

TATE OF TEXAS §
COUNTY OF TRAVIS §

Division Number:	_____	Program Name:	Student Assessment
Org. Code:	212	Legal/Funding Authority:	_____
Speed Chart:	multiple		
Payee Name:	Educational Testing Service	Payee ID:	1210634479
ISAS Contract #:	3317	PO #:	_____

Amendment No. 4

**AMENDMENT TO
STANDARD CONTRACT
BETWEEN
TEXAS EDUCATION AGENCY
AND
EDUCATIONAL TESTING SERVICE**

a nonprofit, nonstick educational corporation organized and existing under the Education Law of the State of New York, with principal offices located at 660 Rosedale Road, Princeton, NJ 08541.

CONTRACTOR

It is mutually understood and agreed by and between the undersigned contracting parties of the above numbered contract to amend said Contract effective June 1, 2017, as follows:

ARTICLE III. PURPOSE OF AMENDMENT

The four elements in this Amendment 4 to Student Assessment Contract #3317 represent significant changes to the initial scope of work corresponding to the Contract executed between ETS and TEA on August 26, 2015. A narrative with requirements and details necessary for execution mutually agreed upon by the Contractor and TEA is presented in Exhibit A attached hereto and hereby incorporated in this Amendment 4 and Contract.

ARTICLE IV. PAYMENT UNDER CONTRACT

Contract Amount	\$280,344,023.00
Amendment Amount	\$ 4,290,000.00
Contract Total	<u>\$284,634,023.00</u>

Texas Government Code §572.069. CERTAIN EMPLOYMENT FOR FORMER STATE OFFICER OR EMPLOYEE RESTRICTED. A former state officer or employee of a state agency who during the period of state service or employment participated on behalf of a state agency in a procurement or contract negotiation involving a person may not accept employment from that person before the second anniversary of the date the officer's or employee's service or employment with the state agency ceased.

All other terms and conditions of the original contract and amendments 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: Diane Bailey
 Typed Title: owner
VP K12 Student Assessment Programs

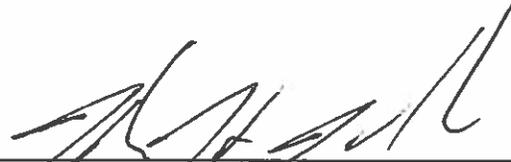


 Authorized Signature

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 25 day of May 2017 (month/year) by a person authorized to bind Agency.

Return electronic copy to:
TEAContracts@tea.texas.gov
Or by mail to:
 Norma Barrera, Purchasing and Contracts
 Texas Education Agency
 1701 North Congress Avenue, Room 2-125
 Austin, Texas 78701-1494



 Mike Morath, Commissioner of Education

Amendment 4 Student Assessment Contract #3317

April 21, 2017

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I. Introduction

The four elements in this Amendment 4 to Student Assessment Contract #3317 represent significant changes to the initial scope of work corresponding to the Contract executed between ETS and TEA on August 26, 2015. A narrative with requirements and details necessary for execution mutually agreed upon by the Contractor and TEA is presented below for each component, followed by the associated price

II. Confidential Student Report (CSR) Redesign

NOTE: This document does not include specifications or associated costs for the direct ship pilot occurring in 2018, and direct ship final production occurring in 2019. If enacted, a separate amendment will address these two events.

1. Specifications and Requirements:

- For STAAR grades 3–8 and end-of-course (EOC), ETS will print the CSR on one 11x17-size sheet of paper, as a two-sided sheet with a fold, displaying the information on four pages.
- For the STAAR grades 4–8 CSRs, ETS will represent growth to accommodate prior year’s data per student.
- For the STAAR grades 3–8 and EOC CSRs, TEA will provide information for page 1 to ETS. Information will be used for all grades and subjects and will not change. TEA will submit final text to ETS by December 15, 2016.
- For the STAAR grades 3–8 and EOC CSRs, TEA will provide information for page 4. Information will vary by grade. TEA will submit final text to ETS by December 15, 2016.
- For the STAAR grades 4–8 CSRs, ETS will create two graphs that represent “growth” (one for mathematics and one for reading). ETS will examine and determine accuracy of “growth” graphs to ensure the final approved design can be created using ETS’s current score report software system.
- For the STAAR grades 3–8 CSRs, Lexile information will be included on page 3. The Lexile information includes a graph of the student’s Lexile level as well as an image that shows a sampling of books in the Lexile band for the particular grade level. Final requirements for the Lexile graphic and page 3 of the CSR will be needed by April 1, 2017.

- There is no “growth” graph for STAAR EOC CSRs.
 - i. In FY17, there is no change to growth measure calculations.
 - ii. The graph does not require more data elements than already represented or available for calculation.
 - iii. There are no growth graphs for English language learner (ELL) progress measures.
- TEA and ETS will agree upon complete and final mockups by April 1, 2017, in order to meet spring 2017 production deadlines. If TEA approves final mockups after April 30, 2017, ETS will inherit a high level of risk in implementing the final specifications within the timeline required for producing the spring 2017 revised CSRs.
- ETS will incur additional costs in FY18 due to the changes needed to “growth” from Year 1 to Year 2 of implementation. ETS will use simplistic models in FY17 to display growth. In FY18, ETS will modify the models to display additional growth values, resulting in additional development labor and time.
- ETS systems will change configurations due to new and additional calculations needed for growth measures, percentiles, and Lexiles. For FY18, ETS will also include calculations on the individual CSR to compare individual performance against state performance and chart accordingly.
- Requirements to compare Lexiles (grades 3–8) will include comparing prior and current year.
- There will be a change in current configurations from reporting three performance levels to reporting four performance levels.
- ETS will define requirements for occupying a larger space in the user interface of the STAAR Assessment Management System, given the requirement to display the larger PDF representation of the CSR electronically.
- ETS will change and define requirements for hardware storage. (Last year’s 5-million–page threshold becomes a 10-million-page threshold.)

2. CSR Development:

- ETS will calculate percentiles based on last year’s reporting data.
- MetaMetrics costs in executing Lexile research for implementation are included in the cost estimate.
- ETS will provide STAAR reporting data to MetaMetrics for sampling, study, logistics, and research.
- ETS will receive one conversion table per test for grades 3–8 mathematics and reading.
- ETS will require time in the production schedule to test a new set of end-to-end tasks for production adequately.
- ETS will produce all necessary reports—campus rosters, district summary reports, and code modifications for the CSR. ETS will adjust time to develop changes and test such changes in the spring 2017 production schedule in order to meet the mutually agreed-upon dates of delivering reports to districts.
- ETS will provide Lexiles in 2017 for grades 3–8.
- ETS will not provide a Spanish translation of CSR text for spring 2017. TEA will provide updated Spanish translation for the 2017-2018 contract year. TEA will provide ETS with the

new scope and append this section of the amendment, as necessary, for subsequent contract years.

- ETS will continue to provide Spanish translation support documentation for the CSR (via the parent website and progress measures)

3. CSR Production, Printing, and Shipping:

- For STAAR grades 3–8 and EOC, ETS will print the CSR on 11x17-size paper and use 4-color printing on both sides.
- ETS will produce, print, and ship the redesigned CSR for only the primary administrations in spring. There will be one district shipment for grades 3–8 and one district shipment for EOC. In spring 2017, ETS will ship CSRs to districts with campus-level packaging.
- There will be one shipment of CSRs for grades 3–8 and EOC after the primary spring administration.
- ETS will ship one copy of the redesigned CSR to districts for spring 2017 and 2018.
- Only the header of the CSR will include student identifying information; therefore, ETS will modify the label and/or envelope packing information to include campus-, group-, and class-level data to allow districts to disseminate properly.
- ETS will ship printed CSRs during an extended window due to increased volumes for two-sided and larger-sheet printing. ETS will deliver printed CSRs by an agreed-upon number of days after the online PDF of the CSR is posted.
- ETS will post constructed response (CR) images in the STAAR Assessment Management System at the same time as the posting of the electronic PDF of the CSR.
- ETS will move production of the CSR to three facilities outside of the state of Texas.
- For the STAAR grades 3–8 and EOC CSRs, freight for outbound shipping will increase due to the page-size and weight increase.
- Freight costs will increase due to change in production facilities. (ETS will split CSR production among the Utah, Illinois, and Maryland facilities.)
- ETS will employ UPS standard ground service to ship 100% of score reports.
- ETS will post standard district reports, such as Confidential Campus Rosters, Student Data Files, and District Summary Reports, via PDF format.
- The redesign and production of the CSR has no effect on the Confidential Student Label (CSL), which remains modified by data elements only and will be shipped and sent with every administration.

III. Confidential Student Report (CSR) Redesign – Web Supports

NOTE: This work is specifically designed to support the resources and tools that are outlined in the CSR. A link on the paper CSR links directly to this site.

1. Management

- a. ETS will use a subcontractor to complete this work.
- b. The subcontractor will be selected with significant input from TEA leadership.
- c. ETS will hire one full-time, permanent staff member to support all CSR-related work moving forward. This will encompass the comprehensive work of the paper CSR (design,

data, etc.) but will only encompass vendor and project management and facilitation as it relates to the CSR website.

- d. ETS may also choose to hire a temporary staff member to support the web design work in the short term.
- e. TEA staff will be responsible for all vendor requests, needs, vision-setting, and direction. ETS will act as facilitator, meeting host, and scope and schedule manager.
- f. ETS will be held harmless for the final outcome of the website, outside of effective vendor management.
- g. The fully functional CSR website must be ready for public consumption no later than June 12, 2017.
- h. The total cost allocated directly to the subcontractor should not exceed \$2.5 million. This does not include up to and additional \$150,000 (salary, benefits, etc.) for ETS to hire staff.

2. Specifications and Requirements:

- a. The CSR website will be housed in the current TexasAssessments.com website currently used by stakeholders to access the reporting portal and resources for all assessments that are part of the Texas Assessment Program. The CSR website will have a series of pages that will be available through the landing page. The content of the pages will be a mix of interactive and static content.

Expected CSR content to be included:

- o How to understand my score
- o Breakdown of student's performance (based on materials produced by ETS)
- o Literacy and Lexiles
- o How to help my child
- o Understanding the assessment
- o Find My Local Library feature that leads to map location, hours, and public transportation to the nearest public library
- o A series of open-sourced online resources for use on the resource page, in addition to existing TEA resources
- o Note: content may change based upon feedback from TEA.

Deliverable:

- o Content outline for eight pages
- o Eight copy sheets ready for development in HTML/Jekky and ready for ETS to coordinate Spanish translation
- o Static graphics ready for development in HTML/Jekky
- o Graphics translated into Spanish for development in HTML/Jekky (based on Spanish translations provided by ETS)

b. Video and Interactive Content:

Content subcontractor will provide the conceptualizing, copywriting, and production for the below videos. Spanish translation to be provided by ETS.

Deliverable:

- o Scripts, storyboard/illustration, SRT files for closed captioning and final video files (both original and Audio Description versions in English and Spanish) for all twenty-six videos listed in Table 1 below.

Table 1. Videos Provided by Subcontractor

All below videos will meet WCAG 2.0 Level AA accessibility guidelines, proposed as the new standard for ADA section 508 compliance, and come with SRT files for closed captioning.

Video Title	Video Type and Length	Details (English)	Details (Spanish)
Overview of Test	Up to 120 seconds of motion graphic animation	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes storyboard development and script writing based on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for storyboards, and 2 rough cut reviews • Includes VO talent and music • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed

Video Title	Video Type and Length	Details (English)	Details (Spanish)
Overview of Accommodations	Up to 120 seconds of motion graphic animation	<ul style="list-style-type: none"> • Includes script outline development based on client documents • Includes storyboard development and script writing based on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for storyboards and 2 rough cut reviews • Includes VO talent and music • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed
Welcome Message	Up to 60 seconds of live action video	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes storyboard development and script writing based on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for storyboards and 2 rough cut reviews • Includes a one-day HD video shoot, editing, music and motion graphics/animation overlays • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video with Spanish subtitles added • Create Audio Description version if needed

Video Title	Video Type and Length	Details (English)	Details (Spanish)
Assessment Development	Up to 90 seconds of motion graphic animation	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes storyboard development and script writing based on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for storyboards and 2 rough cut reviews • Includes VO talent and music • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed
Norm vs. Criterion	Up to 90 seconds of motion graphic animation	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes storyboard development and script writing based on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for storyboards and 2 rough cut reviews • Includes VO talent and music • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed

Video Title	Video Type and Length	Details (English)	Details (Spanish)
Norm vs. Criterion	Up to 180 seconds of animated PPT	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes illustration development and script writing based on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for illustrations and 2 rough cut reviews • Includes VO talent and music • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed
Description of Student Testing	Up to 180 seconds of live action video	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes storyboard development and script writing based on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for storyboards and 2 rough cut reviews • Includes a one-day HD video shoot, editing, music and motion graphics/animation overlays • Includes VO talent • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed

Video Title	Video Type and Length	Details (English)	Details (Spanish)
Online Accommodations	Up to 180 seconds of animation	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes illustration development and script writing based on screen-captures & on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for illustrations and 2 rough cut reviews • Includes VO talent and music • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base with new screen capture for Spanish pages • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed
Understanding Your Child's Score	Up to 60 seconds of motion graphic animation	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes storyboard development and script writing based on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for storyboards and 2 rough cut reviews • Includes VO talent and music • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed

Video Title	Video Type and Length	Details (English)	Details (Spanish)
Understanding Your Child's Score	Up to 30 seconds of motion graphic animation	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes storyboard development and script writing based on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for storyboards and 2 rough cut reviews • Includes VO talent and music • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed
Understanding Your Child's Score	Up to 180 seconds of animation	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes script outline development based on client-documents • Includes illustration development and script writing based on screen-captures & on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for illustrations and 2 rough cut reviews • Includes VO talent and music • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base with new screen capture for Spanish pages • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed

Video Title	Video Type and Length	Details (English)	Details (Spanish)
Raw vs. Scale Score	Up to 90 seconds of motion graphic animation	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes storyboard development and script writing based on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for storyboards and 2 rough cut reviews • Includes VO talent and music • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed
Growth	Up to 180 seconds of animation	<ul style="list-style-type: none"> • Includes script outline development based on client-documents • Includes illustration development and script writing based on screen-captures based on approved outline • Up to 2 rounds of revisions for scripts, 2 rounds for illustrations and 2 rough cut reviews • Includes VO talent and music • Includes original version and Audio Description version with revised script and video edited for timing to meet accessibility requirements 	<ul style="list-style-type: none"> • Utilize English video as base with new screen capture for Spanish pages • Adjust on-screen graphics for Spanish • Record Spanish VO • Create Audio Description version if needed

c. **Texasassessment.com Redesign:**

The website content subcontractor will redesign the texasassessment.com website based on existing content on the pages and look and feel established while developing the new CSR website. All pages will be developed in HTML utilizing Jekyll.

Design:

Steel will design the texasassessment.com website including a home page template and up to two inside page templates.

- o The website content subcontractor will follow a waterfall design process, including up to three initial design concepts demonstrated on the home page for presentation.

- o The client is to select one concept to proceed.
 - Includes up to two rounds of revisions to the selected concept to incorporate client feedback.
- o Secondary page design is derivative of home page design.
 - Includes up to two rounds of revisions to incorporate client feedback.
- o Site will be designed to conform to WCAG 2.0 Level AA Accessibility Guidelines proposed as the new standard for ADA Section 508.

Deliverable:

- o Website home page design concepts
- o Secondary page design (2 designs/templates)
- o Static graphics ready for development in HTML/Jekky!

d. Parent Score Information

ETS will work with a subcontractor to develop a reporting feature that will allow parents to go into the secure student portal and view the item image, correct response, individual student response, state performance on the item, and the standard that the item assesses.

This report will be available on a rolling schedule in the student data portal.

- June 30, 2017 – STAAR grades 3–8 mathematics and reading
- July 14, 2017 – STAAR EOC
- July 31, 2017 – STAAR grades 3–5 Spanish mathematics and reading

For STAAR grades 3–8 mathematics and reading, the report will also include rationales on why the answer is correct and why the distractors are incorrect.

TEA will review the results of the use of the parent view and reevaluate the scope of this report for the 2017-2018 contract year. TEA will provide ETS with the new scope and append this section of the amendment, as necessary, for subsequent contract years.

3. CSR Website Development:

- a. TEA staff will be responsible for providing content information to the subcontractor through documents, interviews with staff, and other avenues.
- b. ETS will be responsible for coordinating the content transfer from MetaMetrics to the vendor. TEA will be responsible for identifying which content to include.
- c. TEA staff will be responsible for reviewing and providing approval for each stage of the design and production process, including quality assurance.
- d. The subcontractor must engage in the following:
 - i. Design interviews and/or focus groups with stakeholders, specifically parents of school-aged children of diverse backgrounds, to create a needs assessment, a desired user experience, and a prioritization of resources. These tasks will be completed after the launch of the website.

- ii. A discussion with TEA staff to identify a vision for the site, a confirmation of esthetics, a prioritization of work, and a discussion over comparable sites to differentiate expectations.
 - iii. Weekly progress updates and phone calls with specific milestones being discussed and work products being reviewed.
 - iv. A waterfall design process, with user experience and functionality tested at each stage.
 - v. A final review and approval from the Commissioner of Education and the Deputy Commissioner, Academics. This review will be conducted in three rounds. Round 1 will occur May 10–18, 2017. Round 2 will occur May 26–June 2, 2017. Round 3, the final approval round, will occur June 8–9, 2017.
- e. The subcontractor will be expected to complete real-time changes and improvements to the site, within reason, and as identified by TEA staff between May 10–June 9, 2017. The site will go live on June 12, 2017. The subcontractor will further be expected to adjust the site within 24 business hours between June 13–30, 2017. The subcontractor will be held on a short-term retainer between July 1–August 31, 2017, to make additional adjustments to the site, based on feedback and additional requested resources. This work may add an additional \$500,000 to the total cost of the contract (for a grand total of \$2,150,000).
 - f. The subcontractor will be expected to collect a series of open-source online resources for use on the resource page, in addition to existing TEA resources.
 - g. For any additional changes, adjustments, or enhancements to the website received after August 31, 2017, ETS will append this amendment and implement those changes as directed by TEA. If the website changes impact pricing, ETS will present a new fixed price to be part of the appended amendment, or will subtract the cost of this work accordingly, if no additional fee is required and no new, revised, or enhanced subsequent work is agreed upon.

4. CSR Website Production:

- a. The site must be HTML5 compatible and be functional on a desktop, smartphone, and other handheld devices.
- b. All requirements should fall within the specifications of the TEA website and functionality that the current site supports. TEA will provide a list of those specifications to ETS.
- c. The information on the site should be easily transferrable to a district website for multi-server use.
- d. The website will have two platforms – one will be secure with student-specific login information; the other will contain open-source materials. The secure website will have a way for parents to request their unique access code if they do not remember it and cannot find it.

5. Marketing of the CSR Website:

TEA will select a subcontractor, Learning Heroes, who will provide the following marketing services for the CSR website.

- a. Prepare administrators, principals, and teachers to accurately review and effectively interpret the STAAR score report and direct parents to log in to their child's individual report.
- b. Create a network of leading non-profits in Texas that parents trust and who are committed to ensuring parents log in and get the information they need to advocate for the academic needs of their child.
- c. Create an earned and paid media campaign across multiple platforms to reach the majority of parents through mediums they trust in English and Spanish.

ETS will manage the schedule and deliverables only. Learning Heroes will work directly with TEA on the particular aspects of the work outlined in this section.

Tactics and Deliverables:

- I. **Resource Development** – Learning Heroes, in partnership with TEA, will create multiple resources for parents and teachers to aid in understanding and utilizing individual student reports for improved learning in the classroom and at home.
 - a. *Parent resources* –
 - Parent Guide to STAAR Student Results and sample student reports in both English language arts and mathematics to aid in parents' understanding of the new reports. Both resources will be translated into Spanish.
 - Parent Guide to STAAR Student Results will include tips on how to read the new report, what questions they should ask their child's teacher, and accompanying online resources that can be found by logging in.
 - The sample student reports will include a replica of an individual student report, with explanations of each score and sub-score.
 - b. *Partner resources* – Learning Heroes will create for our partners customized materials that can be distributed directly to their parent networks.
 - Co-branded, customized postcards and flyers to be printed and distributed in English and Spanish
 - Customized talking points
 - Customized, creative for social media platforms to include blogs, draft emails, cover letters, and other promotional materials pushing out the log in campaign
 - FAQs
 - c. *Teacher resources* – Learning Heroes will provide feedback based on our research on the numerous teacher-facing resources to aid in educator understanding of the new reports, how to best use STAAR results to impact instruction, and how to best communicate the results with parents.
- II. **Parent Outreach Campaign** – Learning Heroes will leverage existing partnerships with highly recognizable and trusted organizations to reach English- and Spanish-speaking parents. These efforts will be supplemented by a cadre of new leaders in communities across the state eager to engage in the Log In, Learn More campaign. Some of the organizations we are exploring include National Urban League, NCLR, LULAC, National Hispanic Christian Leadership Conference, Military Child

Education Coalition, and Boys and Girls Club of America. We would partner with each in different ways to reach their parent networks most effectively. A couple of examples include:

a. **Partnership Example: National Hispanic Christian Leadership Conference (NHCLC)**

- Collateral distribution – Leverage NHCLC’s network of 1200 Hispanic churches to distribute collateral in Dallas, Ft. Worth, San Antonio, Austin, South Texas, etc.
- Activate NHCLC leadership, Faith & Education Coalition-NHCLC Leadership Advisory Council (LAC) members, and NHCLC pastors
- NHCLC Leadership op-eds with local TX press (bylined by Rev. Sam Rodriguez and other notable faith leaders)
- Spokespersons/surrogates for radio/TV as well as op-eds, strategically chosen for their ties to Texas school districts. Examples include Elda Rojas, the Director of the World Languages Department for Fort Worth ISD, who has strong networks throughout Texas in education policy, higher education, and people of faith; Esmeralda Sanchez from Rice University; and the Houston Research Consortium who is connected to Houston ISD. Mateo Magdaleno is highly connected to Dallas ISD, Irving ISD, the UTA system, and Texas education policymakers. Gabriel Cortes is the Director of the Hispanic Education Initiative for the Texas Baptist Convention.
- Social media dissemination across Faith & Education Coalition platforms

b. **Partnership Example: MCEC (Military Child Education Coalition)**

- Customized piece of collateral based on key messaging specifically for military families that highlights the log in campaign.
- MCEC communications firm in Texas will create a series of videos specifically targeting military families in Texas, through distribution via social media, e-newsletters, etc.
- Highlight campaign in their monthly newsletter magazine. Use their parent team fellows to assist with dissemination.

III. **Media Strategy** – Learning Heroes will work with the communications team at TEA to create a comprehensive media outreach strategy and PSA effort to generate public interest in the Log In, Learn More campaign, and the unprecedented opportunity parents now have to go deep in their child’s learning and to become more informed advocates for the help they might need. We know that the majority of families get their education related news from drive time radio, local TV news, and their local paper in addition to their self-selected media platforms. We will create customized materials and talking points to leverage these opportunities in targeted areas, including:

- Working with TEA to secure Public Service Announcements on targeted radio and television stations.
- Leveraging Learning Heroes Partnership with Univision. Reaching over 90% of our nation’s Spanish-speaking families, we have a strong record of success over the past several years collaborating with Univision on information campaigns. Together, we will create a plan to maximize the radio, TV, and convening options available to them in Texas.

a. **Social Media** – Learning Heroes will work with TEA to further communicate with key audiences and share resources via social media. Strategic components of this integral part of the digital media strategy will include:

- Establishing social media accounts for the campaign on Facebook and Twitter and recruiting an initial follower base.
- Creating and testing social content to drive parent engagement and buy-in online.

- Distributing digital collateral and coordinating messages to target audiences through the partner network described above.
 - Monitoring parent response to messaging and collateral
- b. **Paid Media** – Learning Heroes will use strategic advertising and paid distribution of materials to further its statewide reach for the campaign.
- *Univision* – media buy on radio and television in Dallas, Austin, Houston, San Antonio, and McAllen.
 - *Facebook Video Advertising* will leverage animated video ads to drive parents to Log In, Learn More campaign messaging and digital collateral. Videos will be distributed via targeted advertising on Facebook.
 - *Google Adwords* will leverage two methods of driving parents to campaign messaging and digital collateral:
 - *Display Ads* will leverage websites used by Texas parents to advertise digital collateral.
 - *Paid Search* will capture parent demand surrounding log in campaign messaging, driving parents from Google Search to digital collateral.
 - *Sponsored Blog Posts*
 - *Collateral*: Learning Heroes will design and print collateral, including bookmarks and postcards, promoting the online resources. We hope to be able to distribute the collateral through a variety of local businesses frequented heavily by parents – McDonalds/Whataburger, HEB, credit unions, etc.

IV. Short-Answer Item Removal

NOTE: The items below reflect the ETS understanding of requirements to remove short-answer items from English I and English II, along with the necessary steps to accomplish them as of November 15, 2016.

1. ETS Assessment Development (AD) will replace associated items with multiple-choice items in operational tests to meet blueprint requirements.
2. ETS AD will remove from forecasted work the future development efforts for new short-answer questions, or associated rubrics and scoring materials.
3. ETS Operations will redesign EOC answer documents for spring to reflect the removal of short answers.
4. ETS Operations will redesign scanning configurations due to the new answer document.
5. ETS Operations will redesign print specifications for producing redesigned answer document.
6. ETS Operations will revise printing and shipping specifications (answer document and test book).
7. ETS Operations will revise forecasted work associated with printing and shipping shorter test booklets (includes revision and reduction metrics).
8. ETS Performance Scoring will revise labor needs associated with the removal of scoring operational short-answer items.
9. ETS Performance Scoring will revise labor needs associated with scoring field-test items related to new short-answer items.
10. ETS Performance Scoring will revise all recruiting specifications since less raters are needed in scoring activities.

11. ETS will work towards providing estimates around the reliabilities of the shortened EOC tests.
12. ETS will begin work towards considering an approach to trend issues. These include, though may not be limited to, the extent to which and the process through which passing scores from the current tests will be reflected on the new test, and the ways in which comparisons over time can and cannot be handled.
13. ETS will implement coding changes in the scoring system used by raters to reflect the dropping of these items.
14. ETS will implement all changes related to rescore requests. As a result, tests will have no more than one constructed-response item, so IT can suspend changes (whether in operational 2017 or as part of improvement efforts) designed to allow scoring systems to pick the highest score at the item level in a situation where multiple items have been rescored.

V. Lexile Scores & Interpretive Materials

NOTE: The scope and associated price for this section are in addition to the Lexiles content presented in Amendment 1.

1. Beginning with the spring 2017 test administration, ETS will provide Lexile scores for English versions of the STAAR grades 6, 7, and 8 assessments.
2. ETS will incorporate Lexile scores for grades 3–8 into the CSRs and student data files.
3. ETS will link Lexile scores to the STAAR score scale by means of a stand-alone linking study.
4. ETS will make available Lexile interpretative materials as directed by TEA.

VI. Professional Development

In order to complete the work outlined in this amendment, along with other initiatives the commissioner has planned for the rest of the contract cycle, ETS will provide TEA with professional development opportunities that will allow staff in the Student Assessment Division to travel and participate in learning sessions tailored to the new initiatives the Agency will implement in the future. ETS will schedule travel and lodging following the state approved guidelines. TEA will be responsible for meals and expenses as stipulated in the state approved guidelines.

VII. Financial Summary

ETS is updating the financial summary table to include the new work specified here and the final price.

TX STAAR Amendment 4		Year 2		Year 3		Year 4		Year 5	
		9/1/16-8/31/17	9/1/17-8/31/18	9/1/18-8/31/19	4 Year Total	9/1/19-8/31/20	5 Year Total		
CSR Redesign									
Development of Specifications/Requirements		\$ 1,340,000	\$ 650,000	\$ -	\$ 1,990,000	\$ -	\$ 1,990,000		
Development of CSR		\$ 1,030,000	\$ 960,000	\$ -	\$ 1,990,000	\$ -	\$ 1,990,000		
Print/Production/Shipping CSR		\$ 880,000	\$ 1,000,000	\$ 960,000	\$ 2,840,000	\$ 980,000	\$ 3,820,000		
		\$ 3,250,000	\$ 2,610,000	\$ 960,000	\$ 6,820,000	\$ 980,000	\$ 7,800,000		
CSR Redesign Website									
Web Design - Steel Branding		\$ 1,040,000	\$ -	\$ -	\$ 1,040,000	\$ -	\$ 1,040,000		
Translation, Hosting and Maintenance of the CSR Website		\$ 160,000	\$ 410,000	\$ 420,000	\$ 990,000	\$ 450,000	\$ 1,420,000		
Program Management Resource for all of CSR work		\$ 170,000	\$ 330,000	\$ 340,000	\$ 840,000	\$ 950,000	\$ 1,190,000		
Web Design - eMetric		\$ 600,000	\$ 490,000	\$ 510,000	\$ 1,600,000	\$ 520,000	\$ 2,120,000		
My Learning Hero		\$ 500,000	\$ -	\$ -	\$ 500,000	\$ -	\$ 500,000		
		\$ 2,470,000	\$ 1,230,000	\$ 1,270,000	\$ 4,970,000	\$ 1,300,000	\$ 6,270,000		
NOTE: Year 3, 4 and 5 work has not been defined for Web Design and Translation Services - this scope will be added later									
Removal of Short Answer									
English I		\$ (1,350,000)	\$ (1,650,000)	\$ (1,650,000)	\$ (4,650,000)	\$ (1,650,000)	\$ (6,270,000)		
English II		\$ (1,000,000)	\$ (1,260,000)	\$ (1,260,000)	\$ (3,520,000)	\$ (1,260,000)	\$ (4,790,000)		
		\$ (2,350,000)	\$ (2,910,000)	\$ (2,910,000)	\$ (8,150,000)	\$ (2,910,000)	\$ (11,060,000)		
Grade 6-8 Lexiles									
Grade 6-8 Lexiles		\$ 300,000	\$ 300,000	\$ 300,000	\$ 900,000	\$ 300,000	\$ 1,200,000		
		\$ 300,000	\$ 300,000	\$ 300,000	\$ 900,000	\$ 300,000	\$ 1,200,000		
TEA Prof Dev & Travel									
TEA Prof Dev & Travel		\$ 20,000	\$ 20,000	\$ 20,000	\$ 60,000	\$ 20,000	\$ 80,000		
		\$ 20,000	\$ 20,000	\$ 20,000	\$ 60,000	\$ 20,000	\$ 80,000		
Total		\$ 9,710,000	\$ 1,250,000	\$ (360,000)	\$ 4,600,000	\$ (310,000)	\$ 4,290,000		