![region4 logo]

Request for Contract Update

Pursuant to the terms of contract number ___**R220301**___ for _**Feedback and Customer Service Solutions for Schools**_ Contractor must notify and receive approval from Region 4 ESC when there is an update in the contract. <u>No request will be officially approved without the prior authorization of Region 4 ESC</u>. Region 4 ESC reserves the right to accept or reject any request.

_____**K12 Insight**_____ hereby provides notice of the following update on
(Contractor)

this date_____March 18, 2024_____.

Instructions: Contractor must check all that may apply and shall provide supporting documentation. Requests received without supporting documentation will be returned. This form is not intended for use if there is a material change in operations, such as assignment, bankruptcy, change of ownership, merger, etc. Material changes must be submitted on a "Notice of Material Change to Vendor Contract" form.

☐ **Authorized Distributors/Dealers**
_____ Addition
_____ Deletion
_____ Supporting Documentation

☑ **Price Update**
_____ Supporting Documentation

☐ **Products/Services**
_____ New Addition
_____ Update Only
_____ Supporting Documentation

☐ Text **Discontinued Products/Services**
_____ Supporting Documentation

☐ **States/Territories**
_____ Supporting Documentation

☐ **Other** _____
_____ Supporting Documentation

Notes: Contractor may include other notes regarding the contract update here: (attach another page if necessary).
  Inclusion of Let's Talk Assistant in the pricing of the Let's Talk Subscription
  Addition of our Implementation Services Fee - ▮▮▮▮▮▮▮student FOR LET'S TALK ONLY
  Let's talk Single Department Pricing and Implementation Services Fee change
  Removing Let's Talk On-site Training/Travel to District option (covered by Implementation Services)
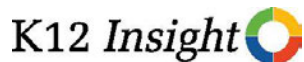
Submitted By: _____AJ Gubernick_____

Title: _Director of Sales Enablement_

Email Address:_agubernick@k12insight.com_

☐ **Approved by Email: Date** 3/21/2024 | 12:44 PM CDT

☐ **Denied by Email: Date**_____

Region 4 ESC: _Jorgannie Carter_
─DocuSigned by:
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K12 Insight

March 18th, 2024

Dear Ms. Carter:

Thank you for being a valued partner. At K12 Insight, we are committed to helping school districts deliver a superior customer experience and we appreciate the partnership with Region 4 ESC and OMNIA Partners.

As of January 1st, 2024, K12 Insight adjusted the price and features of Let's Talk. We have eliminated the additional price for the Let's Talk Assistant AI-powered Chatbot and included it in the Let's Talk Subscription. We have added a one-time Implementation Services Fee for Let's Talk priced at ▮▮▮▮▮▮▮ per student for the first year of service. Details of what is included in the Implementation Services are shown below. We have also increased the Single Department price for Let's Talk to ▮▮▮ per student and there is a one-time Implementation Services Fee of ▮▮▮▮▮▮ Finally, we removed the Let's Talk On-site Training/Travel to District Option as it is now a part of the Implementation Services. This price update impacts new subscriptions only.

We request this price to be reflected in our contract with Region 4 ESC / OMNIA Partners effective at your earliest convenience.

This request reflects our continued investment in building a platform that helps school districts deliver better experiences, engagement, and education.

Let's Talk — the only all-in-one customer experience and intelligence platform purpose-built for education — is reliable, secure, simple, and backed by industry-leading expertise and the personalized partnership and support school districts need.

Current features include:
- Easy-to-deploy, self-service tools, and an intentionally simple, yet powerful user interface
- Unified inbox to streamline communications
- Let's Talk Assistant, the only generative AI chatbot built for K-12
- Real-time dashboard to reveal trends and needs
- Campaign manager for outbound communications
- Critical Alerts to identify issues before they become crises
- Topical landing pages
- Custom forms
- Social media integration
- Text messaging and phone lines
- SSO (Single Sign On) and SIS (Student Information System) integration options
- Translation tools

- Workflows, which use rule-based automation to reduce or eliminate time spent on repetitive tasks
- Enhanced translation support for all dialogues, including text messages
- Account Builder tools designed to simplify the process for creating high-quality landing pages, including:
    - A step-by-step wizard to help you build your Landing Pages and Tabs
    - Let's Talk Suggested Customized Form Templates to jump-start your account setup, based on hundreds of successful Let's Talk implementations
    - Advanced Landing Pages, allowing you to feature self-service tools like Knowledge Base and Let's Talk Assistant alongside your contact forms
- Knowledge Base, a self-service article library that connects customers to the information they need to know

We've added new features including:
- Form builder, allowing districts to design forms to collect relevant information up front to provide more efficient support to their customers
- Enhanced customer profiles via SIS integrations
- Live agent feature, which helps stakeholders find the information they need if an answer online isn't immediately available
- Let's Talk Assistant, the only Generative AI-powered chatbot built specifically for K-12 school districts
- User Provisioning API

In the near term, releases will include:
- The best chatbot experience, powered by your data. K12 Insight's AI-powered chatbot provides a superior chatbot experience. It's now easier than ever to deliver instant and accurate answers with Let's Talk Assistant — the only generative AI-powered chatbot designed for K-12. This includes a fast and easy set up that leverages a district's own documents, spreadsheets, FAQ, and web pages so that answers are complete and accurate - no hallucinations.
- Updates to our Call Center capabilities to provide more personalization and control over the phone and text message entry points for service.

These are just a handful of the features and services we provide, with many more in the works. We will continue our partnership with our district leaders and staff, as well as Region 4 ESC and OMNIA Partners. We assure you our quality of service will reflect a similar increase.

Sincerely,

AJ Gubernick
Director of Sales Enablement
K12 *Insight* ⬤

R220301 – Feedback and Customer Service Solutions for Schools
Region 4 ESC

Let's Talk!® by K12 Insight

District Wide	Price
Let's Talk Subscription (includes online training and support)	
Let's Talk Assistant AI-powered Chatbot	
Implementation Services Fee (first year)	
Single Department*	**Price**
Let's Talk Single Department Subscription (includes online training and support)	
Let's Talk Assistant AI-powered Chatbot	
Single Department Implementation Services Fee (first year)	

Available only for districts with over 15,000 students.

Professional Development by K12 Insight

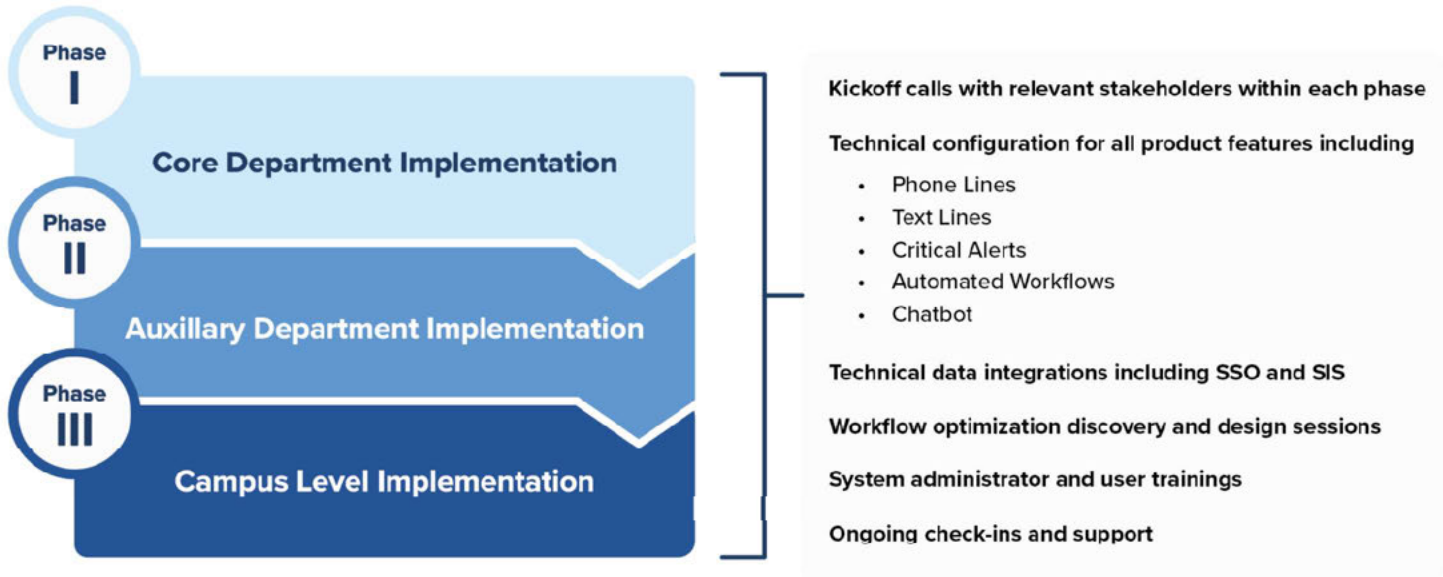| Service	Price
Customer Service Workshop (in-person, up to two workshops per day)	
Customer Service Workshop <25 seats (five sessions, virtual)	
Customer Service Workshop 26-50 seats (five sessions, virtual)	
Customer Service Workshop 51-100 seats (five sessions, virtual)	

Service	Price
Engage Subscription (Three User License)	███████████
Engage Subscription (Enterprise)	███████████

Service	Price
Fully Managed Customized Survey Study, Reports, and Awareness and Promotion Communication Campaign	███████████
Additional Respondent Groups	
Additional Standard System Reports	
Additional Customized Reports	
Language Translation (one language translation is included in each survey study)	
Focus Group Facilitation (up to three per day)	
On-site Meeting or Training	
Data Entry for Paper Surveys	
Advisory Services	
Board and/or Leadership Presentation	
Making Feedback Matter Workshop (up to two per day)	
Making Feedback Matter Workshop	

K12 Insight

K12 Insight Implementation Services

Our Client Enablement team will guide your district through three key phases of implementation. Each phase will include:

Phase I
Core Department Implementation

Phase II
Auxiliary Department Implementation

Phase III
Campus Level Implementation

Kickoff calls with relevant stakeholders within each phase

Technical configuration for all product features including

- Phone Lines
- Text Lines
- Critical Alerts
- Automated Workflows
- Chatbot

Technical data integrations including SSO and SIS

Workflow optimization discovery and design sessions

System administrator and user trainings

Ongoing check-ins and support

Phase I: Core Department Implementation

During the first phase of implementation, our Client Enablement team will work with you to identify core departments and critical workflows within your district central office. Our Client Enablement team will design and build a Let's Talk instance that is customized for automated optimization of all your key service processes and provide training to both system administrators and users. Typical core departments and key workflows within a district may include, but are not limited to, those listed in the chart below.

Transportation	Enrollment	Safety	HR	IT	Superintendent School Board
- Bus Stop Change - Late/Early Bus Report - Lost Items - Student Safety	- Student Registration - Address Change - Intradistrict Transfer - Transcript Request	- Bullying Report - Discrimination Report - Student Safety Concern	- Employee Records - Benefits and Payroll - Employee Absences - Application Status - Employee Onboarding	- IT Ticketing - Case Routing	- Listening Tour - Public Comments

Phase II: Auxiliary Department Implementation

Once the work completed in Phase I has gone live, our team will support you in monitoring the progress of the Core Department implementation, and begin work on Phase II of implementation. During the second phase of implementation, additional departments and corresponding workflows will be designed and configured within your Let's Talk instance. Training will be provided to additional users.

Phase III: Campus Level Implementations

As we continue to monitor adoption of core and auxiliary departments, we will begin planning for implementation of your campus level school sites. The workflow discovery, software configuration, and training process undertaken in Phases I & II will be replicated for building level leadership and front office staff.

K12 *Insight*