

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)

The purpose and scope of this service is to support the evaluation, documentation, and dissemination of the Yonkers My Brother's Keeper (MBK) initiative as a national model for improving outcomes for boys and young men of color. As one of only four model MBK communities nationwide—and with the highest graduation and post-secondary enrollment rates for men of color in New York State—the Yonkers MBK initiative seeks to:

- Advance educational equity by continuing to deliver tailored mentorship and holistic support to over 1,300 middle and high school students.
- Meet statewide and national MBK milestones, including fostering mentorship, and providing academic, social, emotional, and cultural enrichment.
- Document and evaluate its unique school district-based implementation model across 39 schools to inform best practices.
- Scale impact by sharing insights, tools, and approaches with other MBK communities across the country to drive similar outcomes.

Services that will be provided include:

1. Audit

- a. Conduct a comprehensive review of the methodology, needs assessment, and qualitative and quantitative data collected by MBK Yonkers.
 - i. Conduct 5-7 interviews with staff, community members, partners, mentors, participants and/or other critical stakeholders.
 - ii. Review collateral and existing methods for collecting impact measures and stories.
 - iii. Identify other successful MBK communities to determine successful practices for data collection, feedback loops, and recruiting and retaining mentors and students.
- b. Develop a set of findings and recommendations, and facilitate a conversation with MBK Yonkers leadership for strategic alignment prior to developing the evaluation framework.

2. Evaluation

- a. Identify critical data points and curate compelling data.
- b. Develop a framework for evaluating MBK Yonkers programming that is reflective of their six Milestones to Success.
- c. Draft a timeline for evaluation implementation and advise on data collection tools.

3. Administrative Maintenance

- a. Hold weekly 30-minute check-ins with the MBK Yonkers leadership and relevant team members (as needed).

Ultimately, this scope of work positions Yonkers MBK as a leader in systems-level change for boys and young men of color—grounded in rigorous program delivery, community collaboration, and a commitment to long-term student success.

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”)

The proposed activities outlined in section 1 - including an audit, interviews, draft of findings and development of an evaluation framework, and weekly check-in calls will be completed in 200 hours over the course of six months from May 1, 2025 to October 30, 2025.

Activity	Fee
Audit and Analysis <i>100 hours</i>	\$20,000
Evaluation Development <i>100 hours</i>	\$20,000
Total	\$40,000

3. WHO IN THE SCHOOL DISTRICT IS SERVED?

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

The project will service the My Brother’s Keeper - Yonkers model community, its leadership team and 39 schools serving middle and high school men of color across the school district - totaling approximately 1,300 students. Services will be to enhance the MBK Yonker’s model to ensure that the model community maintains the highest rate of men of color graduating high school and pursuing post-secondary education in NYS.

4. WHO WILL PROVIDE SERVICES?

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

The providers include the SquadBuck firm. SquadBuck is a woman- and queer-owned consulting firm made up of a diverse team of educators, organizers, union staffers, researchers, writers, and White House and Department of Education alumni. SquadBuck brings a wealth of experience and expertise in organizational leadership, communications, fundraising, strategic planning, research, change management, policy, facilitation, and outreach and engagement. We believe in helping good people do good work, in the irreplaceable importance of relationships, and in the incomparable power of organizing people around a cause. The Project Lead for this service is Emily Davis, Principle at SquadBuck. Additional support will be provided by Sydney Leiher, who served as a Data Scientist at the U.S. Department of Education in the and specializes in Data Visualization, Analytics and AI.

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.

Not applicable.

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?)

The Contractor will be required to deliver the following to MBK Yonkers leadership team to communicate progress and results:

- Evaluation Framework Document outlining methodology, milestones, data collection approach.
- Stakeholder Interview Summary Report with key themes and insights.
- One-Page Collateral summarizing MBK Yonkers model strategies, successes, and innovations.
- Final Evaluation Report & Presentation to be shared with leadership, highlighting MBK Yonkers model practices, data findings, and recommendations for scalability.

Progress will be monitored and adhere to the following timeline:

Month	Activities
May 2025	Project kickoff, stakeholder meetings, schedule interviews
June 2025	Complete stakeholder interviews, gather quantitative/qualitative data
July 2025	Data analysis and draft evaluation framework
August 2025	Mid-project check-in
September 2025	Review findings with MBK leadership, finalize materials
October 2025	Deliver final report, one-pagers, and presentation to leadership

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

Objectives to evaluate the contractor's performance include:

- **Designing an Evaluation Framework:** Building a structured evaluation plan to track progress on MBK milestones, capture qualitative and quantitative data, and identify key successes and challenges.
- **Stakeholder Engagement & Interviews:** Conducting interviews with key stakeholders (community members, students, school/district leaders) to gather insights, elevate student voices, and assess program impact.
- **Producing Collateral & Shareable Resources:** Creating clear, visually appealing collateral (one-pagers, reports) summarizing key findings, strategic activities, and recommendations to be shared with the Obama Foundation and other MBK communities.

- **Model Community Positioning:** Identifying and articulating innovative practices within Yonkers MBK that can be lifted up as replicable models, contributing to Yonkers' role as an incubator community.

Additionally, we will hold 30 min. weekly check-in meetings that will cover:

1. Quick Welcome & Agenda Overview

- Brief check-in
- Highlight focus of the week

2. Site & Program Updates

- Rapid updates
- Key highlights: student engagement, mentorship activities, upcoming events
- Status of ongoing data collection (surveys, interviews, etc.)
- Progress on documentation or reports
- Identify immediate challenges

3. Milestones & Timeline Alignment

- Check progress against MBK goals and project timeline
- Confirm deliverables due this or next week
- Flag delays or shifts

4. Action Items & Next Steps

- Confirm assignments for the week
- Preview focus for next meeting
- Recap support needs and key follow-ups

7. INDIVIDUALS RESPONSIBLE FOR ADMINISTERING THE CONTRACT.

Vendor Name: SquadBuck Inc.

Vendor Address: 7713 Carroll Ave, Takoma Park, MD 20912

Vendor Phone No.: 202-422-8456

Vendor Business Status: Corporation

Vendor Contact Name: Ruthanne Buck

Vendor Contact Email: Ruthanne@squadbuck.com

Tax ID No.: 86-2312513

School District Administrator Name: Dr. Jason Baez

School District Administrator Title: MBK Executive Director Yonkers Public Schools, Office of School Leadership, Engagement and Equity

School District Administrator Phone No.: (914) 376-8183 Office Ext. 7455 (914) 438-7821 Cell

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 support the grants goals of Milestone 3: Graduate from High School and Milestone 6: All Youth Remain Safe From Violent Crime.

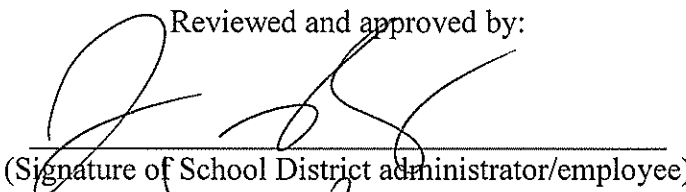
9. WILL THE CONTRACTOR BE RECEIVING ANY STUDENT DATA OR OTHER DATA FROM YONKERS PUBLIC SCHOOLS? **IF YES, PLEASE DESCRIBE. IF STUDENT DATA IS BEING SHARED, PLEASE PROCEED TO QUESTION 10 BELOW.**

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. S. B. S. C.

(Printed Name)