

MASSCUE

PRODUCT & SERVICES OFFERING

9/7/2018

SUBMITTED BY: **INSTRUCTURE, INC.**
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PRODUCT PRICE LIST

Please note: This section includes confidential information about pricing. Please share this information with representatives of MassCue only. All product prices, except those indicated as “one-time”, are listed as per-user, per-year. All prices are listed in US Dollars (USD). Please note that Instructure reserves the right to escalate the subscription costs as outlined below up to 5% annually.

Canvas Pricing

Rollout Type	Year 1
Partial	\$6.00
Entire District	\$5.50

Table 1 Canvas Pricing Overview

Canvas Implementation Bundles

Rollout Type	Standard	Enhanced	Premium
Partial	Contact Rep	Contact Rep	Contact Rep
Entire District	Contact Rep	Contact Rep	Contact Rep

All Implementation fees are one-time

Table 2 Canvas Implementation Bundles

Canvas Support Products

Support Products	Rate	Min
Canvas - 24x7 Support (Premium)	20%	\$2,500
Canvas - Tier 1 Support (Per FTE/User)	30%	\$3,500
Canvas - Tier 1 Support Set-up	\$500 USD	

Support Set-up fees are one-time

Table 3 Canvas Support Products

Arc Pricing

Please note that Instructure reserves the right to escalate the subscription costs as outlined below up to 5% annually.

Arc Price per User	Year 1
Price per User	\$3.00

Table 4 Arc Pricing Overview

Gauge Pricing

Please note that Instructure reserves the right to escalate the subscription costs as outlined below up to 5% annually.

Gauge Price Per User	Year 1
Cost	\$4.00

Table 5 Gauge Pricing Overview

Practice for Canvas Pricing

Price Per User

PPU	\$35
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\$5,000 minimum subscription fee

No Escalation

Practice Implementation: \$2,500 (one-time)

Practice Pilot: \$5,000 (1 month) or \$15,000 (3 month)

Table 7 Practice Pricing Overview

Additional Canvas Product Offerings

Canvas Products

Cost

Additional Canvas Instance (one-time)	\$1,500
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Custom Canvas URL (Recurring Cost)	\$1,500
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Table 8 Additional Product Offerings Pricing Overview

SERVICES PRICE LIST

Description	Cost
Adoption Consulting	Contact Representative
Change Management	Contact Representative
Custom Development	Contact Representative
Instructional Design	Contact Representative
Migrations	Contact Representative
Remote Administration	Contact Representative
Strategic Consulting	Contact Representative
Strategic Planning	Contact Representative
Training	Contact Representative

Price based on size of contracted services

Table 14 Services Pricing Overview

SIGNATURE PAGE

By signing below, the parties agree to be bound by the pricing terms described in this MassCue Product and Services Offering.

INSTRUCTURE, INC.

MassCUE

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

PRODUCT DESCRIPTIONS

The following exhibit describes the products offered at the time of submission of Instructure's response. These terms are subject to change, but will not materially degrade.

Canvas Learning Management System

Canvas is a single, integrated learning management system that bundles assessments, grading, state standards tracking, messaging, learning analytics, and more—while keeping everything simple, easy, and in one place.

Canvas can be accessed anytime from anywhere, helping teachers engage students, and allowing parents to co-enroll in classes to track assignments and grades. Because Canvas K-12 requires no programming knowledge, teachers can easily create, manage, and reuse course content. Generally speaking, teachers, administrators, students, and parents already have the skills they need to navigate, learn, and use Canvas.

Canvas is hosted by Instructure on the Amazon Elastic Compute Cloud (EC2) and uses the fully redundant storage resources of the Amazon Simple Storage Service (S3). Canvas can be accessed from any computing or communications device with Internet connectivity and a compatible web browser, including tablets and smart phones. Instructure guarantees 99.9% system availability and provides full support, rolling updates with no downtime, backups, and data recovery.

Feature	Description
Accessibility	Compliant with Section 508 accessibility standards and the Web Accessibility Initiative (WAI) issued by the World Wide Web Consortium (W3C)
Analytics	Monitors student engagement, predicts success, and tracks students' learning outcomes and progress by pedagogical goals and desired outcomes
Announcements	Delivered automatically to the course activity stream of all users based on their notification preferences
Assignments	Assignment submissions can include web pages, Word docs, video, audio, slide shows, links, and more
Browser-enabled	Compatible with Apple Safari 4+, Google Chrome, Microsoft Internet Explorer 8+, and Mozilla Firefox 3.5+
Calendar	Drag-and-drop functionality to schedule and reschedule calendar events, plus automatic event notifications and support for iCalendar standard integrations
Chat	Synchronous text, video, and audio chat
Collaborations	Enable users to collaborate on projects using shared Canvas work spaces and tools such as Google Drive
Conferences	Integrated, synchronous webinars / video conferencing, whiteboard, and live chat
Discussions	Provide asynchronous (and near-synchronous) threaded public discussions, subject posting, and replies, which can be graded
ePortfolios	Students can create an unlimited number of public or private ePortfolios to display and reflect on notable coursework
FERPA and COPPA compliant	Complies with U.S. federal law regarding Family Educational Rights Privacy Act (FERPA) and Children's Online Privacy Protection Act (COPPA) and gives schools the tools they need to maintain compliance. See Appendix C for additional information.

Feature	Description
Files repository	Hierarchical file folder creation and organization, zip file import and export, file locking, drag-and-drop file reorganization, file renaming, file deletion, and other standard file management functionality
Gradebook	Automatically generated and updated based on course assignments and assessments which are linked with the gradebook and the integrated feedback features
Grades	Assignments and Quizzes can be scored by points, percentages, letter grades, and complete/incomplete
Integrations	Standards-based, pluggable platform for easy integration with a wide variety of external technologies, systems, tools, and services
Learning outcomes	Learning outcomes can be aligned to rubrics for institution-wide initiatives such as academic standards and accreditation
Mobile access	Free native mobile apps for Apple iOS and Android.
Modules	Can be thematic, focused on a specific topic, content type, or arranged chronologically to provide a course sequence with support for selective release
Pages	Create flexible, customizable course pages with wiki functionality using the Rich Content Editor
Parent Co-Enrollment	Enables parents to keep informed of class activities, school communications, and their child's classwork and learning progress
People	Includes the course roster and contact information for students, instructors, and TAs
Professional Learning	Create opportunities for teachers to learn online and support institution-wide resource sharing
Quizzes	Rich-content, multi-featured, and robust assessment and quizzing system for online exams; supports proctoring, question banks, and extensive question types. Canvas supports IMS QTI and Respondus integrations.

Feature	Description
Reports	Can be tailored to show learning outcomes and rubrics that cover multiple courses, departments, or the entire institution
Rich Content Editor	WYSIWYG and HTML editor used to create discussion topics, comments, and replies; supports video and audio, images, tables, math formulas, and URL links
Rubrics	Created from sets of instructor-defined criteria to provide a structured, consistent, and prescriptive framework for assessment
Settings	Instructors can select course start and end dates, preferred language, grading scheme, copyright attribution, public or private visibility, as well as cross-list sections, add users, reorder course navigation, and configure external tools
SpeedGrader™	Enables instructors to step through a set of assignments and, in conjunction with the associated rubric, quickly and consistently grade each submission in just a few clicks
State standards	Enables schools to align course objectives to Common Core/State Standards to meet reporting requirements
Syllabus	Course calendar changes automatically update the course syllabus generated automatically by defined coursework
User profile	Includes optional user photo, Canvas users can add a bio, website links, and choose which registered services users can see. If the student is a member of a course or a group then their profile page is available to other members of the group., time zone, contact methods, registered web services, and other options

Table 15 Canvas Features Overview

Arc Interactive Video Platform

Arc is an interactive video platform, used to make video learning and management experiences more intuitive, interactive, and collaborative. Arc is a more video-centric, interactive way to approach online and blended learning. Where video-as-a-learning-tool has typically been one-way and passive, Arc makes learning an active, collaborative, impactful two-way street.

Arc will help manage video assets, provide active learning experiences, capture learning analytics, and make teaching and learning with video an active and easy activity.

Arc is easy to implement, and more importantly, simple to use. Arc will save resources and time by giving instructors and administrators the ability to easily measure interaction, while managing vast amounts of digital assets in just one interface.

Feature	Description
Accessibility	Arc provides accessible playback, the ability to upload caption files, as well as the ability to auto-caption and allow editing of caption files.
File Types	Arc supports the ability to upload nearly any audio or video file.
Cross-device support	Videos uploaded to Arc are transcoded in formats that support playback on multiple devices as well as multiple sizes and resolutions for different speed connections.
Learning Analytics	Arc tracks what portions of each video each individual user watches and provides analytics to teachers in one click. Analytics also provide aggregate viewing data.
Integrated Discussion	Users can make comments on videos at specific time stamps - facilitating interaction and discussion about the video contents.
Embed anywhere	Arc videos can be embedded anywhere using the built-in sharing options. This means that Arc videos can be placed in the LMS, blogs, or on the school website, eliminating the need for other video platforms.
Webcam Capture	Arc allows users to enable their webcams and record a video directly within their browser, using HTML5. Meaning no additional plugins such as Flash or Java are required.

Table 16 Arc Features Overview

Gauge Assessment Management System

Gauge is an Assessment Management System (AMS) designed to build, deploy, and manage formative and summative assessments across an institution. Gauge is more than just a testing platform, it is a student achievement tool that provides schools with actionable data to improve teaching and learning. Gauge will mainly provide your institution with:

- Assessment creation tools
- Scalable assessment deployment options
- Easy-to-understand and actionable data
- Integration with Canvas

Feature	Description
Actionable Data	Gauge provides meaningful and actionable reports are not only for top-level stakeholders, but also for teachers, students, parents, principals, and everyone invested in student achievement
Assessment Types	Gauge's comprehensive features were designed to support any type of assessment, including summative, formative, interim, benchmark, and predictive
Creation Options	Administrators and teachers can create an assessment by simply importing item banks or assessments in the QTI format or creating questions from scratch by using Gauge's authoring tool
Creation Tools	Gauge's Build tool provides assessment authors with technology-enhanced item types, assessment security options, sharing tools, and a modern and easy-to-use user interface
Deployment Options	Gauge can deploy assessments to targeted groups of students, such as: grade levels, campuses, courses, course sections, departments, and your unique student organization. Administrators can then filter assessments by those same targeted groups, including your institution's specific metadata
FERPA compliant	Complies with U.S. federal law regarding Family Educational Rights Privacy Act (FERPA) and gives schools the tools they need to maintain compliance
Grades	Gauge will automatically score non-constructed item types upon assessment submission
Individual Student Performance	Students can see the context of their performance in comparison with other students. These numbers will enable them to see where they need to focus their efforts
Integration with Canvas	Gauge seamlessly integrates with Canvas, providing a cohesive and seamless experience for users to interact with curriculum and assessment content on one platform
Item Types	Teachers and assessment creators have a wide variety of question types to choose from, including: multiple answer, multiple choice, multiple dropdown, fill in the blank, hot spot, matching, mathematics, file upload, open ended (essay), ordering, true/false, and likert scale.

Feature	Description
Outcomes Performance and Mastery	Administrators can review an assessment's learning outcomes. They can see each student's individual mastery for each assessment. This allows teachers to understand mastery-level, not just a letter grade.
Rich Content Editor	For Essay items, assessment authors have the option to provide students with a Rich Content Editor to add formatted text, images, audio, video, and other multimedia content in responses
State Standards	Enables schools to align each assessment and individual questions to State and Common Core standards to assess pedagogical goals or desired outcomes
Statistics and Item Analysis	Comprehensive assessment analysis data illustrates assessment performance, including high score, low score, standard deviation of scores, mean attempt time, distribution of scores, Cronbach's alpha, item difficulty index, item discrimination index, point biserial correlation coefficient, performance by quintile, and answer selection frequency

Table 17 Gauge Features Overview

Practice

With Practice, a video-based microlearning solution that facilitates deliberate practice channeled through feedback and assessment your employees receive timely, relevant feedback to help them master targeted skills.

Feature	Description
Reinforce Skills	Deliver skill development opportunities to teams, on their targeted learning paths, ensuring that teams are well equipped with content that continues to drive learning by providing supplemental course documentation
Facilitate Feedback	Timely delivery of feedback based on peer-to-peer, instructor, and expert assessments
Increase Collaboration	Encourage “just-in-time” training opportunities and consistent feedback from various stakeholders along a custom framework
Share Expertise	Reduce the cost of on-site training by leveraging video-based practice sessions and honest skill delivery assessments

Table 19 Practice Features Overview

SERVICES DESCRIPTIONS

The following exhibit describes the services offered at the time of submission of Instructure's response. These terms are subject to change, but will not materially degrade.

Adoption Consulting

Whether online, through onsite workshops, or embedded consultants, Adoption Consulting deepens and elevates the use of Instructure products to meet pedagogical goals across an organization by offering customized consultation and targeted coaching. With an aim to increase platform adoption, student engagement, and other specific initiatives, we can tailor both the content and the experience to support your institution

Change Management

When customers think they know where they want to go, but they aren't sure how to get everyone on board, we can assist them with building their change management competency and/or guide them through the change management process by developing actionable plans to get them to their desired future state. We bring industry best practices and tools to the table to address the people side of change.

Custom Development

We work with customers to fill gaps in Canvas functionality to 3rd party system integrations. We also build custom software to meet needs of teacher, administrators or other faculty within an organization.

Since this is custom software, the constraints are really unlimited based on budget/creativity, however our services are limited to the following:

- Custom software application development
- Custom Canvas account reports
- Hosting of Canvas Data in Redshift
- Custom Consulting

Implementations

By building a partnership with our clients, the Implementations team aims to achieve all of the technical onboarding goals our clients have in mind. Technical Implementations focuses mainly on:

- Data Provisioning (SIS Integrations)
- Authentication Configuration
- Branding

- Course Content Strategy
- Support Setup

The Implementations team also offers Admin Consulting, which can be used for further technical assistance needed after implementation is complete.

Instructional Design

Instructional Design Services can help you create course templates to enhance your user experience. We also offer consultation and content evaluation services to provide best practices and problem solving. We also provide special projects in conjunction with content migration services.

Migrations

Instructure's Implementations team provides a content migration service to aid new customers in transferring data from a legacy Learning Management System into Canvas. There are two different migration services offered at this time: bulk migrations and white glove cleanup.

Remote Administration

Instructure offers the Remote Administrator service to provide a Canvas administrator for your institution. The Remote Administrator will provide administrative management of your Canvas Instance to offload your day-to-day Canvas operations and tasks.

TRAINING CATALOG

This is a listing of the possible topics covered during Canvas training. This list can be used to help shape the content covered during an onsite training session, choose replacement topics within a webinar, and/or for developing curriculum for a custom onsite training. Before the training session, work with your Canvas trainer to pick and choose content pieces that you would like to add to your training. Instructure may add or remove items from the list of currently offered trainings.

Getting Started

Canvas Basics

Navigation	Course Communication	Personal Settings
<ul style="list-style-type: none">• Canvas Dashboard• Global Navigation Bar• Help Corner• New Events• New "Assignment Shell"• Drag & Drop Features• Scheduler Tool	<ul style="list-style-type: none">• Announcements• Self Populating Syllabus• Uploading Files• Organizing File Area• Restricting Files & Folders	<ul style="list-style-type: none">• Adding Contact Methods• User Profile & Settings• Web Services• Canvas Inbox• Filtering Messages• Creating New Messages

Outcome: Participants will be able to adjust Canvas settings, navigate through the Global Navigation and recognize the different options in conversations, while being able to send and receive messages.

Course-Flow and Organization

Adding Content to Modules	Controlled Access to Content	Structuring Content Delivery
<ul style="list-style-type: none"> Using Existing Content Content Creating in Modules Content Types 	<ul style="list-style-type: none"> Locking Pre-requisites Requirements Progress Monitoring 	<ul style="list-style-type: none"> Linking to Modules on Homepage or Syllabus Next/Previous Buttons Duplicating Modules for Differentiation

Outcome: Participants will be able to create a module and add course content to it, link to the module with a custom link and edit student navigation to facilitate a module-based course.

Building Course Content

Rich Content Editor	Insert Content Onto the Page	Content Page
<ul style="list-style-type: none"> Overview Using LTI Apps Embedding Content 	<ul style="list-style-type: none"> Uploading files "on the fly" Linking Canvas items Embedding Images 	<ul style="list-style-type: none"> Overview Page Options Linking Multimedia

Outcome: Participants will be able to create a new pages and use tools to design, link and embed important information for students to view.

Assessment with Canvas

Assignments	Discussions	Quizzes & Surveys
<ul style="list-style-type: none"> Assignment Groups Types of Assignments Overview of Options 	<ul style="list-style-type: none"> Overview Types of Discussions Discussion Options 	<ul style="list-style-type: none"> Overview of Types Quiz Settings

Outcome: Participants will be able to create an Assignment, Quiz and Discussions, attach a value, and set options for how students can view the items.

Grading Tools

Gradebook

- General Settings
- Assignment Options
- Manually Scoring

SpeedGrader™

- Assessing with Rubrics
- Annotations
- Leaving General Feedback

Outcome: Participants will be able to manually enter scores in the gradebook, while also using the SpeedGrader™ tool, which will allow teachers to annotate on students work, which will simplify and shorten grading time.

Digging Deeper

Canvas Quizzes: Advanced

Quiz Questions

- Question Types
- Automatic Feedback
- Embedding Multimedia
- Leaving Feedback

Question Banks

- Creating New Banks
- Copy/Move Questions
- Linking QB's to Quizzes

Outcome: Participants will be able to design multiple Quiz Question types and setup question banks that are linked to existing Quizzes.

Assessment Tools

Rubrics

- Creating New Rubrics
- Linking Outcomes
- Attaching to Assessments

Outcomes

- Overview
- Creating New Outcomes
- Measuring Outcomes
- Learning Mastery Gradebook

Shared Resources

- Common Rubrics
- Commons
- Outcomes
- Grading Schemes

Outcome: Participants will be able to create and find outcomes and rubrics and attach them to Assessments.

Collaboration in Canvas

Groups

- Overview
- Manually Creating Groups
- Randomly Creating Groups

Tools

- Collaborations
- Conferences
- Chat

Outcome: Participants will be able to identify how to set up a group or collaboration, manage/monitor the group and label group appropriately.

Canvas Administrators: Getting Started

Organizing Canvas

Accounts	Courses & Terms	Sections
<ul style="list-style-type: none">• Canvas Structure• Creating subaccounts• Benefits of subaccounts	<ul style="list-style-type: none">• Monitoring courses• Troubleshooting courses• Creating terms	<ul style="list-style-type: none">• Cross-listing sections• De-cross-listing sections

Outcome: Participants will be able to identify ways to structure the Canvas root account using Subaccounts. Users will learn how to create and attach term dates to courses and split up a Canvas course into multiple sections.

Managing Users and Settings

Users	Roles & Permissions	General Settings
<ul style="list-style-type: none">• Manually adding users• Monitoring users• Masquerading as users	<ul style="list-style-type: none">• Course/account roles• Enable/disable permissions• Adding custom roles• Example checkpoint	<ul style="list-style-type: none">• Account setup• Communication features• Apps• Customization

Outcome: Participants will be able to create and find users within the Canvas account, set custom roles and enroll users to courses and accounts with those permissions, and have an understanding on where to find general settings that allow some customization to the Canvas instance.

Statistics and Shared Resources

The Numbers

- Analytics
- Reports
- Canvas API

Shared Resources

- Outcomes
- Rubrics
- Grading schemes
- Question Banks

Commons

- Importing from Commons
- Sharing to Commons
- Commons for admins

Outcome: Participants will be able to access and download account and course reports, share resources at the account level, and find and share Canvas items in the Commons Learning Repository.

Support Admins: Getting Started

Canvas Support Overview

Canvas Guides

- Accessing the Guides
- Finding Answers
- Using the Guides to Respond to User Tickets

Community

- Joining Groups
- Sharing Ideas
- Finding Answers
- Logging In
- Canvas Live

Outcome: Participants will be able to submit tickets in Canvas and understand the ticket flow.

Service Cloud

Soliciting Access

- Submitting a Ticket

Navigation

- Creating a New Case
- Managing Tickets: Responding, Transferring, Escalating
- Ticket Metadata
- Troubleshooting Tips

Analytics

- Reports: Accessing, Configuring, Running
- Dashboard

Outcome: Participants will be able to access the Service Cloud ticketing system to check and answer tickets, run reports, and get analytics on issues that have been submitted.