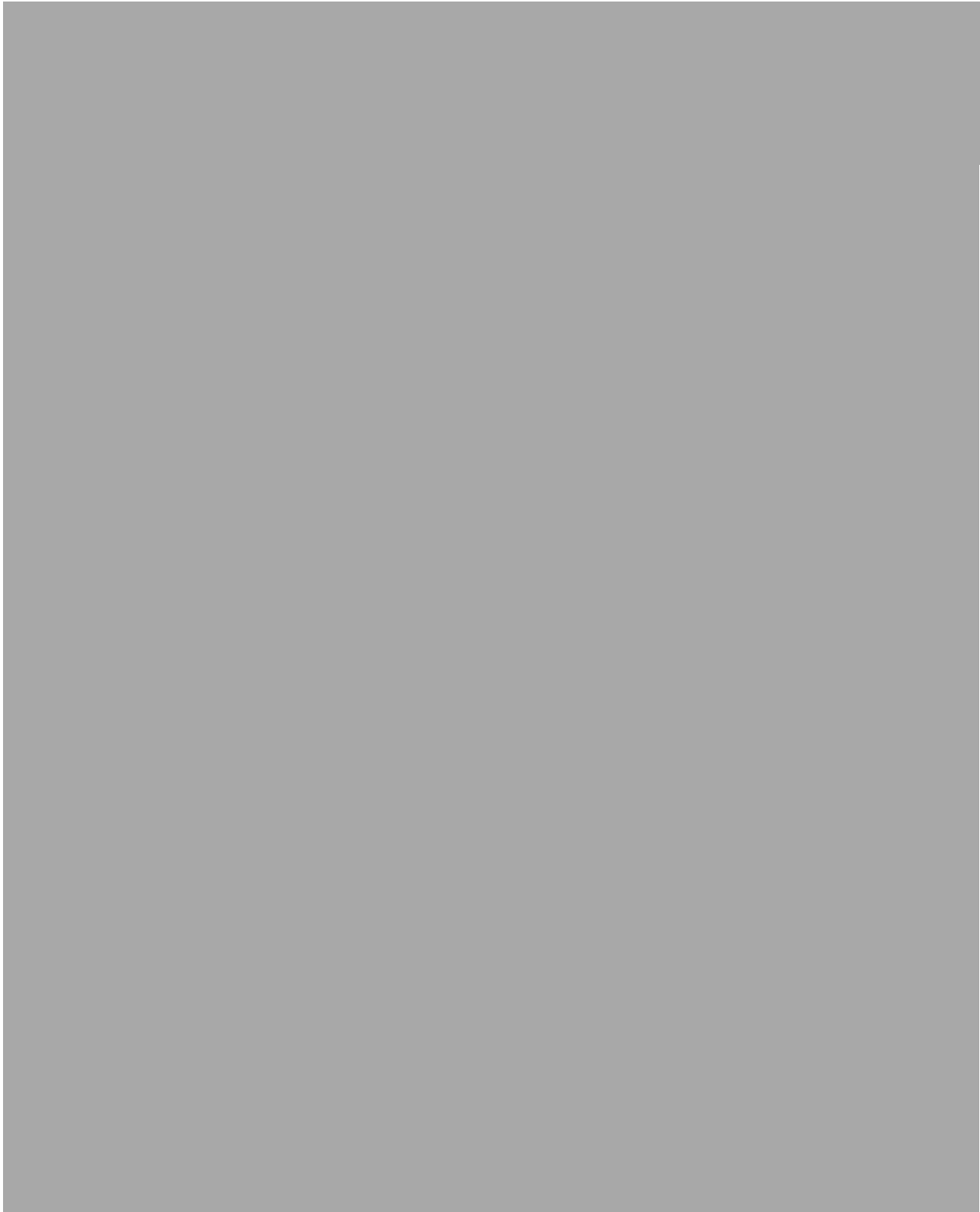
#### 2. DISTRICT PROFILE

Please include population, ethnic representation, academic performance (i.e.: GPA and test scores), graduation rate, etc.

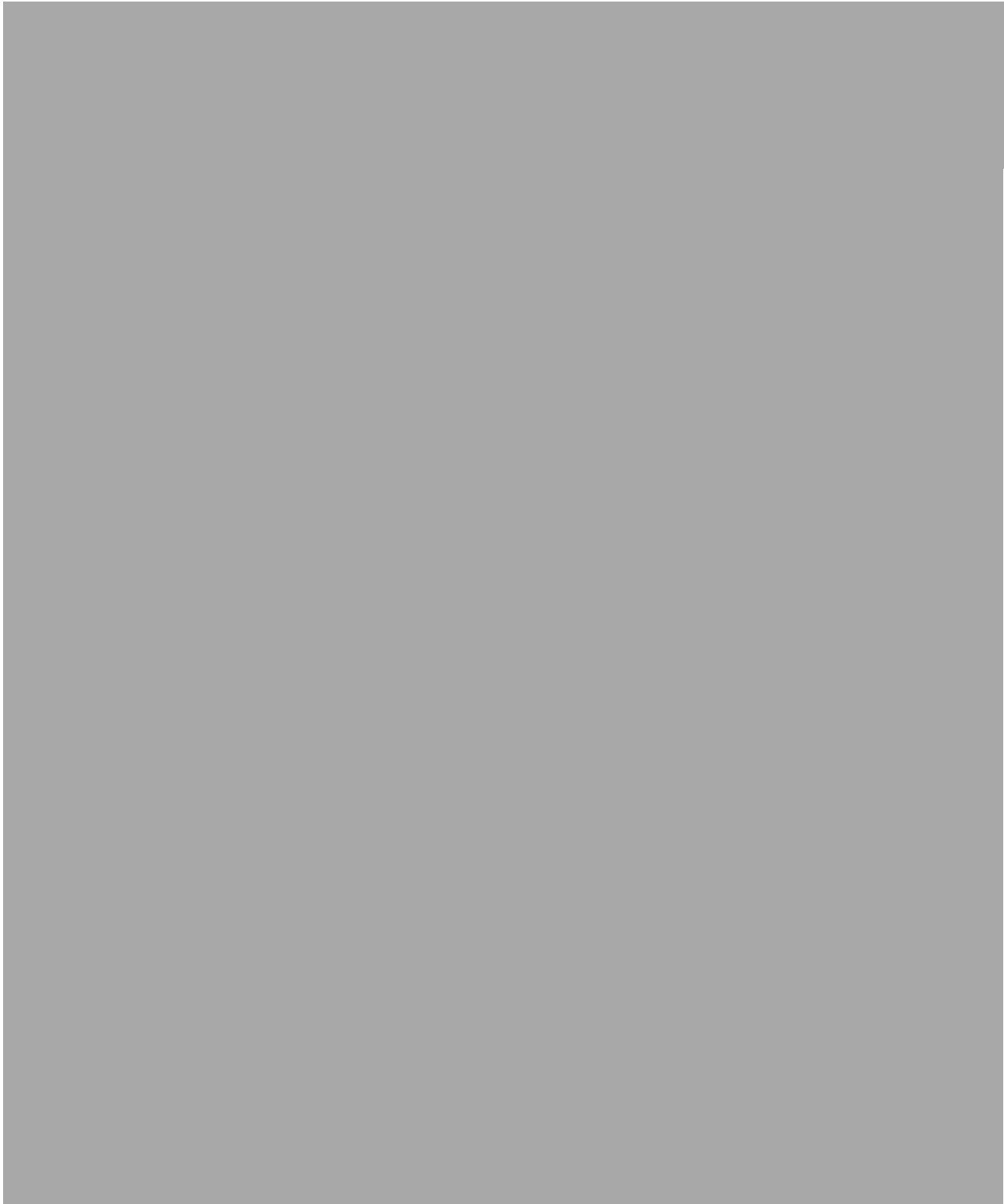


**3. SCHOOL PROFILE**

Population, ethnic representation, academic performance (i.e.: GPA and test scores), graduation rate, years in existence, other academies being implemented, etc.



4. **DISCUSS** resources already in place and supports that may be needed to implement the AOE model.



**5. Local/Regional Workforce Needs**



**6. At least three windows of dates that would be available for your school site to host a one-day AOE conditional site visit (between February and May, 2010)**

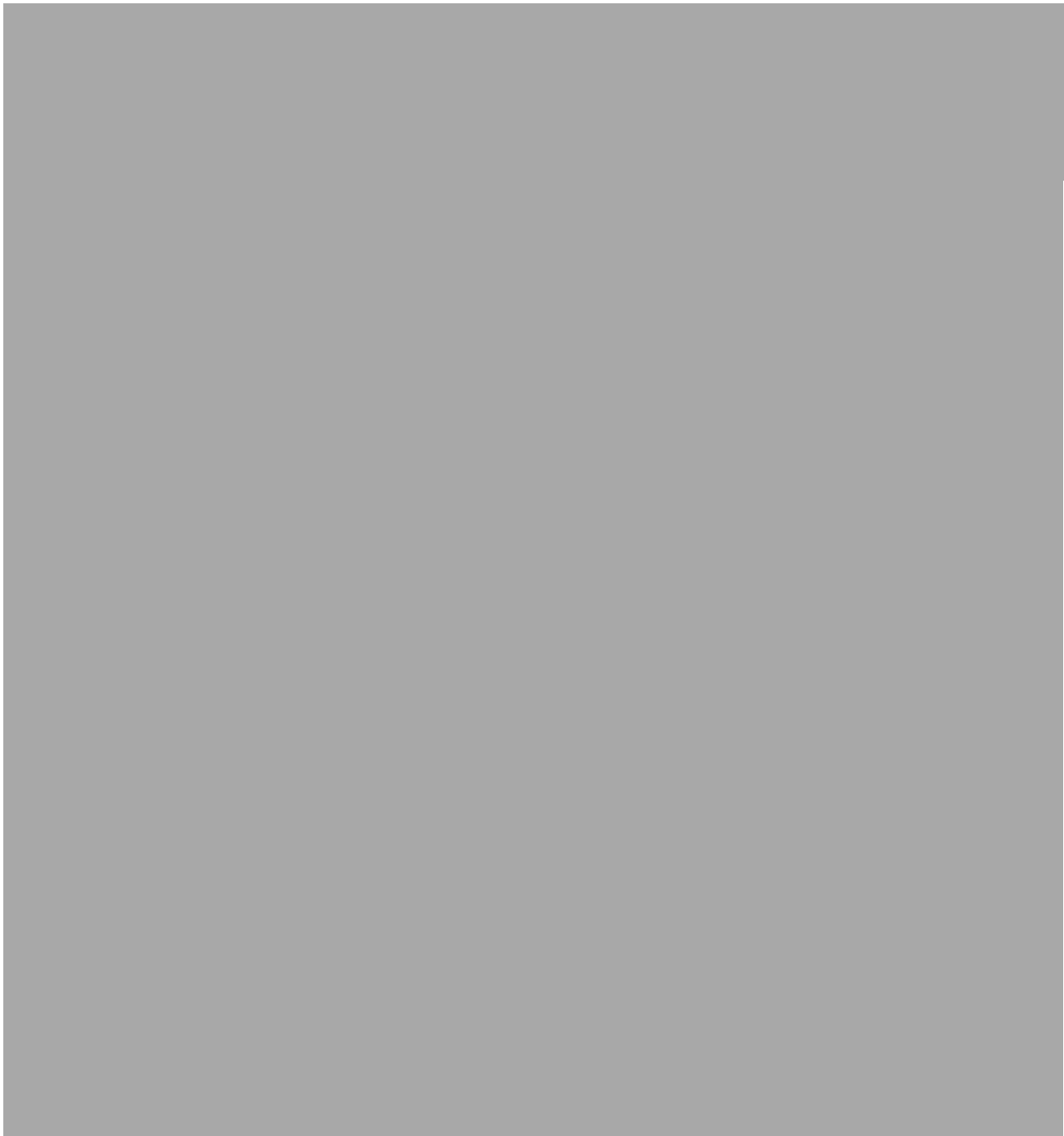
1.
2.
3.

## RFP Application Part II

### FUNDAMENTAL INFORMATION

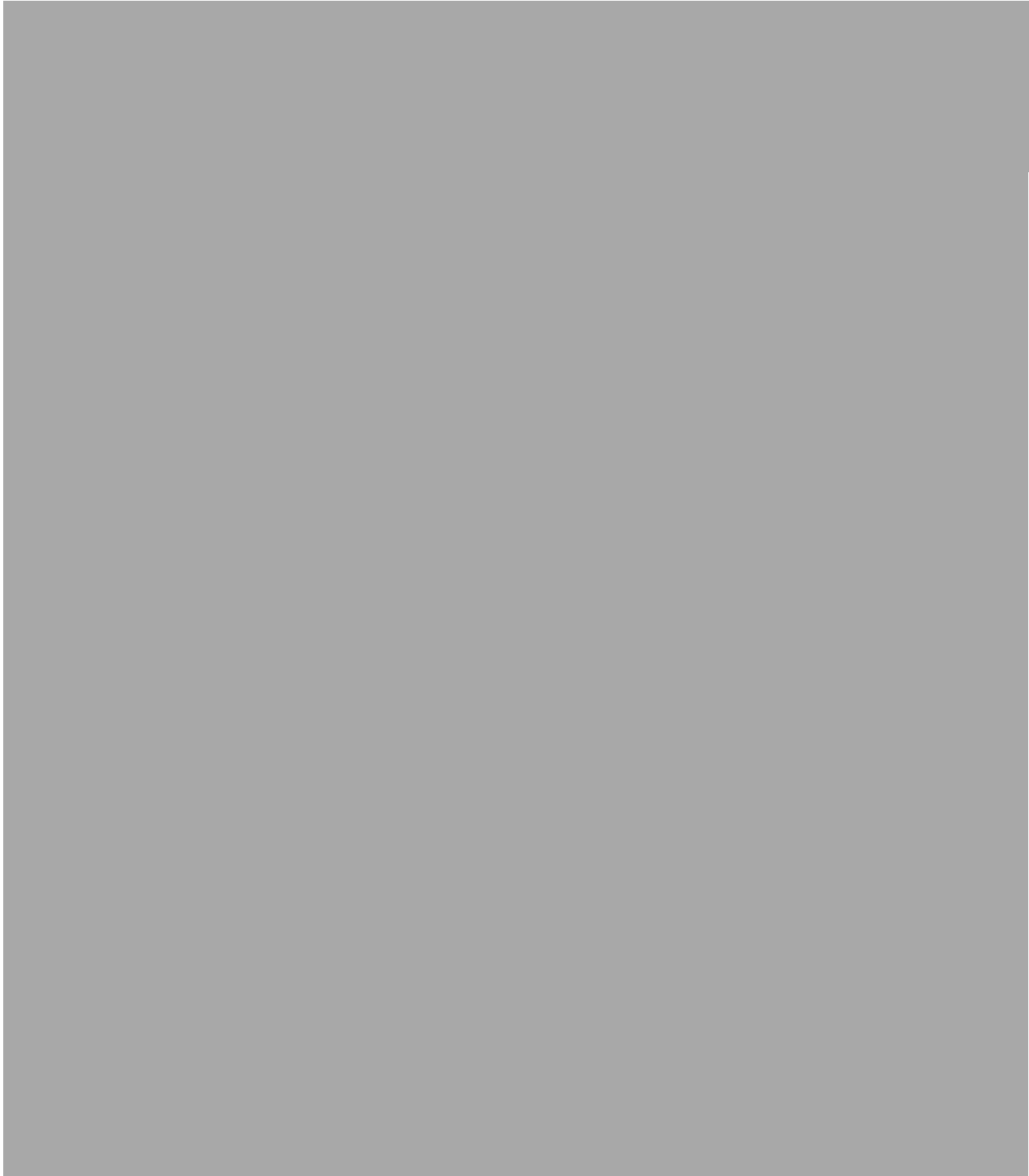
*(Be sure to answer all questions. Incomplete applications will not be processed. If completing on a separate piece of paper, questions MUST BE numbered and answered in order)*

1. Why do you want to become an AOE at this time?

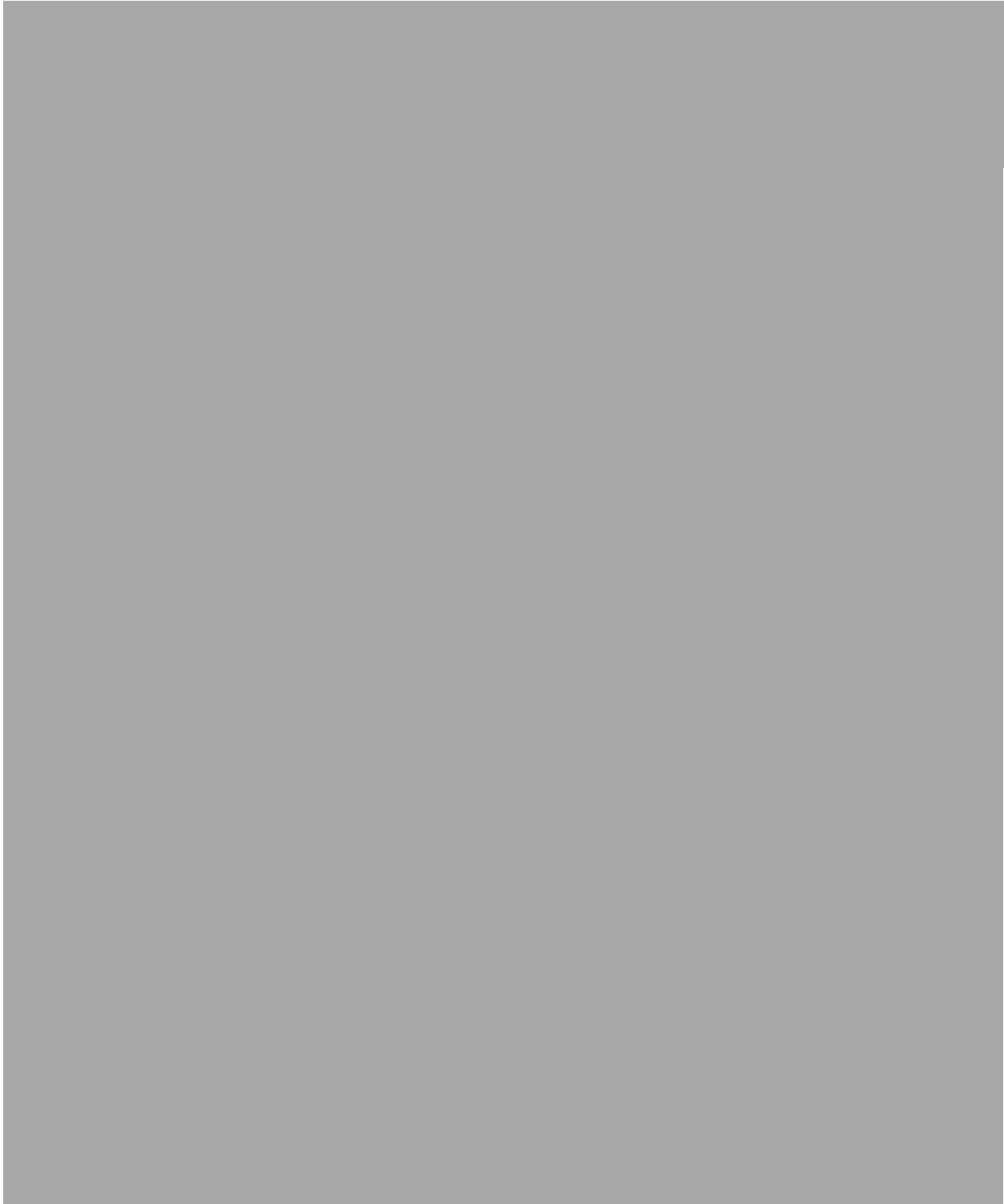


**2. What is the vision for the applying AOE?**

- Mission statement
- How will your AOE model impact the school/community and students/ teachers?
- How will your academy exhibit equity within your student population?
- Strategies to implement your AOE Model's expectations

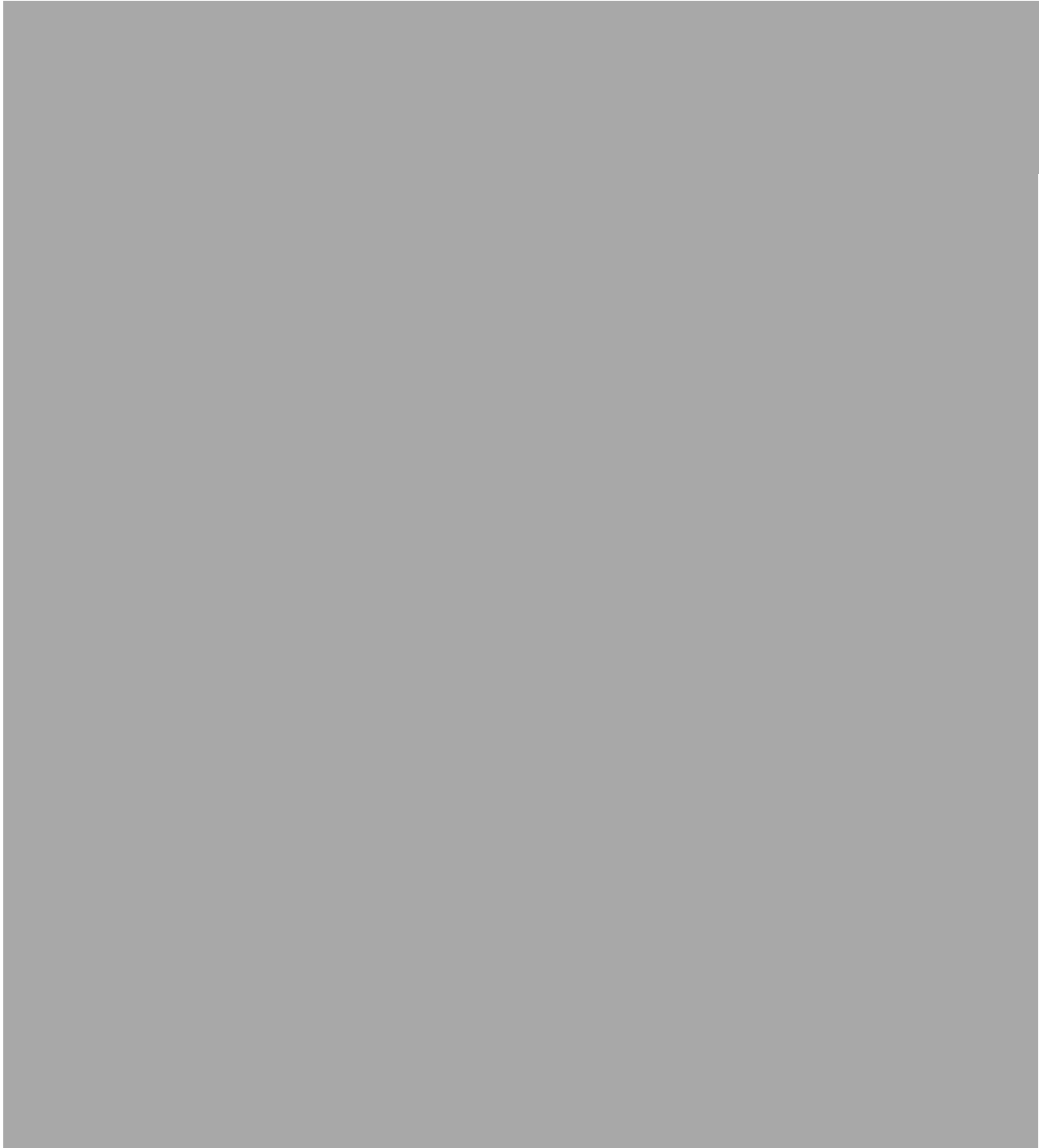


3. **Members of the Planning Team (Please include backgrounds and affiliations of team members as well as team members' roles and expectations)**



**4. How committed to and ready for planning is the team?**

- Resources, funding, agreements in place
- Specific roles assigned
- Planning Time Available
- Experience learned from previous efforts
- Other evidence



**5. Letters of Support**

Be sure to include at least three letters of support from the following stakeholders:

- Business
- Community Partner (Post-secondary, non-profit, civic leader)
- Alumni/Parents

Be sure to include at least one letter of support from the District office in your school system:

- This letter should be signed by either the Superintendent or his/her designee. The letters of support should indicate the readiness, willingness and the level of support that your supporting stakeholders are willing to contribute to the work of establishing a new Academy of Engineering.

**Appendix I:**  
**NAF Year of Planning Agreement**



## YEAR OF PLANNING SERVICE AGREEMENT

The National Academy Foundation (NAF) facilitates partnerships between business leaders and educators that have been transforming students' lives for more than 25 years. NAF's small public school-based "learning communities" empower high school students to successfully go on to higher education and professions of their choosing. Because advanced planning and engagement of all members of the Academy team—from teachers, to administrators, to business partners—is essential to a successful Academy launch, new programs undergo a structured Year of Planning (YOP) process.

The YOP enables a school interested in starting a NAF Academy to begin the start-up process with assistance from NAF prior to enrolling students. Schools applying for this designation agree to take part in a self-assessment process aimed at developing a year-long plan for program development. Upon acceptance as a YOP site, the school will be entitled to NAF technical assistance, staff development activities, and use of Academy curriculum and other benefits associated with NAF network membership.

NAF understands that for most schools, planning is a luxury. Thus, it is our intention through the YOP process to make planning a requirement, giving schools and districts ample opportunity to create the appropriate environment for planning to take place. During YOP, schools and districts follow a process that will allow them to align and integrate resources and programs to serve both the Academy implementation and broader school improvement. The YOP process commences approximately 17 months before the Academy launch, and culminates with commencement activities at the Annual Institute for Staff Development.

This AGREEMENT sets forth the roles and responsibilities of the National Academy Foundation ("NAF") to **[Insert SCHOOL DISTRICT NAME]**, (the "SCHOOL DISTRICT") and the roles and responsibilities of the SCHOOL DISTRICT to NAF, in connection with the NAF Academies operating at **[INSERT SCHOOL NAMES]** (sometimes referred to herein as the "Academy program") to be established by the SCHOOL DISTRICT.

## Terms of the Agreement

In support of the effective development of a career-themed small learning community in the form of a NAF Academy, NAF and the SCHOOL DISTRICT agree to the following:

### I. To support this effort, examples of what NAF provides:

- A. NAF Academy Application Guide
- B. NAF Academy Development Model
- C. NAF Year of Planning Guidebook
- D. YOP Self-Assessment procedure and tools
- E. Planning team assessments and performance coaching
- F. A series of online webinars hosted by content experts
- G. Two YOP Summer Work Sessions/Annual Institutes for Staff Development
- H. Two local Academy Development Visits throughout the year to the SCHOOL DISTRICT
- I. NAF Curriculum Online Access
- J. Access to NAF.org website through a secure, password-protected ID
- K. Access to the NAF online Data Center, as appropriate
- L. Access to the NAF Collaboration Network
- M. Tools to complete the development of an Academy YOP Portfolio, including:
  - i. Communication tool templates (Brochures, PowerPoint)
  - ii. Parent Involvement Options Template
  - iii. Curriculum Mapping Tools
  - iv. Partner Involvement Plan Template
  - v. Template for Partner Invitation and Options Letter

### II. SCHOOL & DISTRICT ROLES. Districts and schools play important roles in the development and implementation of academies. To support this effort it is expected that the SCHOOL and SCHOOL DISTRICT will:

- A. Pay a **one-time, non-refundable** YOP Services fee of \$6,000.00 to NAF
- B. Provide resources and support to send at least two YOP Planning Team members to required YOP Summer Work Sessions/Annual Institutes for Staff Development in July 2009 & 2010 based on selected prepayment options outlined in Section III.
- C. Complete the YOP Self-Assessment Profile
- D. Provide planning time and resources for teacher collaboration on developing an interdisciplinary, project based program of study, in accordance with NAF, district, and state standards.

- E. Provide time and space for minimum of bi-weekly Academy Planning Team meetings.
- F. Provide release time and space for minimum of two local Academy Development Visits with Academy Planning Team members, including school principal.
- G. Provide the YOP Planning Team time and access to resources necessary to develop schedules for the Academy student cohort.
- H. Establish and maintain a working relationship with partners from the business community, as well as post-secondary experts in related Academy theme areas.
- I. Establish, manage, and administer a supportive budget that meets the needs of the Academy Planning Team.
- J. Seek opportunities to secure outside funding and oversee development of grant letters and proposals.
- K. Complete the YOP Design Portfolio, which will include a representation of the work done throughout YOP as designated in the YOP Guidebook. This may include meeting notes, training agendas, student work, and Communications tools such as PowerPoint® slides and brochures.
- L. Identify and schedule cohorts of AOE students in each grade-level that will share a PLTW® and a minimum of three (3) academic courses.

**III. YOP Attendance at NAF Annual Institutes for Staff Development:**

- A. NAF will conduct a New Academy Orientation Session at both the 2009 and 2010 Annual Institutes for Staff Development. YOP sites will be required to attend scheduled sessions as a condition of continued good standing in the Year of Planning cohort. For local budget flexibility NAF provides the prepayment options delineated in section III.B., for as few as zero (0) and as many as four (4) Planning Team members (“Prepaid YOP Institute attendee”) to attend the Annual Institute for Staff Development in 2009 and 2010, inclusive of Institute registration fees, air travel, and one-half lodging costs per person (no cost if rooms are shared with another NAF prepaid/sponsored Institute attendee).
- B. The SCHOOL DISTRICT will choose one method for covering the costs associated with required YOP Planning Team attendance at the 2009 and 2010 NAF Annual Institutes for Staff Development, from among three (3) options, each with varying degrees of NAF and SCHOOL DISTRICT financial responsibility.
  - Option 1-** The SCHOOL DISTRICT will pay NAF, in addition to the standard YOP Services Fee, the sum of thirteen thousand and eight hundred dollars (\$13,800) to cover the total cost of Four (4) designated Academy Planning Team members (“Prepaid YOP Institute attendee”) to attend the Annual Institute for Staff Development in 2009 and 2010, inclusive of Institute registration fees, air travel, and one-half lodging costs per person (no cost if rooms are shared with other NAF prepaid Institute attendee).

- **Option 2-** The SCHOOL DISTRICT will pay NAF, in addition to the standard YOP Services Fee, the sum of six thousand dollars (\$6,000) to cover the total cost of two (2) designated Academy Planning Team members (“Prepaid YOP Institute attendee”) to attend the Annual Institute for Staff Development in 2009 and 2010, inclusive of Institute registration fees, air travel, and one half lodging costs per person (no cost if rooms are shared with other NAF prepaid Institute attendee).
- **Option 3-** The SCHOOL DISTRICT will pay NAF, in addition to the standard YOP Services Fee, no additional fees to cover the total cost of designated Academy Planning Team members (“Prepaid YOP Institute attendee”) to attend the Annual Institute for Staff Development in 2009 and 2010, inclusive of Institute registration fees, air travel, and lodging. All costs associated with **sending required YOP Academy planning team members (minimum of two)** is provided by the district or other local funding. *Estimated cost is \$6,000.*

#### IV. Public Relations, Marketing and Materials Usage

##### A. Logos.

Use the AOE logo, which includes the logos the three AOE partners: NAF, PLTW, and NACME. (The AOE logo can be accessed at [www.academyofengineering.org](http://www.academyofengineering.org)). Failure to comply with the provisions with this paragraph may lead to NAF’s exercising its right to terminate this Agreement.

##### B. Press Releases.

- 1) All local academy related press releases must include AOE’s official boilerplate which follows:

“NAF Academies serve over 47,000 students through more than 500 career-themed, college preparatory Academies in 41 states and the District of Columbia. Through the unique NAF model involving public-private partnerships and real life learning experiences, NAF Academies foster students' motivation to learn, better preparing them for post-secondary education and successful futures in their chosen professions. The graduation rate of more than 90 percent in NAF academies - well above the national average of 67 percent and far above the 50 percent average in urban areas - is proof positive that the NAF model works. In addition, more than 80 percent of NAF graduates go on to college.”

- 2) AOE also requires that any Academy press release or news alert be sent to AOE. These materials should be sent to: [news@academyofengineering.org](mailto:news@academyofengineering.org).
- 3) All Academies are also encouraged to submit local success stories to NAF that they feel would be of national or regional interest. If appropriate, these will be included in AOE’s public relations efforts.

- 4) These marketing guidelines (including logo usage and press release boilerplate) are subject to revision. If any changes are made to these guidelines, all directors in the network will be notified via e-mail.

**C. Use And Ownership Of Materials**

- 1) All materials provided by AOE to the SCHOOL DISTRICT including all brochures, administrative materials, and curriculum documents for the AOE Academy courses, in any form or format whatsoever, and all hardware and software relating to such materials or otherwise provided by AOE, are the sole and exclusive property of AOE, or are used by AOE under license. AOE is the exclusive owner of all proprietary rights (including copyrights) in the AOE Materials (except for such of those materials which are used under license). AOE Materials may only be used in accordance with the guidelines contained on the AOE web site. AOE Materials may not be reproduced or shared with or distributed or disclosed to other schools or educational institutions or, except with respect to NAF Academy program course instructors or other persons materially involved in the establishment and operation of the Academy, any other person or entity. The SCHOOL DISTRICT shall make this restriction clearly known to all persons or entities to whom or which AOE Materials are made available as permitted under this Section, and shall use its best efforts to ensure that all such persons or entities comply with the provisions hereof.
- 2) The SCHOOL DISTRICT agrees that all AOE Materials are to be used in strict accordance with the guidelines of the AOE provided to the SCHOOL DISTRICT by AOE. No modification may be made to any of the AOE Materials by the SCHOOL DISTRICT without the prior written consent of NAF, the request for which must be in writing and must include an assignment by the SCHOOL DISTRICT to AOE of any and all rights in and to the AOE Material(s) so modified, including, without limitation, any and all copyrights.
- 3) All NAF/Academy Materials adapted or reproduced for use by the SCHOOL DISTRICT shall bear the copyright notice set forth on such materials or such other notice, as NAF shall prescribe.

## TERM OF THIS AGREEMENT

- A. Within sixty days of the signing of this agreement, either party may give the other written notice that it wishes to terminate for any reason, with full reimbursement of fees to the School District.
- B. This Agreement shall continue in existence until the occurrence of any of the following: either (1) the parties mutually agree that the school has successfully completed all YOP requirements and is eligible for consideration for full membership in the NAF Network, as defined under separate membership agreement; or (2) the parties mutually agree to terminate; or (3) either party gives the other written notice that it wishes to terminate, in which event the termination becomes effective on the last day of the semester in which the notice is given.
- C. Upon any termination of this agreement, the School District, and the NAF Academy program created hereunder, shall cease to be a member of Year of Planning Class within the National Academy Foundation Network, and all rights of the School District to participate in or receive assistance or materials from NAF to access restricted areas of the National Academy Foundation website and to use the name, logo, or other trademarks or service marks of NAF and the Academies, shall also cease. Upon termination, all NAF/Academy Materials (including all copies of such materials) in the School District's possession shall, upon NAF's request, be returned to the NAF national headquarters. NAF/Academy Materials which are not requested to be returned to NAF shall be destroyed by the School District, and the School District shall confirm to NAF that all such materials have been destroyed. Upon termination, any and all rights of the School District to use, disclose to or distribute the NAF/Academy Materials to others, for any purpose whatsoever, in any form or format whatsoever, shall cease.

**V. EXECUTION**

The Undersigned have executed this agreement on the dates indicated opposite their signatures.

---

**Superintendent** *(signature)*                      *(Print)*                      *(District)*                      *(Date)*

---

**High School Principal** *(signature)*                      *(Print)*                      *(School Name)*                      *(Date)*

---

**\*\*Academy Director** *(signature)*                      *(Print)*                      *(District)*                      *(Date)*

---

**\*\*Advisory Board Chair** *(signature)*                      *(Print)*                      *(Advisory Board/Company)*                      *(Date)*

---

**President**                      *(signature)*                      JD Hoye                      *(Print)*                      National Academy Foundation                      *(Organization)*                      *(Date)*

**\*\*For expansion to additional sites within the district and same Academy theme, ("expansion sites.")**

**Appendix II:**  
**NAF Membership Agreement**

## **NATIONAL ACADEMY FOUNDATION**

### **AOE MEMBERSHIP AGREEMENT**

This AGREEMENT sets forth the role and responsibility of the National Academy Foundation (“NAF”) to the **[District Name]** (the “DISTRICT”), to the **[School(s) Name(s)]** (the “SCHOOL”) and the role and responsibility of the DISTRICT/SCHOOL to NAF, in connection with the emerging high-school redesign initiative established by the DISTRICT/SCHOOL.

#### **Terms of the Agreement**

#### **NAF Will Provide:**

##### **I. Academy Model Design and Curriculum**

A. NAF embodies six core principles for improving America’s education system. These core principles, articulated in NAF’s Academy Framework, include:

1. Personalized learning environments
2. Academic engagement of all students
3. Empowered educators
4. Accountable leaders
5. Engaged communities and youth
6. An integrated system of high standards, curriculum, instruction assessment and supports

B. Program outline and required NAF curriculum for a member Academy program. These curriculum materials are reviewed and revised by NAF as necessary to ensure relevance to current practices. All curriculum materials will be delivered through a password-protected location on NAF’s website.

##### **II. Support for Advisory Board development and performance to engage community and youth**

NAF Academies engage communities and youth through local Advisory Boards which commit community resources and establish partnerships with the Academy. The Advisory Board:

- holds Academy leaders accountable for communicating data on youth outcomes
- communicate data on community needs and concerns to Academy leaders
- organizes and builds community capacity to support the Academy’s work
- assists in securing paid internships for students
- assists with funding for Academy activities

##### **III. Funding**

NAF will provide airfare or mileage and half of the hotel room cost plus tax for two (2) sponsored teachers to attend the Annual Institute for Staff Development.

##### **IV. National Activities**

- A. Annual Institute for Staff Development, which includes workshops for teachers, administrators, alumni, and business partners
- B. Annual Academy Leadership Summit, which includes targeted sessions for Academy leaders
- C. Assistance, where locally feasible, in connecting the Academy with national partners in business and government
- D. Newsletters and other marketing activities
- E. Web-based resources
- F. Selected scholarships for students and other national recognition awards for students, instructors, school administrators and business partners involved in the local Academy team, on a competitive basis.

**As a NAF Member:**

NAF and the DISTRICT/SCHOOL will engage in a co-creative relationship to develop, implement and sustain an academy model that serves the needs of the students, teachers and business partners of the ACADEMY. NAF will be provided permission to access and engage in all aspects of the model created and utilize it in the development and support of all NAF Academies.

I. Design Implementation

- A. Pay to NAF, upon receipt of appropriate invoice, an annual network membership fee of \$1,000 per Academy
- B. Implement a rigorous career-themed Program of Study appropriate for the themed major, open to all students based on interest
- C. Use the NAF curriculum or other curricular material aligned with NAF curriculum standards
- D. Infuse all courses with project-based learning activities, preparation for internship and other workplace experiences, reading and writing experiences, oral communication, and problem-solving skill development
- E. Designate a NAF Academy Director (a district staff person, an onsite school administrator, or a NAF Academy teacher with release time)
- F. Establish a local NAF Advisory Board that provides:
  - Access to business training classes and familiarization tours for teachers
  - Assistance with student recruitment
  - Paid internships for qualified students
  - Business expertise to support Academy students
  - Mentoring and shadowing opportunities for students and teachers
  - Assistance in budget development for Academy activities
  - Assistance in fund raising in support of Academy activities
  - Funding for Advisory Board members to attend NAF staff development conferences

II. Maintain Academy-Related Data in the NAF Data Center at [www.naf.org](http://www.naf.org) and provide other relevant data as requested.

- G. Provide on-going data and reports to NAF to gauge Academy performance and impact and to benchmark the DISTRICT/SCHOOL/STUDENT population of the NAF academy against other similar academies/schools/districts/students within the NAF National Network, with such frequency and in such formats as NAF shall request (currently via NAF's online Data Center), **including, but not limited to:**
- Academy Demographic Profile
  - High School and District Profile (including demographic data)
  - Advisory Board Membership, Structure and Activities
  - Program Budget
  - Graduation Reports
  - Academy Internship Report

This Agreement shall continue in existence for one (1) year, from July 1, 2007 through June 30, 2008 and is automatically renewable on July 1 of each year upon payment of agreed-upon membership fees, or shall continue in existence until the occurrence of any of the following: (1) the parties mutually agree to terminate; or (2) either party gives the other written notice that it wishes to terminate, in which event the termination becomes effective on the last day of the semester in which the notice is given.

Upon any termination of this agreement, the DISTRICT/SCHOOL and the NAF Academy program created hereunder shall cease to be a member of the National Academy Foundation Network, and all rights of the DISTRICT/SCHOOL to participate in or receive assistance or materials from NAF, to access restricted areas of the National Academy Foundation website, and to use the name, logo, or other trademarks or service marks of NAF and the Academies, shall also cease. Upon termination, all NAF/Academy materials (including all copies of such materials) in the DISTRICT/SCHOOL's possession shall, upon NAF's request, be returned to the NAF national headquarters.

The Undersigned have executed this agreement on the dates indicated opposite their signatures.

\_\_\_\_\_  
**Superintendent** *(signature)*

\_\_\_\_\_  
*(Date)*

\_\_\_\_\_  
*Name of District*

\_\_\_\_\_  
**Principal** *(signature)*

\_\_\_\_\_  
*(Date)*

\_\_\_\_\_  
*Name of School*

\_\_\_\_\_  
**Director** *(signature)*

\_\_\_\_\_  
*(Date)*

\_\_\_\_\_  
**JD Hoye**  
President  
National Academy Foundation

\_\_\_\_\_  
*(Date)*

*Please provide additional principal signatures, if needed, on a separate page.*

**Appendix III:**  
**Project Lead the Way School District Agreement**

SCHOOL DISTRICT AGREEMENT 2010-11  
ENGINEERING/TECHNOLOGY

AGREEMENT by and between «District\_Name» (the “School District”), located in «District\_City», «District\_State» and **PROJECT LEAD THE WAY, INC.**, a New York not-for-profit corporation having an address at 747 Pierce Road, Clifton Park, New York 12065 (“PLTW, INC.” and, collectively with the School District, the “parties”).

**WITNESSETH:**

*WHEREAS*, PLTW, INC. has established and is supporting a working relationship among school districts, colleges and universities, and the private sector to provide a high school and middle school engineering and technology curricula; and

*WHEREAS*, PLTW, INC. seeks to establish and support a working relationship with school districts to provide a high school and middle school engineering and technology curricula (“**Project Lead The Way®**” or the “Program”); and

*WHEREAS*, the School District desires to implement one or more segments of the Program; and

*WHEREAS*, the parties desire to work together and with others through PLTW, INC. to maximize the benefit of the Program to students by maintaining the quality standards and practices of the Program.

*WHEREAS*, each school year PLTW, INC. will secure from leading engineering software publishers (the “Publishers”) licenses to use the Publishers’ latest versions and editions of software selected by PLTW, INC., to be used exclusively by all participating schools in teaching the Program courses (the “Designated Software”); and

*WHEREAS*, it is anticipated that the licenses shall allow PLTW, INC. to sublicense the Designated Software to schools participating in the Program for the purpose of teaching Program courses; and

*WHEREAS*, it is anticipated that each year PLTW, INC. will make available to all participating school districts the use of the Designated Software pursuant to a sublicense between PLTW, INC. and the school district; and

NOW, THEREFORE, the parties agree as follows:

1. Scope of School District Implementation.
  - A. School District Registration. The School District has registered online with PLTW, INC. on «Date\_Submitted» in conjunction with its desire to implement the Program. The School District represents that the information contained in the registration remains accurate as of the date of this Agreement.
  - B. Separate School Registrations. The School District agrees that any time a high school or middle school within its district seeks to implement the Program, the School District shall first complete an additional separate high school and/or middle school online

registration on behalf of each such school. No school within the School District shall be admitted to the Program without the prior written approval of PLTW, INC. The application forms may be amended by PLTW, INC. from time to time in its discretion.

2. High School Program.

- A. Required Course Offerings. The **Project Lead The Way®** high school program (the “High School Program”) shall consist of a minimum of four (4) courses, each worth one (1) credit. The School District agrees that if it elects to implement the High School Program, it shall offer its students at least four (4) courses within a period of four (4) school years from the date that it commences the High School Program, and that such four (4) courses shall include Introduction to Engineering Design™ (for New York State, Design and Drawing for Production™), Principles of Engineering™, and Digital Electronics™. In future years, PLTW, INC. may offer additional course options for schools to consider.
- B. Concurrent Student Course Requirements. The School District agrees that a student’s concurrent enrollment in a college preparatory mathematics course shall be a prerequisite for a student’s enrollment in any High School Program course. The School District agrees to use its best efforts to ensure that students participating in the High School Program will, at a minimum, be capable of meeting a two-year college mathematics requirement by the end of their completion of the High School Program. Within this format, the School District agrees to follow the **Project Lead The Way®** curriculum and to meet **Project Lead The Way®** quality standards and practices.

3. Middle School Program.

Dependent on the classification of the school’s program, the **Project Lead The Way®** middle school program (the “Middle School Program”) shall consist of one of the following: (a) schools who are offering a Basic Middle School Program must offer a minimum of two (2) units, each having a duration of ten (10) weeks; (b) schools who are offering an Advanced Middle School Program must offer a minimum of four (4) units, each having a duration of ten (10) weeks. Both Basic and Advanced Middle School Programs must offer the Design and Modeling™ and Automation and Robotics™ units. The School District agrees that if it elects to implement the Basic Middle School Program, each participating school within the School District shall implement both units within two years or less. The School District agrees that if it elects to implement the Advanced Middle School Program, each participating school within the School District shall implement all four units within three years or less. Program units shall be offered in a manner consistent with the school’s existing scheduling format. Individual units may be offered in a different sequence if necessary. However, each unit must be taught in its entirety without interruption. Within this format, the School District agrees to follow the **Project Lead The Way®** curriculum and to meet **Project Lead The Way®** quality standards and practices. In future years, PLTW, INC. may offer additional units of study for schools to consider.

4. Use of Designated Software.

- A. Exclusive Use. The School District agrees to use the Designated Software exclusively in teaching all Program courses.

B. Sublicense. The School District agrees to annually purchase its right to use the Designated Software from PLTW, INC. or its designated reseller. The School District's conditional purchase obligation shall be limited to those software programs comprising the Designated Software which are necessary to teach the Program courses to be offered by the School District in that school year.

5. Model Program.

The School District agrees that the Program as implemented within its district will serve as a **Project Lead The Way®** Program model for other school districts. The School District will make its program available for observation and inspection by other school districts and will exchange information concerning the Program with other school districts, whether or not such school districts have currently implemented the Program.

6. Strict Adherence to the Program Guidelines.

The School District agrees to implement the Program courses according to Program guidelines established by PLTW, INC., which shall include, but not be limited to, guidelines governing the implementation of the Program and Program courses by urban, suburban or rural schools, as the case may be. Program guidelines may be modified from time to time by PLTW, INC. (and only by PLTW, INC.) in its discretion. The School District may exceed the minimum instructional requirements of the Program in order to enhance the Program. The School District agrees that no other program or activity or student internships will interfere, substitute for or reduce student contact time in connection with the Program. In the event that the School District does not implement the Program courses for the fall semester of the school year immediately following the date of this agreement, then the School District must notify PLTW, INC.'s Coordinator of School Relations within ten (10) days of the commencement of the school year to determine a new implementation schedule which is agreeable to PLTW, INC. In the event that a new implementation schedule cannot be agreed upon by PLTW, INC. and the School District, then this agreement shall be immediately terminated.

7. Project Lead The Way® Faculty and Counselor Development.

A. Training Program. The **Project Lead The Way®** faculty development program shall consist of three phases: (i) Phase I: Assessment and Readiness Training, (ii) Phase II: Core Training, and (iii) Phase III: Ongoing Training. The purpose of the faculty development will be to learn the advanced technology and pedagogical skills needed to teach the Program curriculum. The extent of such training, determined from time to time by PLTW, INC., is further described in paragraph E in this Section. Teachers may only register for Phase II: Core Training if the School District has executed a school district agreement approved by PLTW, INC. by June 1 of the year that training will be held.

B. Selection of Teachers. The School District will recommend teachers from its district for participation in the **Project Lead The Way®** faculty development program. The School District shall identify each teacher being recommended for training to PLTW, INC. by the date required under the guidelines published by PLTW, INC. governing the implementation of the Program. PLTW, INC. reserves the right to accept or reject any training candidate. Teachers instructing a **Project Lead The Way®** course must have as a minimum a Bachelor's Degree.

- C. Required Training. All teachers must have satisfactorily completed Phase I: Assessment and Readiness Training and Phase II: Core Training before commencing **Project Lead The Way**® instruction and must regularly participate in Phase III: Ongoing Training in order to continue **Project Lead The Way**® instruction. All Phase II: Core Training provided to a teacher participating in the **Project Lead The Way**® faculty development program must be directly tailored to the teacher's Program course assignment for the upcoming school year. If a teacher does not satisfactorily complete Phase II: Core Training, then the teacher may proceed with instruction in the Program for the school year following such Phase II: Core Training, subject to improvement guidelines established by PLTW, INC. in collaboration with the School District, and must again complete Phase II: Core Training (in accordance with guidelines established by PLTW, INC. in collaboration with the School District) the next time it is offered. No other training shall serve as a substitute for Phase II: Core Training or Phase III: Ongoing Training authorized and overseen by PLTW, INC.
- D. Equipment Purchases. The School District shall purchase a laptop computer and software (each meeting the specifications established by PLTW, INC.) for each of its teachers accepted into the faculty development program, to be delivered to the teacher by the date required under the guidelines published by PLTW, INC. governing the implementation of the Program. The laptop computer and software shall be used in all three phases of the faculty development program. The School District agrees that the laptop computer and software shall remain in the possession of and be for the sole use of the teacher as long as the teacher is teaching Program courses.
- E. Training Phases.
- i. Phase I: Teacher Assessment and Readiness Training. PLTW, INC. will offer an assessment for the teachers accepted for training. The teacher must complete and submit the assessment to PLTW, INC. by May 1. The School District shall be required to cover the cost of any readiness training identified through such assessment. This training, if needed, will occur prior to Phase II: Core Training.
  - ii. Phase II: Core Training. Core Training shall be available during a summer institute at an affiliated training center within the state in which the School District is located ("National Affiliate Training Center"), or, if there is no National Affiliate Training Center within the State in which the School District is located, then at one of the **Project Lead The Way**® national training centers (a "National Training Center") or at a National Affiliate Training Center in another state. The School District agrees to pay all fees and expenses as specified by the National Affiliate Training Center or National Training Center, as the case may be, as well as transportation costs for each of its teachers attending training, as well as any daily stipend as determined by the collective bargaining agreement governing such teacher.
  - iii. Phase III: Ongoing Training. PLTW, INC. shall provide ongoing training of teachers who have completed Phase II: Core Training. Phase III: Ongoing Training shall be conducted via distance learning through the Virtual Academy on PLTW, INC.'s website. PLTW, INC. shall provide such training without charge. The School District, in its discretion, may supplement Phase III: Ongoing Training by sending teachers for Phase II: Core Training in order to refresh and improve their skills, but shall be responsible for all fees and expenses as provided in subparagraph (ii) above.

F. Advisor/Counselor Training. The **PLTW**<sup>®</sup> National Affiliate Training Centers provide advisor and counselor training annually, in the form of a “Counselor Conference.” The School District agrees to permit the attendance of appropriate advisors/counselors and shall pay all fees and expenses in conjunction with this conference. Although it is suggested to have all advisors/counselors attend the conference at least once, the School District agrees to send a minimum of one advisor/counselor per annual conference.

8. Partnership Team.

By the end of the second year, the School District will establish and operate a partnership team consisting of technology community advisors and School District teachers teaching the Program, and in accordance with such guidelines as may be established by PLTW, INC. from time to time. Community advisors will be selected by the School District. The objective of the Partnership Team is to provide optimal support for teachers and students and to facilitate the operation of the entire Program in the School District.

9. Equipment and Software.

A. Guidelines. To assure that the School District’s facilities properly support the program standards, the School District agrees to adhere to the following guidelines with respect to the purchase and use of equipment:

- i. Except as provided for specifically in the Agreement, it shall only purchase or lease equipment and software for the Program from an approved list provided by PLTW, INC. and/or as provided by special purchase or lease agreements negotiated by PLTW, INC. and may take advantage of other cost savings practices intended to obtain quality equipment and supplies to support the Program. Notwithstanding the preceding sentence, the School District may provide the Program curriculum using equipment purchased from vendors not specifically approved by PLTW, INC., provided: (i) such equipment has specifications that meet or exceed Program specifications, (ii) such equipment adequately supports the Program Curriculum and (iii) the School District obtains the prior written consent from PLTW, INC., which consent shall not be unreasonably withheld.
- ii. The use of the equipment and software by students participating in the Program shall take precedence over all other use.
- iii. The School District hereby covenants and agrees that any facility used to teach the Program shall be adequately equipped to operate the equipment and that such facility and any equipment used thereon shall at all times comply with applicable standards of safety and reasonable use.

10. Assessment of Results.

A. Monitoring Results by School District. PLTW, INC. is committed to studying and evaluating the effectiveness of its Program on an ongoing basis, on behalf of its participating schools and their students. The School District shares this commitment and is an active and supportive participant in the **Project Lead The Way**<sup>®</sup> systematic evaluation process. The School District must support full participation in assessments

conducted by PLTW, INC., including online student registration and participation in online pre- and post-course tests, examinations and/or surveys, and must conduct other assessments using technology and support provided by PLTW, INC. in order to track the progress of each of its students throughout the student's participation in the Program and after they graduate from high school. The School District agrees to permit sharing of the results of this work with PLTW, INC. and with other schools in a manner consistent with proper professional practices, student confidentiality and applicable laws, including FERPA.

- B. Examinations. The School District agrees to administer the most current version of the examination provided by PLTW, INC. to its students at the end of each High School Program course (excluding the *Engineering Design and Development*<sup>TM</sup> course). The School District shall administer such examinations in written or electronic format in accordance with the online systematic evaluation process, as determined by PLTW, INC. in its sole discretion. The School District shall submit a summary of the students' test results, which shall be kept strictly confidential and shall only be used for purposes of studying and monitoring the effectiveness of the Program on behalf of participating schools and their students.

11. Standards, Practices and Benefits.

- A. Access. The School District shall have access to all Program curricula and annual updates. In addition, the School District shall receive access to the Program electronic communication network, faculty development and seminars, special purchase/lease arrangements for hardware and software, college credit agreements and recognition of excellence for students, faculty, and school.
- B. Quality Standards. The School District agrees to teach the students in the Program using the Program Curriculum as prepared by PLTW, INC. without modifications, and to maintain the quality standards specified in the Program Curriculum and Program practices at a level acceptable to PLTW, INC. Schools may exceed these minimum instructional requirements in order to enhance the Program.
- C. College Certification. The School District agrees to complete the **Project Lead The Way®** College Certification process no later than the second year of each high school site's participation in the **Project Lead The Way®** Program. The School District shall pay all fees and expenses in connection with this certification.

12. Program Identification.

**Project Lead The Way®** and **PLTW®** are registered trademarks of PLTW, INC. The School District shall use the "**Project Lead The Way®**" and "**PLTW®**" markings and identifying names and references on all program materials, course offerings and communications with faculty, students, officials and community constituents. PLTW, INC. will supply the School District with appropriate instructions and labels, markings and all other identifying material to facilitate the proper promotion of the **Project Lead The Way®** program. All press releases and other public pronouncements involving the **Project Lead The Way®** program shall be subject to the advance approval of PLTW, INC. through the **Project Lead The Way®** State Leader. The School District agrees to reasonably promote and publicize the **Project Lead The Way®** program, and to retain its distinct character.

13. License to Use Curriculum Materials.

- A. Scope. PLTW, INC. grants to the School District a non-exclusive license to reproduce and use, to the extent authorized herein, curricula materials developed and/or used in connection with the Program, which may exist in printed and/or electronic form. The School District acknowledges that PLTW, INC. retains all rights and title to such materials. Any reproduction and use of these materials shall be strictly limited to the use by the School District for instruction to students of the School District and teacher training. The School District shall notify PLTW, INC. of any such reproduction or use. Any other use of such materials, including but not limited to commercial use shall be strictly prohibited.
- B. Termination. The license granted hereunder shall cease upon the earliest to occur of: (i) the termination of this Agreement; or (ii) PLTW, INC. providing sixty (60) days written notice to the School District of its election to revoke the license. Upon termination of the license, all curriculum materials, including any reproduction thereof, shall be immediately returned to PLTW, INC., but in no event later than fifteen (15) days after the effective date of termination.

14. Representations and Warranties of the School District.

The School District hereby makes the following representations and warranties:

- A. This agreement has been duly approved by the Board of Education of the School District.
- B. The person executing this Agreement on behalf of the School District has been duly authorized to so act by such School District.
- C. This Agreement is a legally binding agreement whose rights and obligations run only between the School District and PLTW, INC. and the School District's execution of this agreement does not create rights in any other party.
- D. The terms of this Agreement do not violate or conflict with the School District's charter or any other of its rules of governance, the laws of the School District's State or any subdivision thereof, or any other agreement to which the School District is a party.

15. Default.

- A. Cure Period. Upon a material breach of this Agreement by either party which is not cured within fifteen (15) days after written notice is mailed to the defaulting party, this Agreement shall terminate effective upon the completion of the then-current school year courses.
- B. Failure to Implement Program. If the School District fails to implement the Program for the school year immediately following the date of this Agreement, then this Agreement shall immediately terminate.

C. Other Remedies. In addition to the right to terminate the Agreement upon a breach thereof, PLTW, INC. shall also have the right to exercise all of its remedies, both legal and equitable, as a result of the breach.

16. Term: Annual Renewal of Agreement.

The initial term of this Agreement shall begin as of the date of signing and shall end on June 30, 2011 and shall be automatically renewed for additional Contract Years (July 1 – June 30) unless a party terminates the Agreement by notice to the other party in writing no later than April 30 preceding the commencement of the next Contract Year.

17. Protection of Intellectual Property.

The School District agrees to adhere to any and all restrictions in connection with equipment, and software purchase/lease/license, agreements between PLTW, INC. and technology software producers and to take proactive measures to protect intellectual property, as shall be requested by PLTW, INC. Upon a termination of this Agreement, the School District shall return all software provided to them pursuant to this Agreement or through special **Project Lead The Way®** agreements. The School District shall cease using the **PLTW®** and **Project Lead The Way®** logos, names and other marks or identifying materials, and shall make no representations linking any of its own educational programs to the Program without the prior written consent of PLTW, INC.

18. Assignment.

The School District is prohibited from assigning to or in any other way enabling any of its rights under this Agreement to inure to any third party. This prohibition on assignment shall be a material term of this Agreement and any violation of this Section shall be material breach of this Agreement, which shall allow PLTW, INC. to terminate this Agreement.

19. Indemnification.

To the extent permitted by law, the School District hereby agrees to indemnify, defend and hold harmless PLTW, INC. from and against, and in respect to, any and all losses, expenses, costs, obligations, liabilities and damages, including interest, penalties and reasonable attorney's fees and expenses, that PLTW, INC. may incur as a result of any negligent or willful act of the School District or any of its agents or employees or the failure by such School District to perform any of its representations, warranties, commitments, or covenants under this Agreement.

20. Notices.

Any notice or other communication required or permitted under this Agreement shall be in writing and shall be sent by registered or certified mail, return receipt requested, or by Federal Express, as follows:

**If to the School District:**

«District\_Name»

«District\_Address1»

«District\_Address2»

«District\_City», «District\_State» «District\_Zip»

**If to PLTW, INC.:**

Kim Zimbal, Coordinator of School Relations  
Project Lead The Way, Inc.  
747 Pierce Road  
Clifton Park, NY 12065

21. Confidentiality.

The parties to this Agreement understand and agree that the contents of this final Agreement, and the discussions and negotiations between the parties resulting in this final Agreement, shall be maintained as confidential and shall not be disclosed to any third party except to the extent required by applicable law.

22. Benefit.

This Agreement shall be binding upon, and shall inure to the benefit of, the parties and their respective successors and permitted assigns.

23. Entire Agreement.

This Agreement, including any instruments of agreements attached hereto as exhibits or incorporated herein by reference, contains the entire understanding of the parties with respect to the subject matter hereof. This Agreement supersedes all prior agreements and understandings between the parties with respect to such subject matter.

IN WITNESS WHEREOF, the parties have each executed this Agreement on the dates indicated below.

«District\_Name»

Date: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**Project Lead The Way, Inc.**

Date: \_\_\_\_\_

By: \_\_\_\_\_

Name: John Lock

Title: Chief Executive Officer

**Exhibit A**  
**Evidence of Board of Education Approval of Agreement**