

STATE OF TEXAS §
COUNTY OF TRAVIS §

Division Number:	213- College & Career & Military Prep	Program Name:	CTE TEKS Implementation Prof Dev
Speed Chart:	7P561	Legal/Funding Authority:	Public Law 109-270; Carl D. Perkins Career & Technical Education Improvement Act of 2006
Payee Name:	PLS 3 rd Learning	Contract #:	3605
Payee ID:	1221892811	PO #:	35989

Amendment No. 1

**AMENDMENT TO
STANDARD CONTRACT
BETWEEN
TEXAS EDUCATION AGENCY
AND**

PLS 3rd Learning
NAME OF CONTRACTOR

It is mutually understood and agreed by and between the undersigned contracting parties of the above numbered contract to amend said Contract effective January 12, 2017, as follows:

ARTICLE III. PURPOSE OF CONTRACT

The purpose of this amendment is to expand the marketing and branding activities and deliverables in Task 1, Program Design and Management. The revised *Contract Attachment 1, Task/Activity Plan (Revised 1/12/2017)*, is attached and incorporated herein.

ARTICLE IV. PAYMENT UNDER CONTRACT


Subject to the availability to TEA of funds for the purpose(s) of this contract, TEA will pay to Contractor by State of Texas warrant(s) the amount of \$462,350.00 for the performance, satisfactory to TEA, of Contractor's functions and duties during the contract term. Payment will be made in accordance with the *Contract Attachment 1, Task/Activity Plan (Revised 1/12/2017)* and *Contract Attachment 2, Cost Proposal (Revised 1/12/2017)*, as attached and incorporated herein.

Original Contract Amount	\$ 400,000.00
Amendment 1, FY 17	\$ 62,350.00
Contract Total	\$ 462,350.00

All other terms and conditions of the original contract remain the same and are incorporated herein as if specifically written.

It is agreed and accepted by a person authorized to bind Contractor that all terms and conditions of this amendment are effective commencing on the above date.

Typed Name: Donald J. Jacobs
Typed Title: CEO


Authorized Signature

THIS SECTION RESERVED FOR AGENCY USE.

I, an authorized official of Agency, hereby certify that this contract is in compliance with the authorizing program statute and applicable regulations and authorize the services to be performed as written above.

AGREED and accepted on behalf of Agency this 10th day of February, 2017 (month/year) by a person authorized to bind Agency.

RETURN 3 SIGNED ORIGINALS TO:

Norma Barrera
Purchasing, Contracts and Agency Services
Texas Education Agency
1701 North Congress Avenue, Room 2-125
Austin, Texas 78701-1494

OR RETURN AN ELECTRONIC SIGNED COPY TO:

TEAContracts@tea.texas.gov



Kara Belew
Deputy Commissioner for Finance

Task/Activity Plan, (Revised 1/12/2017)

Task #	Sub-task / Sub-Task Items	Deliverable Type	Timeline	Cost
TASK 1	PROGRAM DESIGN AND MANAGEMENT		11/3/16 – 4/30/17	\$ 120,350.00
1.1	Marketing and Branding of TEA's Career and Technical Education (CTE) Program		11/23/16 – 3/15/17	\$ 74,350.00
	1.1.1 Create overall branding and design of the nineteen module program, ensuring a coherent look-and-feel <i>(PLS Marketing Team)</i>	Design document	11/3/16 – 12/1/16	\$ 12,000.00
	1.1.2 Brand Position	Design Document	11/23/16 – 3/15/17	\$ 8,700.00
	1.1.3 CTE Program Name and Tagline	Design Document	11/23/16 – 3/15/17	\$ 5,800.00
	1.1.4 Logo	Suite of Logos	11/23/16 – 3/15/17	\$ 8,700.00
	1.1.5 Brand Style Guide	Design Document	11/23/16 – 3/15/17	\$4,350.00
	1.1.6 Web Style Guide	Design Document	11/23/16 – 3/15/17	\$3,190.00
	1.1.7 Marketing Video	Video	3/15/17 – 4/30/17	\$ 24,650.00
	1.1.8 Social Media Layouts	Uploadable Images	3/15/17 – 4/30/17	\$ 1,160.00
	1.1.9 Poster	Print-ready files	3/15/17– 4/30/17	\$ 2,900.00
	1.1.10 One Sheeter	Print-ready files	3/15/17– 4/30/17	\$ 2,900.00
1.2	Define the structure and style of the sixteen career cluster modules <i>(PLS Course Dev Team)</i>	Design document	11/3/16 – 12/1/16	\$ 7,000.00
1.3	Kick-off meeting with TEA <i>(PLS Project Mgr and lead instructional designer)</i>	Travel and meeting documentation	11/3/16	\$ 4,000.00
1.4	Project management, meetings with TEA, report generation. <i>(PLS Project Mgr)</i>		11/3/16 – 4/30/17	\$ 35,000.00

TASK 2		SUBCONTRACTOR COURSE CONTENT CREATION		11/3/16 – 4/30/17	\$ 98,500.00
2.1	Define needed subcontract skills and identify potential HUB partners <i>(PLS Project Mgr)</i>	Documentation of requirements and correspondence	11/3/16 – 2/1/17		\$ 3,000.00
2.2	Identify specific assignments, by subcontractor, and engage <i>(PLS Course Dev Team)</i>	Contract and work plan	11/10/16 – 2/1/17		\$ 5,000.00
2.3	Ongoing administrative monitoring of subcontractor deliverables, quality, required TEA monthly reporting, and adherence to plan <i>(PLS Project Mgr)</i>	Monthly meetings and progress reports	11/3/16- 4/30/17		\$ 5,000.00
2.4	HUB and other SMEs deliver creative ideas, content, research, and resources. <i>(HUB and non-HUB Subcontractors)</i>	Course content	11/15/16 – 4/1/17		\$ 38,000.00
2.5	HUB animated motion video production partner delivers module content videos <i>(HUB Subcontractor and PLS marketing team)</i>	Video content	12/1/16- 3/15/17		\$ 47,500.00
TASK 3		MODULE DEVELOPMENT - INSTRUCTIONAL DESIGN		11/3/16 – 4/30/17	\$ 196,000.00
3.1	Instructional design team creates the complete HTML5 content for the sixteen career cluster modules. <i>(PLS Course Dev Team)</i> <i>Note: The timeline and milestones for each module will be explicitly constructed based upon SME, ID, and video production sequencing and capacities.</i>	HTML5 and video content for each module	11/3/16 – 4/15/17		\$ 160,000.00
3.2	Instructional design team creates the final HTML5 for the three overview modules <i>(PLS Course Dev Team)</i>	HTML5 and video content for each module	11/3/16 – 4/15/17		\$ 36,000.00

TASK 4	MARKETING PLAN AND EXECUTION		11/10/16 – 4/30/17	\$ 37,500.00
4.1	Marketing plan created and delivered to TEA for approval (PLS Marketing Team)	Documentation	3/1/17– 4/30/17	\$ 2,500.00
4.2	Create marketing content for email and web delivery, integrating video objects created by subcontractor (below) (PLS Marketing Team)	Communication copy, graphics, and video authoring	1/1/17 – 4/15/17	\$ 10,000.00
4.3	HUB video production partner delivers marketing video content (HUB Subcontractor)	Video content and written transcripts for hearing impaired compliance	12/15/16 – 4/15/17	\$ 25,000.00
TASK 5	IMPLEMENTATION		4/1/17 – 4/30/17	\$ 10,000.00
5.1	All course content delivered to TEA and implemented on web platform for preview and testing (PLS Course Dev Team)	Course content	4/1/17 – 4/15/17	\$ 10,000.00
5.2	Testing and final approval of content for release (PLS Course Dev Team and TEA)	Testing and review plan result documentation	4/15/17 – 4/30/17	Incl in development process
5.3	Release of content to the education community (PLS Course Dev Team & TEA)		4/30/17	Incl in development process
Total (Tasks 1-5)				\$ 462,350.00

Cost Proposal (Revised 1/12/2017)

TASK #	DESCRIPTION	COST
1.1	Marketing and Branding	\$74,350.00
1.2	Define the structure and style	\$7,000.00
1.3	Kick-off meeting	\$4,000.00
1.4	Project management, meetings, reports	\$35,000.00
TASK 1: PROGRAM DESIGN AND MANAGEMENT TOTAL		\$120,350.00
2.1	Define needed subcontract skills	\$3,000.00
2.2	Identify specific assignments	\$5,000.00
2.3	Ongoing monitoring of deliverables	\$5,000.00
2.4	HUB and other SMEs deliver creative ideas	\$38,000.00
2.5	HUB video production	\$47,500.00
TASK 2: SUBCONTRACTOR COURSE CONTENT CREATION TOTAL		\$98,500.00
3.1	Creation of the career cluster modules	\$160,000.00
3.2	Creation of the three overview modules	\$36,000.00
TASK 3: MODULE DEVELOPMENT – INSTRUCTIONAL DESIGN		\$196,000.00
4.1	Marketing plan created	\$2,500.00
4.2	Create marketing content	\$10,000.00
4.3	HUB video production partner delivers video	\$25,000.00
TASK 4: MARKETING PLAN AND EXECUTION TOTAL		\$37,500.00
5.1	All course content delivered to TEA	\$10,000.00
5.2	Testing and final approval	Incl in Dev Process
5.3	Release content to the education community	Incl in Dev Process
TASK 5: IMPLEMENTATION TOTAL		\$10,000.00
Project Total		\$462,350.00