

Elyse David  
P.O. Box 448  
Neversink, NY 12765  
November 12, 2020

Ms. Dawn Bartz  
Executive Director of Social Studies, Science & Instructional Technology  
Yonkers Public Schools  
One Larkin Center  
Yonkers, NY 10701

Dear Ms. Bartz:

Thank you for the opportunity to provide focused support to the Rethink K12 Education Model by developing, implementing, and expanding content on a Yonkers Rethink website utilizing and maximizing the District's Blackboard/Schoolwires platform.

Deliverables include:

## **YEAR 1 DEVELOPMENT AND IMPLEMENTATION**

### **Fundamentals**

Working in collaboration with the District team, build a public webpage that connects stakeholders to information and services:

- Gather grant requirements and functional specifications
- Communicate to content creators and supervisors the District's website technical requirements and standards for text, documents, images, video, and other media, accessibility guidelines, and style specifications
- Define and refine navigation structure
- Identification of specific content to curate and map to webpage, for example
  - Calendars
  - Sample lessons
  - Videos
  - Webinars
  - External links when applicable
- Working in collaboration with administrators and teachers, develop and/or edit original content
- Provide coaching for editing and publication of content consistent with platform requirements
- Deploy webpage
- Ensure coordination and integrations with the incumbent Distance Learning website and the primary District website, as necessary

**Fee:**

Year I: November 2020 – September 30, 2021  
Development and Implementation  
\$10,000

Insurance waivers and disclosure waivers previously agreed to with the City of Yonkers remain in force throughout the life of the contract, and subsequent amendments or renewals.

Sincerely,

Elyse David