

## PERFORMANCE BASED CONTRACT GUIDELINES

### 1. WHAT IS THE PURPOSE AND SCOPE OF THE SERVICE? (Describe in detail any services to be provided or materials to be purchased)

- DigiGeeks will collaborate with the MBK Yonkers team to support gathering baseline data to create a MBK Yonkers Alumni Network. DigiGeeks will advise on selecting a database that allows for robust tracking of engagement and outcomes. DigiGeeks will also advise on setting up a Content Management System (CMS) for regular email newsletter updates that will allow MBK Yonkers to engage with all alumni.

- Together, we will develop a survey that will allow us to gather baseline data and reengage current alumni and build the Yonkers Alumni network. We will also develop a campaign to reach out to alumni and create an ongoing content calendar to keep them connected and provide access to employment resources and opportunities.

- Deliverables:

- Supporting the development of internal alumni information and data system

- Identity and support on selection of robust database

- Setting up ongoing quarterly newsletter platform

- Creating MBK Yonkers LinkedIn strategy and providing training series for MBK Yonkers alumni

- Supporting on development of survey of current alumni

- Creating engagement and communications campaign with alums

### 2. AMOUNT OF SERVICE?

(Set forth the monetary value of the proposed agreement and quantities and/or amounts of time required to be devoted to the contract and describe where services are to be provided as specified in Schedule "B")

Total budget is \$20,000 for the period of February 2025-June 2025

### 3. WHO IN THE SCHOOL DISTRICT IS SERVED?

(Describe whether services are to be provided directly to students, to staff, etc.)

MBK Yonkers Alumni

### 4. WHO WILL PROVIDE SERVICES?

(If individual providers are contemplated, set forth the names and qualifications of the service providers)

Stefanie Cruz, Founder and CEO of DigiGeeks Collective

4a. WILL THE CONTRACTOR BE UTILIZING ANY SUBCONTRACTORS OR VOLUNTEERS IN FURTHERANCE OF THIS AGREEMENT? **IF YES, PLEASE LIST ALL OF THEIR NAMES AND CONTACT INFORMATION.**

No

**5. WHAT WILL BE COMMUNICATED TO DISTRICT PERSONNEL, PARENTS, OTHERS ABOUT PROGRESS AND RESULTS OF THE SERVICES?**

(How specifically will the contractor report to the School District (or parents, if applicable) about their progress towards achieving the goals of the contract?)

A monthly update of the project and activities will be provided.

**6. HOW WILL THE SCHOOL DISTRICT JUDGE THE QUALITY OF SERVICES? (Set forth the method which will be used to evaluate contractor's performance)**

We will assess the number of Alumni who secured employment through the support of our YPS MBK Alumni Network.

**7. INDIVIDUALS RESPONSIBLE FOR ADMINISTERING THE CONTRACT.**

Vendor Name: DigiGeeks Collective  
Vendor Address: 5814 Washington Blvd, Arlington, VA 22205  
Vendor Phone No.: 646-326-5654  
Vendor Business Status: S Corp  
Vendor Contact Name: Stefanie Cruz  
Vendor Contact Email: stefanie@digigeeks.com  
Tax ID No.: 85-4203678

School District Administrator Name: Dr. Jason Baez  
School District Administrator Title: Executive director  
School District Administrator Phone No.: 914-376-8183  
School District Administrator Email: jbaez@yonkerspublicschools.org

**8. ARE THE SERVICES PURSUANT TO A GRANT AGREEMENT? IF YES, WHAT IS THE GRANT, AND WHAT ARE THE GRANT REQUIREMENTS RELATED TO THIS AGREEMENT?**

Yes, these services are pursuant to the Obama Foundation grant, which supports the grant's goals of Milestone 5: All Youth Out Of School Are Employed

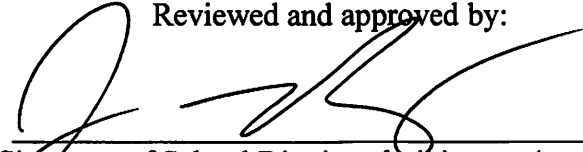
**9. WILL THE CONTRACTOR BE RECEIVING ANY STUDENT DATA OR OTHER DATA FROM YONKERS PUBLIC SCHOOLS? IF YES, PLEASE DESCRIBE. IF STUDENT DATA IS BEING SHARED, PLEASE PROCEED TO QUESTION 10 BELOW.**

No

**10. WILL THE STUDENT DATA BE USED FOR THE PURPOSE OF DEVELOPING, VALIDATING, ADMINISTERING STUDENT AID PROGRAMS, OR IMPROVING INSTRUCTION? IF YES, PLEASE SPECIFICALLY DESCRIBE.**

No

Performance Based Guidelines  
Reviewed and approved by:



\_\_\_\_\_  
(Signature of School District administrator/employee)

J. Alan B. C. 2.  
\_\_\_\_\_  
(Printed Name)