



NEW HAVEN PUBLIC SCHOOLS  
**AGREEMENT COVER SHEET**

**Cover Sheet is an Internal Document for Business Office Use**

**Please Type**

Contractor full name: **TetherEd**

Doing Business As, if applicable: N/A

Business Address: 110 Audubon Street, New Haven, CT

Business Phone: Email preferred – non-listed

Business email:chris@tether.education

Funding Source & Acct # including location code: General Funds 1904-0700-56694

Principal or Supervisor: Marquelle Middleton, Director of School Choice & Enrollment

Agreement Effective Dates: From **12/01/2023** To **03/01/2024** (as listed on the proposal)

Hourly rate or per session rate or per day rate. N/A

Total amount: \$15,000.00

Description of Service: Please provide a one or two sentence description of the service.

Specifically, this agreement has three main service components that may be of interest to the Office of School Choice and Enrollment at New Haven Public Schools. The first is the hosting and continuous support of the **NHPS specific Virtual School Explorer** platform to enable families to get to know schools in the city from the comfort, convenience, and security of their homes. The second service is an automated **Application Feedback Suite** that allows the school choice program administrators to provide personalized information to families about their applications and provide relevant information in a timely fashion. Finally, the third service is an **Integrated Social Media and Marketing Suite** that helps to attract students, engage parents, and foster a positive reputation within their communities during the school year.

Submitted by: Marquelle Middleton Phone: 475-220-1435



NEW HAVEN PUBLIC SCHOOLS

## Memorandum

**To:** New Haven Board of Education Finance and Operations Committee  
**From:** Office of School Choice and Enrollment  
**Date:** 12/08/2023  
**Re:** Tether Ed Agreement/Proposal

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Please **answer all questions and attach any required documentation as indicated below.** Please have someone **ready to discuss** the details of each question during the Finance & Operations meeting or this proposal might not be advanced for consideration by the full Board of Education.

1. **Contractor Name:** TetherEd
2. **Description of Service:** TetherEd will continue to develop and provide a series of transparency tools to support the district's school choice process. The NHPS School Explore will provide prospective parents and the general public with access to web-based tool showcasing magnet schools across the district including virtual school tours, access to simulated school placement results, school facts and recorded testimonials from school leaders and staff.
3. **Amount** of Agreement and hourly or session cost: \$15,000.00 (total agreement cost)
4. **Funding Source** and account number: General Funds 1904-0700-56694
5. **Approximate number of staff served through this program or service:** This is not a staff supporting tool (e.g., professional development) but will be used by more than 50 end-users who are district magnet resource teachers, administrators and staff of the Office of School Choice & Enrollment. These primarily school-based end-users will have authenticated access to update their school profile and share information about their school that will attract diverse families from across New Haven and the surrounding towns.
6. **Approximate number of students served through this program or service:** 5000+ students and families will benefit from this product.
7. **Continuation/renewal or new Agreement?**  
**Answer all questions:**
  - a. If continuation/renewal, has the cost increased? If yes, by how much? This is a continuation of service (year 2); the price has not increased.

- b. What would an alternative contractor cost: There is no known alternative cost for a similar product. This is a customized product build designed for New Haven Public Schools in support of the district's choice process. It is possible to consult with a national data consultant company but it is strongly believed that the base cost would be exponentially higher.
- c. If this is a continuation, when was the last time alternative quotes were requested? No alternative quote can be provided as this is a custom build. The Office of School Choice & Enrollment is unaware of any similar product or company that provides a comparable product or service. It is possible to consult with data consultant companies but it is strongly believed that the base cost would be exponentially higher.
- d. For new or continuation: is this a service existing staff could provide. If no, why not? This product was used by the district in the most recent fiscal year so for that reason is a considered a continuation of service. The district's IT department does not have the capacity or knowledge to develop such a product. In addition, the district does not have employed staff to provide the level of expert predictive analysis to produce and share simulated school choice placement results.

**8. Type of Service:**

**Answer all questions:**

- a. Professional Development? No, this is a not a professional development service.
  - i. If this is a professional development program, can the service be provided by existing staff? If no, why not?
- b. After School or Extended Hours Program? No, this is not an after-school or extended-day program.
- c. School Readiness or Head Start Programs? No, this is not a School Readiness or Head Start program.
- d. Other: (Please describe) The NHPS School Explorer tool is a school choice marketing, recruitment and informational tool.

**9. Contractor Classification:**

**Answer all questions:**

- a. Is the Contractor a Minority or Women Owned Business? Yes, this is a minority owned business.
- b. Is the Contractor Local? Yes, the contractor is based in New Haven, CT.
- c. Is the Contractor a Not-for-Profit Organization? If yes, is it local or national? No, this is a not-for-profit organization.
- d. Is the Contractor a public corporation? No, this vendor is not a public corporation.
- e. Is this a renewal/continuation Agreement or a new service? This is a renewal or continuation agreement. The Office of School Choice & Enrollment previously used the contractor with great results.
- f. If it is a renewal/continuation has cost increased? If yes, by how much? There are no year to year cost increases for the product and associated services.
- g. Will the output of this Agreement contribute to building internal capabilities? If yes, please explain: Yes, it will allow the Office of School Choice to better align our

recruitment efforts and provide a set of great transparency tools to current and prospective families in reference to the district's school choice placement process.

**10. Contractor Selection: In this section, please describe the selection process, including other sources considered and the rationale for selecting the contractor. Please answer all questions:**

- a. What specific skill set does this contractor bring to the project? Please attach a copy of the contractor's resume if an individual or link to contractor website if a company: The contractor brings a wealth of school choice research and evidence based knowledge that directly support the goals of the district's school choice process. We have provided below the requested link to the contractor's website and a summary presentation of the district's use of the product in the previous fiscal year along with implementation highlights.

<https://www.tether.education>

- b. How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source designation from the City of New Haven Purchasing Department? The contractor was selected based on past service rendered, vendor expertise and product success. Please note this is a niche market and the product designed is a custom build and the district does not have the ability at this time to consider the contractor a sole source vendor.
- c. Is the contractor the lowest bidder? If no, why? Why was this contractor selected? Yes; there were no other bids and quotes submitted.
- d. Who were the members of the selection committee that scored bid applications? There was no selection committee for this contractor.
- e. If the contractor is Sole Source, please attach a copy of the Sole Source designation letter from the City of New Haven Purchasing Department. – No sole source letter was provided at the time of the agreement submission.

**11. Evidence of Effectiveness & Evaluation**

**Answer all questions**

- a. What **specific need** will this contractor address and how will the contractor's performance be measured and monitored to ensure that the need is met? The contractor will exclusively meet the need for data transparency and support to current and prospective families interested in specific schools operated by New Haven Public Schools. The Director of School Choice & Enrollment and the Supervisor of Magnet Programs will regularly meet with the contractor to ensure the product implementation is fully successful as well as request a full reporting of post-lottery use, successes and recommendations for improvement. We consider this a formal evaluation of the contractor's performance.
- b. If this is a **renewal/continuation service** attach a copy of the evaluation or archival data that demonstrates effectiveness. A copy of last year's data and implementation success is attached.

[Previous Year Effectiveness Report](#)

c. How is this service aligned to the District Continuous Improvement Plan? N/A

12. Why do you believe this Agreement is fiscally sound? We find this agreement to be fiscally sound as it provides a relative low cost and will provide families much needed insight and transparency as they navigate the school choice process.
13. What are the implications of not approving this Agreement? If this agreement is not approved, we will essentially revert to a previous time when the district's choice process was alleged and believed to be non-transparent and rigged. In addition, the Office of School Choice & Enrollment is no longer appropriately funded to support marketing and recruitment efforts and without the school explorer there will be no available strategic marketing to attract prospective students which will force a further decrease in our non-resident student enrollment which will translate into a decrease in magnet grant funding. Each year, the magnet schools generate nearly \$33M in revenue for the district and in many schools, teachers and programs depend on this funding. The non-approval of this grant will place the district in further economic distress. The contractor identified in this agreement will be able to provide social media ad placement to target audiences as well which is not something the Office of School Choice & Enrollment is able to do as there is no process in place to have funds allocated and used via a credit card which is required across all social media platforms. This is also an issue that school-level magnet leaders have raised however we have been unable to resolve the issue for them.

Rev: 8/2021



NEW HAVEN PUBLIC SCHOOLS

**AGREEMENT**  
**By And Between**  
**The New Haven Board of Education**  
**AND**

*(Insert Contractor Name Here)*

FOR DEPARTMENT/PROGRAM:

*(Insert School or Department Name Here)*

This Agreement entered into on the   1st   day of   December   2023, **effective (*no sooner than the day after Board of Education Approval*)**, the 30 day of   June  , 2024, by and between the New Haven Board of Education (herein referred to as the “Board” and, TetherEd located at, 227 Chapel St, New Haven, CT 06510 (herein referred to as the “Contractor”).

**Compensation:** The Board shall pay the contractor for satisfactory performance of services required the amount of \$7,500-Virtual School Explorer & Simulator Platform; \$7,500-Feedback Suite

The maximum amount the contractor shall be paid under this agreement: Fifteen thousand dollars (\$15,000.00). Compensation will be made upon submission of an itemized invoice which includes a detailed description of work performed and date of service.

**Fiscal support** for this Agreement shall be by General Funds **Program** of the New Haven Board of Education, **Account Number:** 190 407 00 **Location Code:** 56694

This agreement shall remain in effect from 12/1/2023 to 06/30/2024.

**SCOPE OF SERVICE:** *In the space below, please provide brief summary of service.*

TetherEd will provide a Virtual School Explorer tool that allows families to explore programs operated by NHPS and inform themselves about the different schooling options in New Haven as well as the historic chances of being assigned to the schools they are interested in.

TetherEd’s main focus is on the optimizing student enrollment by improving the process of application and allocation through the provision of the timely and relevant information to support families throughout the process.

**Exhibit A: Scope of Service:** Please attach contractor’s detailed **Scope of Service** on contractor letterhead with all costs for services including travel and supplies, if applicable.

**Exhibit B:** Student Data Privacy - attached

**Exhibit C:** Contractor’s Declaration Attesting to Compliance with Executive Order No. 13G – form must be completed by the contractor. See attached form for contractors who are working with students or staff in school or in after school programs, regardless of location.

**APPROVAL:** This Agreement must be approved by the New Haven Board of Education **prior to service start date**. Contactors **may begin service no sooner than the day after Board of Education approval.**

**HOLD HARMLESS:** The Contractor shall insure and/or indemnify the Board and its members, employees and agents against all claims, suits, and expenses, including reasonable attorney’s fees, in connection with loss of life, bodily injury or property damage arising from any neglect act or omission of the Contractor or its employees or agents. Further, the Contractor covenants and agrees that it shall hold the Board and its members, employees and agents harmless against any and all claims, suits judgments of any description whatsoever caused by the Contractor’ breach of this agreement or based upon the conduct of the Contractor, or its agents or its employees or arising out of in connection with their activities under this agreement.

**TERMINATION:** The Board may cancel this agreement for any reason upon thirty (30) days’ written notice sent to the Contractor by certified U.S. mail, return receipt requested; provided however, that the Board shall be responsible to the Contractor for all services rendered by the Contractor through the last day of thirty (30) day notice period, as long as the Agreement was approved by the Board prior to the start date of service.

\_\_\_\_\_  
Contractor Signature

\_\_\_\_\_  
President  
New Haven Board of Education

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Contractor Printed Name & Title

Revised: 9-27-21





NEW HAVEN PUBLIC SCHOOLS

## EXHIBIT B

### STUDENT DATA PRIVACY AGREEMENT SPECIAL TERMS AND CONDITIONS

For the purposes of this Exhibit B "directory information," "de-identified student information," "school purposes," "student information," "student records," "student-generated content," and "targeted advertising" shall be as defined by Conn. Gen. Stat. § 10-234aa.

1. All student records, student information, and student-generated content (collectively, "student data") provided or accessed pursuant this Agreement or any other services agreement between the Parties are not the property of, or under the control of, the Contractor.
2. The Board shall have access to and the ability to delete student data in the possession of the Contractor except in instances where such data is (A) otherwise prohibited from deletion or required to be retained under state or federal law, or (B) stored as a copy as part of a disaster recovery storage system and that is (i) inaccessible to the public, and (ii) unable to be used in the normal course of business by the Contractor. The Board may request the deletion of any such student information, student records or student-generated content if such copy has been used by the operator to repopulate accessible data following a disaster recovery. The Board may request the deletion of student data by the contractor within two (2) business days of receiving such a request and provide to the Board confirmation via electronic mail that the student data has been deleted in accordance with the request, the date of its deletion, and the manner in which it has been deleted. The confirmation shall contain a written assurance from the Contractor that proper disposal of the data has occurred in order to prevent the unauthorized access or use of student data and that deletion has occurred in accordance with industry standards/practices/protocols.
3. The Contractor shall not use student data for any purposes other than those authorized pursuant to this Agreement.
4. A student, parent or legal guardian of a student may review personally identifiable information contained in student data and correct any erroneous information, if any, in such student data. If the Contractor receives a request to review student data in the Contractor's possession directly from a student, parent, or guardian, the Contractor agrees to refer that individual to the Board and to notify the Board within two (2) business days of receiving such a request. The Contractor agrees to work cooperatively with the Board to permit a student, parent, or guardian to review personally identifiable information in student data that has been shared with the Contractor, and correct any erroneous information therein.

5. The Contractor shall take actions designed to ensure the security and confidentiality of student data.
6. The Contractor will notify the Board, in accordance with Conn. Gen. Stat. § 10-234dd, when there has been an unauthorized release, disclosure or acquisition of student data. Such notification will include the following steps:

Upon discovery by the Contractor of a breach of student data, the Contractor shall conduct an investigation and restore the integrity of its data systems and, without unreasonable delay, but not more than thirty (30) days after such discovery, shall provide the Board with a more detailed notice of the breach, including but not limited to the date and time of the breach; name(s) of the student(s) whose student data was released, disclosed or acquired; nature of and extent of the breach; and measures taken to ensure that such a breach does not occur in the future.

7. Student data shall not be retained or available to the Contractor upon expiration of the contract between the Contractor and Board, except a student, parent or legal guardian of a student may choose independently to establish or maintain an electronic account with the Contractor after the expiration of such contract for the purpose of storing student- generated content.
8. The Contractor and Board shall each ensure their own compliance with the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. § 1232g, as amended from time to time.
9. The Contractor acknowledges and agrees to comply with the above and all other applicable aspects of Connecticut's Student Data Privacy law according to Connecticut General Statutes §§ 10-234aa through 10-234dd.
10. The Parties agree that this Agreement controls over any inconsistent terms or conditions contained within any other agreement entered into by the Parties concerning student data.



# TetherEd

**New Haven Public Schools**  
**Project Proposal**  
2023-2024

Scope of Service  
Technical and Price Proposal

New Haven, October 20th 2023

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## Introduction

An important part of any school choice and enrollment system is the understanding that families have about the options available to them. Equally important for school system administrators is to provide easy-to-use resources so families can learn how the assignment and digital enrollment process works and which factors determine their chances of being admitted at different options. For this reason, many school districts traditionally provide these services through organizing a School Fair or individual school Open House events and disseminate information about the options by publishing printed materials that describe the system and its options. However, empirically, it has been found that in spite of the efforts made by governments to provide information to families about the school choice and enrollment process, many families still participate without all the relevant information.

To address these difficulties, during the last few years, the New Haven Office of School Choice and Enrollment, in partnership with ConsiliumBots and a team of researchers, has built The New Haven Schools of Choice, a virtual platform that helps families learn more about the schools available and their main features (available at <https://explore.newhavenmagnetschools.com/>).

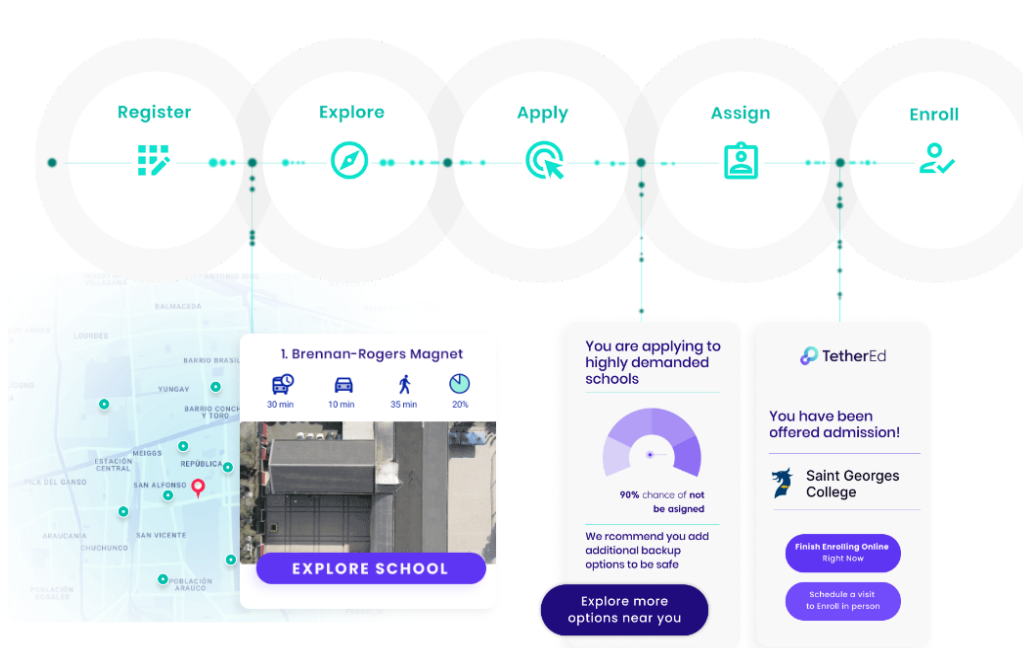
Our main goal is to help families match with a school of their preference. This is not trivial because of congestion, i.e., there are not enough seats for every student if we try to assign each of them to their first preference. As in many countries, authorities in New Haven address the allocation problem using a centralized mechanism that takes as inputs rank-ordered lists submitted by the families, as well as schools' capacities and priorities. Nevertheless, families tend to: (i) be overly optimistic about their admission chances at some programs and therefore don't search enough for other programs in which they would be willing to enroll—providing feedback about admission chances allows applicants to correct their expectations and take action early in the process—and (ii) not be aware about certain characteristics of the schools they are applying to, such as travel distance, sometimes resulting in a rejection of the assigned seat after the school choice process has ended.

This document aims to describe the services offered by TetherEd, providing continuity to the collaboration that has existed between ConsiliumBots and NHPS. Specifically, our proposal has three main components that may be of interest to the Office of School Choice and Enrollment at New Haven Public Schools. The first is the hosting and continuous support of the **NHPS specific Virtual School Explorer** platform to enable

families to get to know schools in the city from the comfort, convenience, and security of their homes. The second service is an automated **Application Feedback Suite** that allows the school choice program administrators to provide personalized information to families about their applications and provide relevant information in a timely fashion. Finally, the third service is an **Integrated Social Media and Marketing Suite** that helps to attract students, engage parents, and foster a positive reputation within their communities during the school year.

## TetherEd Proposal

TetherEd's proposal seeks to provide a comprehensive solution to the problems and information asymmetries in education faced by both New Haven's families and their public schools administration. The main efforts are focused on optimizing student enrollment by improving the process of application and allocation through the provision of timely and relevant information to support families throughout the process.



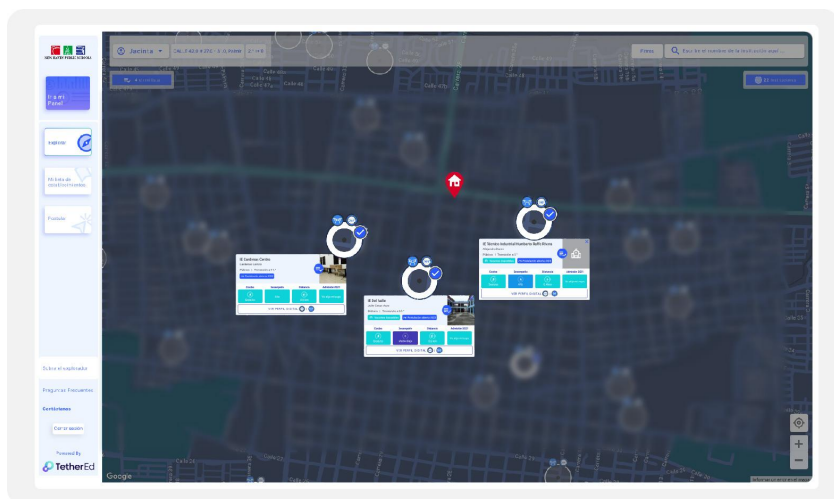
As shown by the academic literature, it is not enough that the information exists and is available, but it must be delivered in a timely, accessible, and easy manner. Most vulnerable families are precisely those who have the greatest difficulties in accessing information, which limits their opportunities to access better educational alternatives and deepens the gaps that already exist. In this sense, TetherEd's proposal focuses its efforts on reducing opportunity inequalities, contributing to the education system coverage and access for families in New Haven through three main components.

## 1. NHPS Virtual School Explorer

### A. Overview

The virtual School Explorer is a virtual platform that aims to encounter educational agents in one single spot. On the one hand, it seeks to provide families a platform to explore options in depth, simulate admissions chances, and see real time availability. At the same time, it gives providers a *low cost* way to share information and showcase digital content. The School Explorer has been found to be a **crucial tool in helping families to navigate the school choice process.**

In particular, the virtual school search tool allows families to explore school programs operated by NHPS and inform themselves about the different schooling options in New Haven, as well as the historic chances of being assigned to the schools they are interested in. Individuals can access the School Explorer as guests (without creating an account) or as users (by creating an account using their email) to save their searches and preferences. Users have the option to use their address in order to determine their neighborhood zone and/or their zipcode priority. If a user does not want to reveal their address, they can still see the chances of admission without these priorities.



By creating an account, users will agree to the platform's terms of service and privacy policy. It should be noted that the only required information to create an account is a valid email address. Optional profile fields include an address and zip code as mentioned above, as well as a phone number for future outreach by the NHPS. Additionally, users are able to report siblings at specific schools for the purposes of determining sibling priority. Since we want to avoid the use of personally identifiable information (PII), only the sibling's school will be recorded.

### B. Related Activities

Components on the proposal for the School Explorer platform are divided as follows:

1. A White Label School Explorer will be provided for NHPS, using its specific branding and logos. This website will be hosted by TetherEd but presented on the NHPS website as a way to allow citizens to explore New Haven educational options focusing on the ones offered by NHPS. In that sense, NHPS will have the chance to centralize the supply and manage the information shown in the webpage themselves.
2. Additional potential improvements will be addressed together with NHPS. For instance, allowing users to log-in with their Google (or other Company) account, or implementing a Back Office administration and dashboard tool for schools so that they can personalize parts of their public profiles message with interested parents, and navigate information displayed in an analytics section, among others.
3. A Virtual profile will be filled, which depends on two types of data requirements:
  - a. Publicly available sources about school characteristics, among which any relevant updates will be provided by NHPS such as data from Powerschools, PSIS and Smartchoice.
  - b. All digital content created during the setup stage of the platform (principal and teacher spotlight interviews, virtual tours and drone flight video).
4. Regarding the simulator, Anonymous data from previous application processes and access to ConsiliumBots and TetherEd through a Freedom of Information Act (FOIA) request will be required. Specifically, it includes:
  - a. Anonymous applications in 2021-2022 application processes, including:
    - i. Applicant choices
    - ii. Applicant priorities
  - b. Shapefiles representations for each of the school zones through which applicants can receive a neighborhood priority.
  - c. Address bank that maps all addresses in New Haven to a neighborhood school.

Additionally, the NHPS will allow ConsiliumBots and TetherEd to use the content to be displayed on the platform. Neither ConsiliumBots nor TetherEd will use the digital material on other platforms without the explicit consent of the NHPS. ConsiliumBots will retain the right to use previously approved digital content in the company's own promotional material.



## C. Partner Expectations

TetherEd will maintain the school explorer platform in partnership with the NHPS. The NHPS can expect the following:

1. No school programs outside of those operated by the NHPS will be available for exploration in the domain provided by NHPS<sup>1</sup>. None of the PII content shared between the NHPS and TetherEd, nor proprietary NHPS information will be used in other tools without the authorization of the NHPS.
2. TetherEd will consult and obtain clearance from NHPS school choice process administrators via email before any A/B testing of design features of the user interface are conducted.

TetherEd will expect the following from the NHPS:

1. TetherEd will be allowed to use data collected in the platform for the purpose of improving its own tools and showcasing aggregate results. These analyses might result in policy briefs or publications, but will not be linked to any other data shared by the NHPS without the explicit authorization of the NHPS.
2. To implement the School Explorer platform, TetherEd needs to be granted usage access to the de-identified application and assignment data for the relevant school choice processes. TetherEd will submit a data request through the FOIA for the necessary data from the NHPS.

## 2. Application Feedback Suite

*Leveling the playing field with the right information at the right time.*

### A. Overview

Centralized application systems can be difficult to understand and navigate. Even in systems that use the non-strategic deferred acceptance (DA) algorithm such as the NHPS, where applicants simply need to list their programs of interest in their true preference order, there are several reasons that can produce suboptimal application portfolios. Implementing a personalized feedback strategy where potential application mistakes are highlighted and explained has the potential of improving applications and consequently the results of the system, as well as correcting the expectations of applicants. Existing research has shown that applicants commit mistakes in a variety of contexts, and that information tools are effective in helping individuals to reduce them.

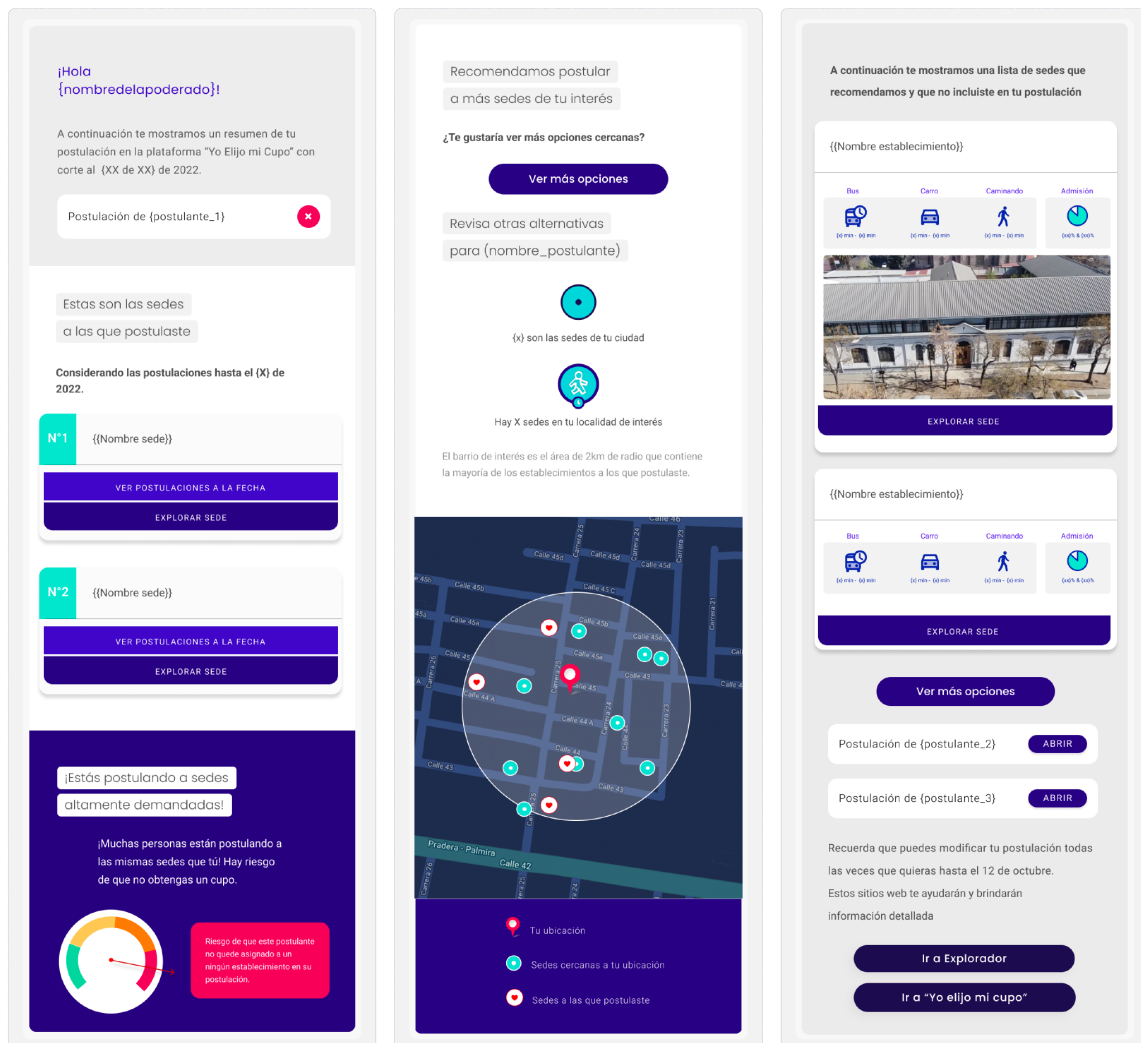
TetherEd has developed a strategy to address this issue: Personalized feedback reports.

### ***Personalized feedback reports***

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<sup>1</sup> <https://explore.newhavenmagnetschools.com>

A virtual assisting tool based on personalized feedback reports that complements the personalized information gained throughout the application process of a family. In particular, the report gathers and calculates relevant information regarding the application process such as: (i) application dates; (ii) non-admission risk; (iii) other near-schools recommendations; among others. These reports are sent to families in two moments: during and right after the application process finishes.



In the case of New Haven, evidence from prior years has shown that applicants have positively reacted to personalized feedback. A natural next step would be to institutionalize that feedback provision strategy, and both ConsiliumBots and TetherEd hope this collaboration to be a step forward in that direction this year by not only providing information during the application period but also helping NHPS disseminate placement results.

## B. Features

We will first review the outputs that can be generated from processing the partial application data, and then specify the options regarding the outreach strategy.

School recommendations can be provided to applicants who still have available program spaces in their application portfolio. TetherEd's role in the specific recommendation strategy can vary greatly depending on process administrators' goals.

With regard to the implementation of the outreach strategy, we will require the IP address to access Smart Choice/School Mint so the data processing, production of outreach materials, and implementation of outreach is feasible.

*TetherEd and ConsiliumBots require the contact information of the applicants (email and phone number) to send the feedback information via email, SMS, and additionally WhatsApp. Given the NHPS application volume, this service is included in the overall services price.*

### C. Partners Expectations

To implement feedback TetherEd can direct access to Schoolmint software. NHPS can expect TetherEd to periodically produce the information for process administrators and platform users. Additionally, TetherEd could implement additional outreach if so requested.

## 3. Integrated Social Media and Marketing Suite

*Building stronger ties with students, parents and community*

### A. Overview

As part of the choice process, schools must leverage effective marketing strategies to attract students, engage parents, and foster a positive reputation within their communities. This proposal outlines a comprehensive marketing campaign with tools to execute and monitor progress specifically designed to help schools achieve their enrollment goals. Our strategy focuses on increasing enrollment in schools with available seats, building school's educational focus awareness, and fostering community engagement. The goal is for more students to find the school that is right for them.

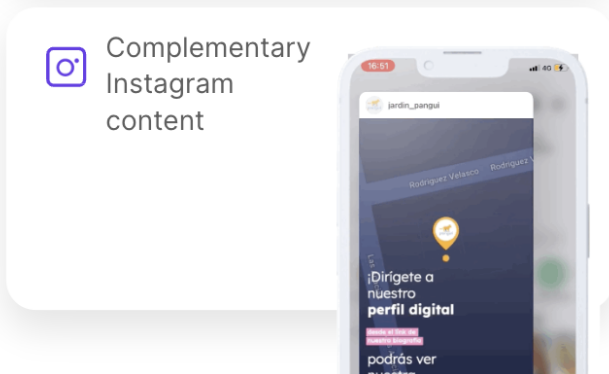
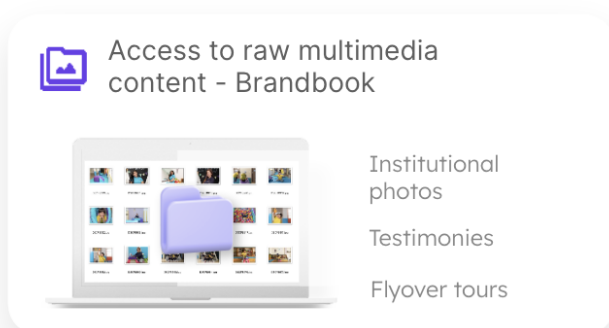
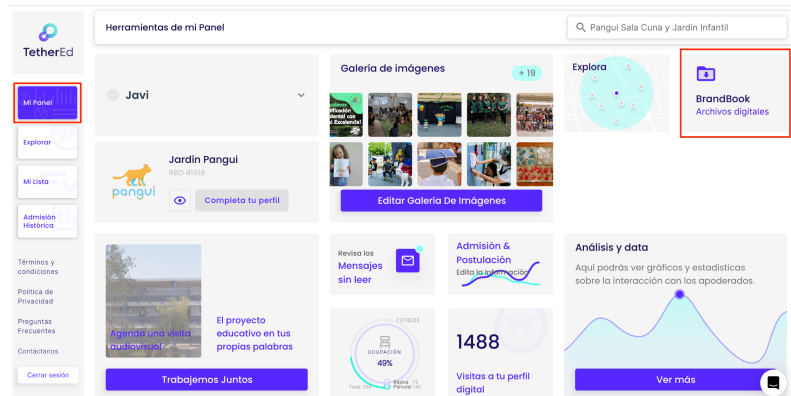
The first part of this strategy is to do a continuous effort to build the awareness in the community about each schools unique attributes. Teh second is to provide tools to make this sustainable by making it easier to create and distribute content as well as a way to monitor its effectiveness.

## B. Features

We will provide access to a brand new feature on schools' digital profiles - The Brandbook. In this brand book, schools' administrators will be able to maintain a strong, consistent brand image, promote recognition, and foster trust among students, parents, staff, and the community by having access to a space that centralizes all the digital content that exists from each school as well as new content that will be generated monthly.

Each month schools with access to this new feature will find **4 posts/stories and one reel** created by

TetherEd, (optionally posted automatically by TetherEd) using the audiovisual material like droneflight footage, testimonials, virtual tours as well as new content generated,



that schools will have available to share it with their communities through the different social networks as Instagram, Facebook, and X, among others. Besides, schools will be able to integrate their instagram accounts within their school profiles on the school explorer.

An **analytics dashboard** will provide insights into the successful implementation of social media efforts and make it easier to monitor each school's efforts and success.

## Product listing and Projected Timeline 2023 - 2024

Activity	Projected Start date	Projected End date
<b>The NHPS Virtual School Explorer</b>		
<ul style="list-style-type: none"> <li>Recording Testimonials from key members of the community</li> </ul>	Dec 1st, 2023	Feb 24th, 2024
<ul style="list-style-type: none"> <li>Collecting information on school features through surveys</li> </ul>	Dec 1st, 2023	Jan 31st, 2024
<ul style="list-style-type: none"> <li>Updating NHPS Schools of Choice for the 2023-2024 period</li> </ul>	Dec 1st, 2023	Jan 15th, 2024
<ul style="list-style-type: none"> <li>Updating Application Simulator</li> </ul>	Dec 1st, 2023	Jan 23rd, 2024
<ul style="list-style-type: none"> <li>Explorer Launch</li> </ul>	Jan 2024	
<b>Application Feedback Suite</b>		
<ul style="list-style-type: none"> <li>Design of Personalized Feedback Reports</li> </ul>	Jan 9th, 2024	Jan 31st, 2024
<ul style="list-style-type: none"> <li>Sending Personalized Feedback Reports</li> </ul>	Feb 13th, 2024	Mar 1st, 2024*
<b>Social Media and Marketing Suite</b>		
<ul style="list-style-type: none"> <li>Brandbook, analytics and monthly digital content</li> </ul>	Jan 2024	June 2024

\* Assuming the application period ends on March 6th

## Pricing

Per year cost on a three year contract.

Item	Amount
1. The NHPS Virtual School Explorer	\$15,000
2. Application Feedback Suite	\$15,000
<b>Total</b>	<b>\$30,000</b>
Partner Discount	(\$15,000)
<b>Final Amount</b>	<b>\$15,000</b>
<b>Add ons</b>	
3. <b>Integrated Social Media and Marketing Suite</b> per school, for 6 months (\$200 a month)	\$1,200
4. <b>Analytics Dashboard</b>	

## Appendix

### Data Security

A more detailed review of how we will use user data and how it will be kept secure can be found in our terms of use and privacy policy documents respectively. Below is a summary:

1. The online tools will be implemented under strict security and performance standards following OWASP guidelines.
2. In the platform, by creating an account users also agree to the platform's terms of service and privacy policy.
3. The only required information to create an account in the platform will be a valid email address; users will be able to also submit their address and phone number, for neighborhood priority and/or zip priority determination, and future outreach by the NHPS respectively.
4. If families provide explicit consent to be contacted in the future, the email data provided by families will be utilized in outreach and information provision efforts exclusively related to the school choice assignment process and tools related to easing access to schooling information.
5. Complete contact data will be provided by TetherEd to NHPS at stipulated dates for platform users that have provided consent. If consent to contact is not provided, the contact data will be destroyed at the end of the school choice process.
6. Any PII data will be encrypted for storage and stored in secure locations.
7. TetherEd will only use PII data for feedback communication purposes.
8. All PII data that was shared to TetherEd by the NHPS will be destroyed in July 2024 school choice process has finished.
9. Anonymous data on usage and application outcomes will be stored and used to provide reports to NHPS, product improvement and broader associated research.







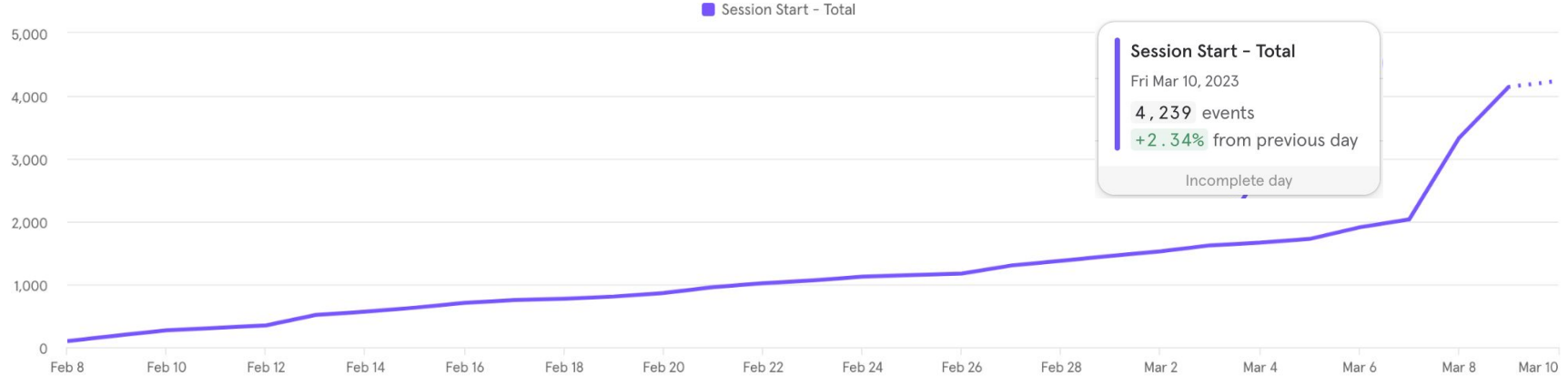
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# Agenda

1. Introduction
2. Traffic
3. FeedBack Results
4. General Mails

# Usage update

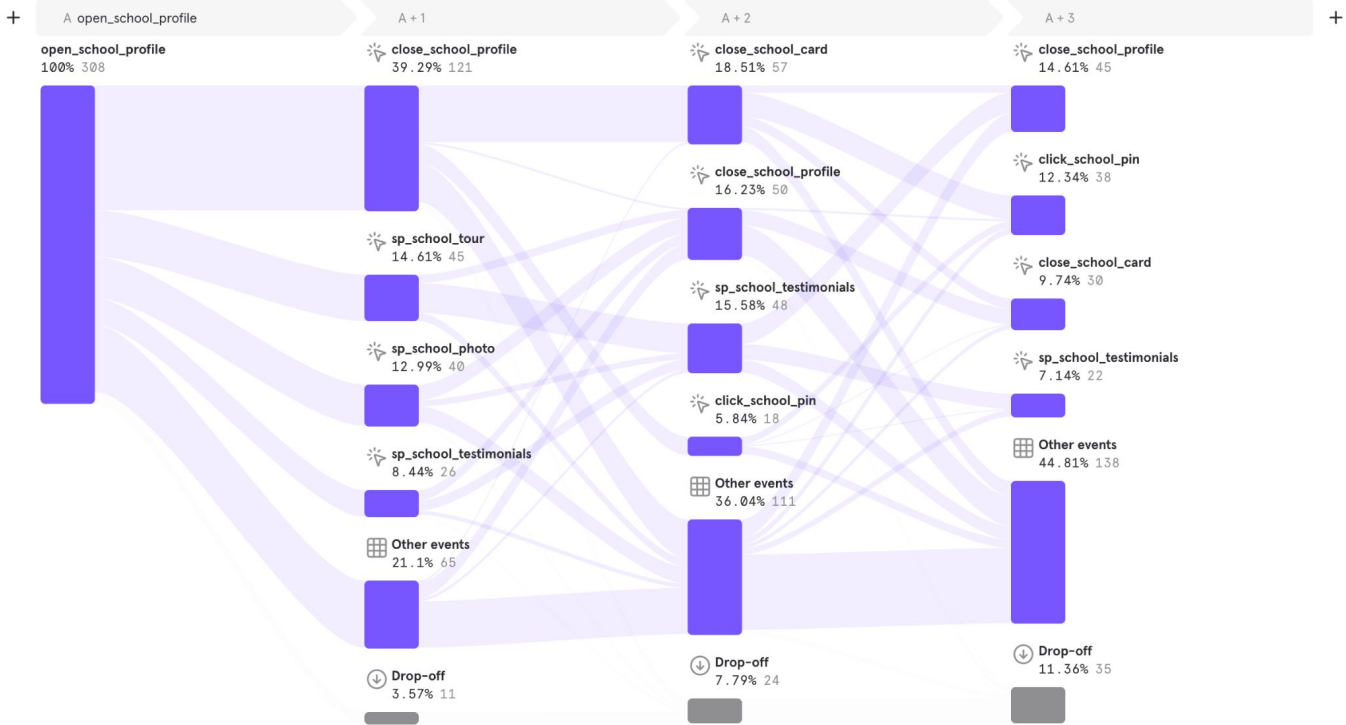
Custom Today Yesterday 7D **30D** 3M 6M 12M Compare ↙ Cumulative Day 📈 Line



📅 📅 📅

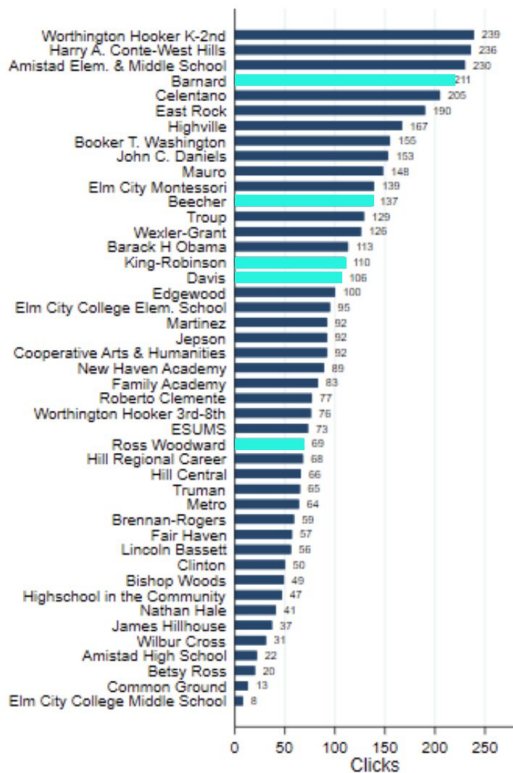
<input checked="" type="checkbox"/> Event 1 <span>▼</span>	Average <span>↓</span> !	Feb 8	Feb 9	Feb 10	Feb 11	Feb 12	Feb 13	Feb 14	Feb 15
<input checked="" type="checkbox"/> Session Start - Total	1,277.4	97	184	268	308	346	513	566	629

# Usage update

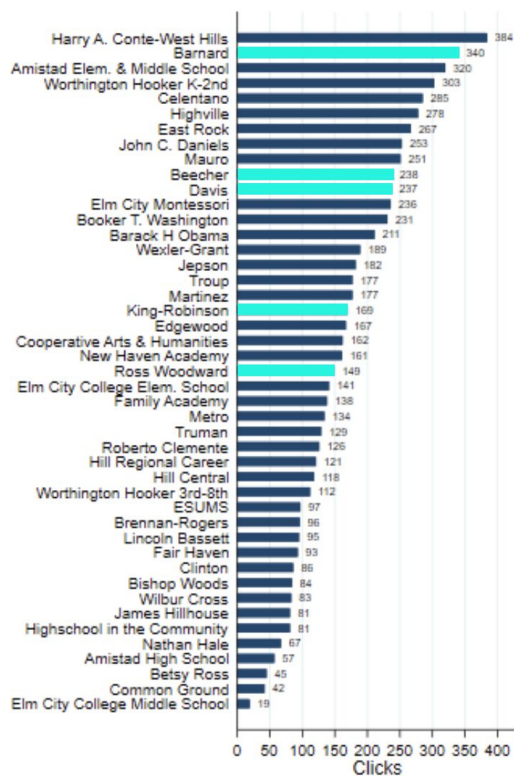


# Clicks by school

January 15th to February 15th





January 15th to March 8th



# New Haven Explorer Welcome

March 8th





Hi Marquelle,

## Welcome


to the New Haven Public Schools Virtual Explorer


powered by TetherEd.


New Haven Public Schools is proud to present a new way to get to know our schools through our Virtual School Explorer. Schools that participate in the school choice process now have a digital profile where families in our community can explore virtual tours of school buildings, testimonial videos from staff, parents, and students, as well as additional information such as directions, travel times, and school bus routes.


We have preloaded some information about your student to make navigation easier. Follow the link below to start exploring now!


[Set a password for my account](#)


 Drone Flight



 Virtual Tour



 Testimonials





### Transparency Tool

In an effort to be as transparent as possible about the school choice process, the New Haven Virtual School Explorer platform also includes a historical application simulation tool that allows families to explore the historical results of applicants from different neighborhoods.

Simulate personalized Historical Application Results

[Simulate Here](#)

An important effort to provide e more transparent. You can even simulate the probability of acceptance for your application.

If you have any questions or need assistance setting up your account, please do not hesitate to contact TetherEd's support team at [contact@explore.newhavenmagnetschools.com](mailto:contact@explore.newhavenmagnetschools.com)

Thank you for your interest in New Haven Public Schools.

Powered by  TetherEd

[Unsubscribe](#) - [Unsubscribe Preferences](#)



# Feedback Report

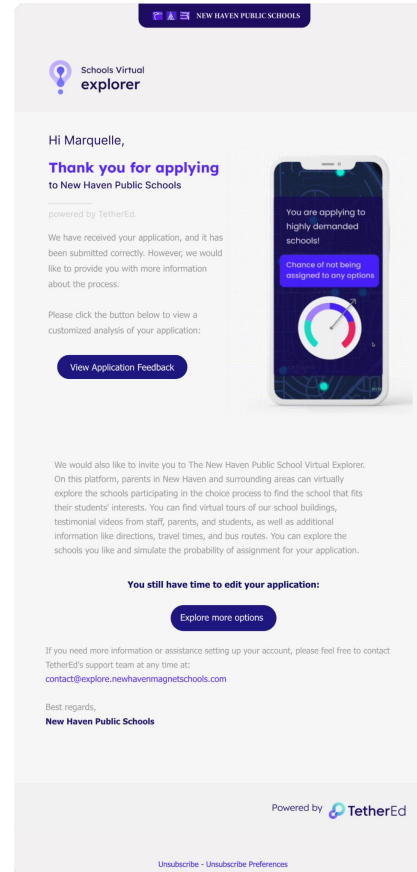
Total Clicks

View Application Feedback

1740 (91%)

Explore More Options

185 (9,6%)





# Feedback Report

## Results

### 1st FeedBack send

3369

EMAILS TRIGGERED

3313

DELIVERED

2330

UNIQUE OPENS

1070

UNIQUE CLICKS

56

BOUNCES

41

UNSUBSCRIBES

0

SPAM REPORTS

### FeedBack Reminder

2673

EMAILS TRIGGERED

2604

DELIVERED

1520

UNIQUE OPENS

487

UNIQUE CLICKS

44

BOUNCES

0

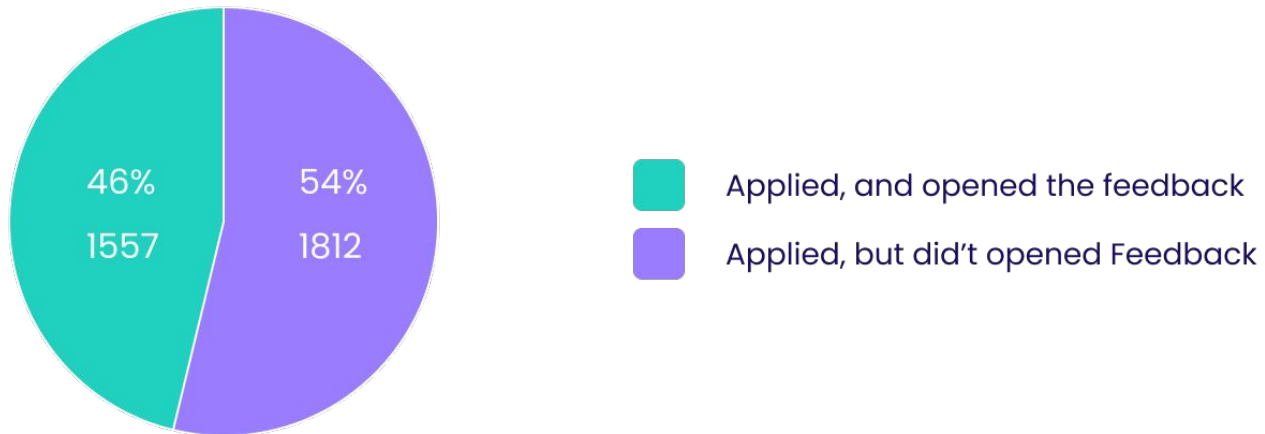
UNSUBSCRIBES

0

SPAM REPORTS

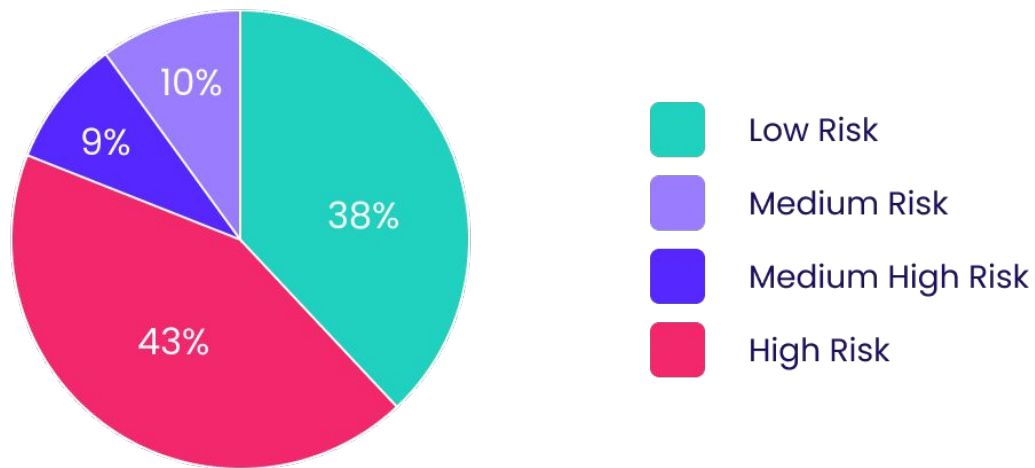
# Feedback Report

## Results



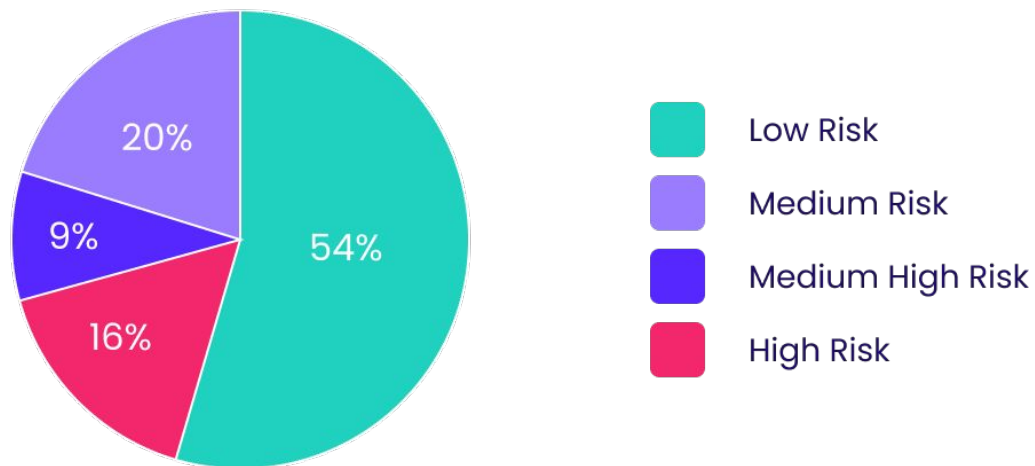
# Application risk

All grades



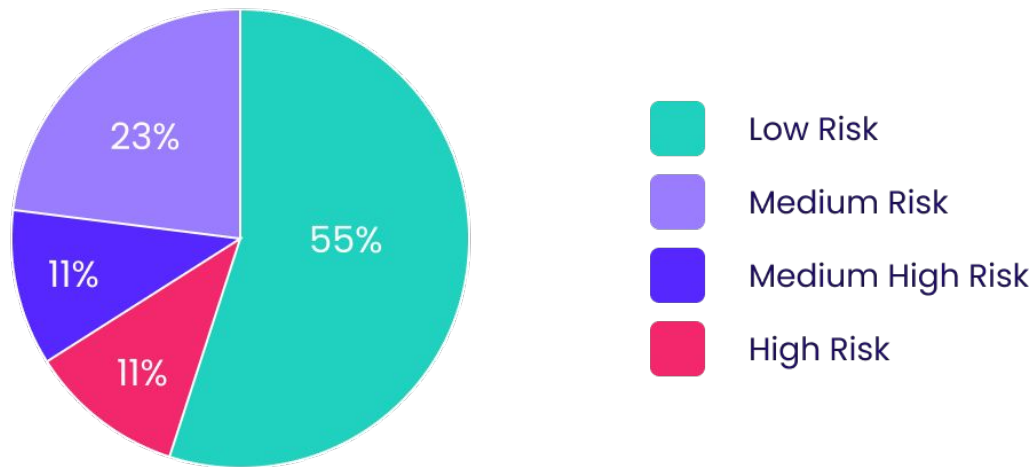
# Application risk

Prek-3



# Application risk

9th grade





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