

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)

Caissa Public Strategy, LLC focuses on three primary goals: Reduce chronic absenteeism; provide Yonkers Public Schools with more capacity for outreach, specifically to cater to Yonkers Public Schools unique issues; and keep students and parents connected by providing families with a great experience when they interact with the district, thereby reducing chronic absenteeism.

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")

\$17,900

3. WHO IN THE SCHOOL DISTRICT IS SERVED?

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

Yonkers Public School students, specifically chronically absent students.

4. WHO WILL PROVIDE SERVICES?

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

Caissa Public Strategy, LLC, a communications firm that specializes in student stabilization plans for public school districts across 23 states.

- 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?)

Updating the district on our results reducing chronic absenteeism. Access to our system can be done daily, otherwise Caissa Public Strategy, LLC will need to meet with the district Bi-Weekly to provide updates on the status of the project.

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 district can judge Caissa Public Strategy, LLC on how well it reduces the chronic absenteeism rate for the specified students.

7. INDIVIDUALS RESPONSIBLE FOR ADMINISTERING THE CONTRACT.

Vendor Name: Caissa Public Strategy, LLC
Vendor Address: 5100 Poplar Ave. Ste 1720, Memphis, TN 38137
Vendor Phone No.: 901-522-1030
Vendor Business Status: (corporation, non-profit individual, unincorporated) LLC
Vendor Contact Name: Adrian Bond
Vendor Contact Email: Adrian@caissaps.com
Tax ID No.: 274242155

School District Administrator Name: Dr. Jason Baez
School District Administrator Title: MBK 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 1: Entering School Ready to Learn, Milestone 2: Reading at Grade Level by Third Grade, and Milestone 3: Graduate From High School.

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.

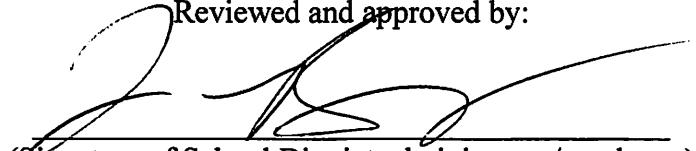
Yes, the district will provide Caissa Public Strategy, LLC a list of the chronically absent students to contact.

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)

Jason Berr

(Printed Name)