

Antoinette Dunbar, Associate Superintendent
Curriculum and Instruction

SUBJECT: REQUEST AUTHORIZATION FOR THE SUPERINTENDENT TO ACCEPT A DONATION OF THE HOTCHALK, INC., NBC NEWS VIDEO ARCHIVES ON DEMAND, MY LIBRARY PLUS AND THE HOTCHALK LOCAL HOST APPLIANCE, VALUED AT \$1,560,091, TO BE AVAILABLE, AT NO CHARGE, FOR ALL K-12 TEACHERS FROM SEPTEMBER 1, 2008, THROUGH AUGUST 31, 2010

COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY ENGAGEMENT

LINK TO DISTRICT

STRATEGIC PLAN: ENSURE ACHIEVEMENT OF HIGH ACADEMIC STANDARDS BY ALL STUDENTS

Authorization is requested to accept a donation of the *HotChalk, Inc., NBC News Video Archives On Demand, My Library Plus*, and the *HotChalk* Local Host Appliance (server) to be available at no charge for all K-12 teachers in Miami-Dade County Public Schools (M-DCPS). The donation is valued at \$1,560,091 and is made possible by a corporate donor and HotChalk, Inc. The two-year, cost-free resources will be available to all teachers in M-DCPS from September 1, 2008, through August 31, 2010.

HotChalk Inc. will provide a two-year subscription to *NBC News Video Archives On Demand* and *My Library Plus* for all K-12 teachers in M-DCPS. HotChalk is a learning environment for K-12 teachers, students, and parents which includes a Learning Management System (LMS), a rich library of teacher-contributed lesson plans, premium digital content such as NBC News Video, and professional development for teachers in a Web-based environment. Available through any Internet browser, the HotChalk Learning Environment is an easy to use system and brings teachers, students, and parents together to improve education.

HotChalk, Inc. is partnered with NBC News, National Geographic Digital Media, Public Broadcasting System (PBS), and Arts and Entertainment (A&E) television network to provide access to premium digital video content, and with McGraw-Hill to provide professional development courses and curriculum resources.

In support of this partnership, M-DCPS will collaborate with HotChalk, Inc. to provide professional development for teachers on the use of the resources, at no cost to the District.

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The HotChalk resources being donated for a two-year term are described in more detail below.

- *NBC News Archives On Demand* includes over 10,000 titles of primary source video files that are clipped to the “teachable moment,” correlated to Florida state standards and presented in a high-resolution format. Additionally, the resources are accessible via streaming video to enhance individual learning in the classroom or a homework assignment.
- *My Library Plus* consolidates the digital content owned by District with premium content from NBC News Archives into a single search environment. Teachers, media specialists, and curriculum developers will have instant access to all of the available digital content and resources. Searching for content is made easy with an intuitive, faceted search engine designed to quickly guide educators to the exact item that meets their need.

The following chart outlines the value of the programs being donated to the District for the two-year period beginning September 1, 2008, through August 31, 2010.

Item	2 Year Term	Quantity	Value of Subscription for 2 Years	Cost to District
NBC News Archives On Demand- Elementary	9/1/08-8/31/10	228	\$455,544	\$0
NBC News Archives On Demand- Middle School	9/1/08-8/31/10	102	\$305,796	\$0
NBC News Archives On Demand- High School	9/1/08-8/31/10	62	\$247,876	\$0
My Library Plus (Content and Curriculum Management, Inc. Software)	9/1/08-8/31/10	392	\$544,880	\$0
HotChalk Local Host Appliance (2TB)	9/1/08-8/31/10	1	\$5,995	\$0
TOTAL			1,560,091	\$0

RECOMMENDED: That The School Board of Miami-Dade County, Florida, authorize the Superintendent to accept a donation of the *HotChalk, Inc.*, *NBC News Video Archives On Demand*, *My Library Plus*, and the *HotChalk, Inc. Local Host Appliance*, valued at \$1,560,091, at no charge to the District for a two-year period from September 1, 2008 through August 31, 2010.

AD/JRD/sas