

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)

Interactive Health, LLC will provide services for the implementation of the My Brother's Keeper Family and Community Engagement Program (MBK FCEPS) Grant. Services will include developing a cohesive, culturally relevant brand identity for Yonkers Public Schools' MBK initiative, involving the creation of print and digital brochures and collaboration on website branding to enhance program visibility, strengthen community engagement, encourage parental involvement, and ensure that messaging resonates with prospective students, parents, and community stakeholders, fostering a sense of pride, inclusivity, and commitment to academic and personal growth for program participants.

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")

Interactive Health will provide 22.2 days pertaining to the MBK FCEPS grant throughout the Yonkers Public School (YPS) District.

3. WHO IN THE SCHOOL DISTRICT IS SERVED?

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

Services will be provided to the Yonkers Public School (YPS) to meet the requirements of the My Brother's Keeper Family and Community Engagement Program (MBK FCEPS) grant.

4. WHO WILL PROVIDE SERVICES?

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

Services will be provided by Interactive Health, LLC, founded in 1999, with expertise in school-based evaluation and research. Dr. Katherine Roberts, President of Interactive Health, who will oversee the services, is also an adjunct professor at Teachers College Columbia University, where she teaches Research Methods and Biostatistics.

- 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, Interactive Health, LLC will not be utilizing any volunteers or hiring/utilizing any subcontractors.

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?)

Interactive Health, LLC will communicate progress toward the goals of the My Brother's Keeper Family and Community Engagement Program (MBK FCEPS) grant by providing reports and monthly updates on the development and impact of branding and marketing initiatives. These reports will provide performance feedback and facilitate program adjustments, if necessary, ensuring communication of progress to the district personnel.

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

The quality of service will be evaluated through the YPS ongoing monitoring of the contractual services via meetings and written reports.

7. INDIVIDUALS RESPONSIBLE FOR ADMINISTERING THE CONTRACT.

Vendor Name: Interactive Health, LLC
Vendor Address: 162 Lake Drive, Mountain Lakes, NJ 07046
Vendor Phone No.: 917-817-0785
Vendor Business Status: (corporation, non-profit individual, unincorporated) Limited Liability Corporation
Vendor Contact Name: Dr. Katherine Roberts
Vendor Contact Email: roberts@interactivehlth.com
Tax ID No.: 22-3691525

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?**

YPS was awarded the Brother's Keeper Family and Community Engagement Program (MBK FCEPS), a grant funded by New York State Education Department (NYSED). The goal of the grant program is to increase the academic achievement and college and career readiness of boys and young men of color by developing and sustaining effective relationships with families in order to achieve student success.

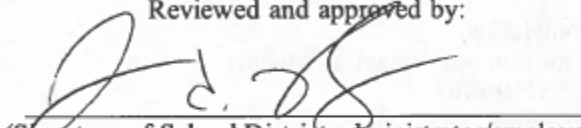
9. WILL THE CONTRACTOR BE RECEIVING ANY STUDENT DATA OR OTHER DATA FROM YONKERS PUBLIC SCHOOLS? **IF YES, PLEASE DESCRIBE. IF STUDENT DATA IS BEING SHARED, PLEASE PROCEED TO QUESTION 10 BELOW.**

No student data or other data from YPS will be received.

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.**

The data collected will be used to assess the impact of developing a coherent implementation model that engages students, families, and the community.

Performance Based Guidelines
Reviewed and approved by:



(Signature of School District administrator/employee)

Jason C. Berr.

(Printed Name)