

# LET'S ENACT CHANGE TOGETHER

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Proposal 207B, prepared on August 08, 2018 for

**Paso Robles Joint Unified School District**

## What Is IMAGO?

The vision of IMAGO began with the mission to prepare people for the workforce and facilitate their career options. Over time, their mission has evolved to also address the needs rooted in people's thinking and behavior. In other words, in order to provide employers productive and happy employees, citizens need assistance in being professionals to obtain a job and also be mindful critical thinkers to make the greatest impact within their positions.

IMAGO is a learning organization. We deliver experiences, through digital curricula and professional training, based in emotional intelligence and human focused design. Our work supports those who have learning programs aimed at career, college, or community readiness.

Our online lessons are designed for users of all ages (i.e., K-12 to adults). Specifically, they focus on three primary areas of educational lessons - career preparation (e.g., designing resumes and preparing for interviews), career exploration (e.g., industry/pathway exploration and creating action plans), and social-emotional learning (e.g., self-awareness, social-awareness, and relational skills). These lessons are housed on IMAGO's online platform where educators, trainers, or mentors can assign to users to complete.

Alongside this platform, IMAGO has a professional development arm that helps administrators and educators better address their systemic challenges in collaborative and innovative ways using human focused design. The ultimate goal is to provide users (i.e., facilitator or learner) a space (whether physical or digital) to continuously think, learn, and apply knowledge.

## How Does It Work?

IMAGO is a Web-based solution accessed through an Internet connection via desktop computers, tablet PCs, iPads, and other portable computing devices. This offers our users the flexibility and convenience to study anytime and anywhere.

Users are guided through a series of virtual instructor and example-based videos while being asked to complete worksheets. Facilitator guides assist with facilitation, quizzes throughout the courses test retention, and reports allow administrators to track progress in real-time.

## System Requirements

The IMAGO Suite is a cloud-based Software-as-a-Service (SaaS), utilizes Port 80 (HTTP), and is supported on the following browsers: Internet Explorer 7+, Mozilla Firefox, Google Chrome, and Safari.

# Itemized Cost Breakdown

This proposal provides an annual description of the investment required of Paso Robles Joint Unified School District.

## Standard Contract - *"The full meal in our partnership!"*

<b>PLATFORM &amp; SITE SUPPORT (2 sites)</b> <ul style="list-style-type: none"><li>• Access to platform per site and new features</li><li>• Site support through telephone support and mail &amp; text messaging support</li><li>• <b>Work Based Learning</b> System<ul style="list-style-type: none"><li>◦ Network Weaver Support</li><li>◦ Unlimited employer accounts for: internships, job shadows, guest speaking and company tours</li></ul></li><li>• <b>Promotions</b><ul style="list-style-type: none"><li>◦ Social media highlights</li><li>◦ Storytelling interviews</li><li>◦ Printed materials</li></ul></li><li>• <b>Research</b><ul style="list-style-type: none"><li>◦ Descriptive update</li><li>◦ Descriptive reporting</li></ul></li></ul>	<i>"Pretty much always available for you." "If we add something new - you get it."  "We will help expand your network with ours."  "We want to help tell your story." "Training aids? We've got you covered."  "We will let you know our effect with stats."</i>	<b>\$22,000</b>
<b>LICENSING:</b> <ul style="list-style-type: none"><li>• Annual facilitator accounts: <b>24 facilitators</b><ul style="list-style-type: none"><li>◦ 200+ Lesson library with facilitator guides</li><li>◦ Class administration and reporting rights</li></ul></li><li>• Unlimited Learner accounts<ul style="list-style-type: none"><li>◦ Evergreen learner accounts</li><li>◦ Individual portfolio and data storage</li></ul></li></ul>	<i>"Your purchase = lifetime ROI for your learners."</i>	<b>\$12,000</b>
<b>PRO-DEV</b> <ul style="list-style-type: none"><li>• Implementation &amp; integration plan</li><li>• On-site quarterly professional development:</li><li>• Platform use refreshers</li><li>• Program communication</li><li>• Facilitation demonstration</li><li>• Curriculum mapping</li></ul>	<i>"We seek out win-win scenarios." "On-site &amp; in-class is how we roll."</i>	<b>\$2,000</b>
<b>Total Annual Investment:</b>		<b>\$36,000</b>
Loyalty Discount (ONE TIME):		<b>\$ (8,000)</b>
<b>Total Investment:</b>		<b>\$ 28,000</b>