

PROGRAM ELEMENTS

IMAGO is an educational technology company that provides holistic programming for 6-12th grade education in the areas of: social and emotional learning (SEL) and career readiness. IMAGO provides a content management platform that houses over 200 video-based lessons that include study guide questions and facilitation guides. Here, educators (i.e., facilitators) assign and monitor lesson progress while learners (i.e., students) log in to complete the lessons.

About 94% of our school district partners utilize the IMAGO platform for life skills, social skills, and soft skills development (i.e., SEL) and about 6% of our school district partners utilize the IMAGO platform solely for career readiness. Whether it is career, college, or community preparedness, IMAGO programming provides a turnkey curriculum that can be immediately integrated into Career Technical Education (CTE) programs from 6th grade to 12th grade and can be mapped to any local and state standard or framework. Depending on the district or school needs, we personally curate a series of lessons from our library of 200+ lessons to specifically address the challenge.

All lessons are designed through a literature review process, framed using curriculum design and instructional practices such as backwards design and universal design for learning, and professionally produced to work with teaching and learning principles (Figures 1-4).



Figure 1.
We hire culturally diverse actors for role playing scenarios to help students relate to the content.



Figure 2.
We invest in graphic animation to illustrate complex topics and support understanding.

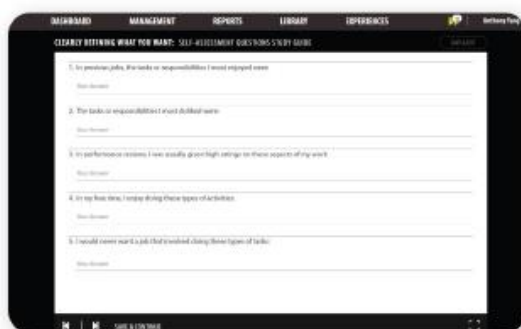


Figure 3.
We incorporate learning guides to create an interactive experience and draw out the student voice.



Figure 4.
We add Closed Captioning for accessibility and improve reading speed and fluency.

Available lesson and professional development titles are listed below:

Lesson and professional development specifications:

- Lesson duration varies between 30min-60min.
- Full lesson index can be retrieved at weareimago.com
- Some lessons come in Spanish.
- Lessons are updated annually at no cost.
- Professional development workshops run 60min-120min each.

SEL Lessons *(recommended for grades 6-12)*

- Accountability
- Adaptability
- Building Relationships
- Civic Engagement
- Communication Skills
- Conflict Resolution
- Diverse Perspectives
- Effective listening
- Empathy
- Life-Long Learning
- Resilience
- Self-Awareness
- Self-Control
- Self-Regulation
- Social-Awareness
- Teamwork
- Values and Attitudes
- *and more..*

Career Exploration Lessons about 15 Industries *(recommended for grades 6-9)*

- Agriculture and Natural Resources
- Arts, Media, and Entertainment
- Building and Construction Trades
- Business and Finance
- Education, Child Development, Family Services
- Engineering and Architecture
- Energy, Environment, and Utilities
- Fashion and Interior Design
- Health Science and Medical Technology
- Hospitality, Tourism, Recreation
- Information and Communication Technologies
- Manufacturing & Product Dev.
- Marketing Sales and Service
- Public Services
- Transportation

Resume Building Lessons *(recommended for grades 11-12)*

- Creating Your Resume
- Your Interview Story

Interviewing and Life Skills Lessons *(recommended for grades 9-12)*

- Appearance and Hygiene
- Body Language
- Describe a Conflict and Resolution
- Financial Literacy
- How to Pay for College
- How to Help a Child Manage Anger
- Managing your Spending
- Tell Me About Yourself
- What Is Your Greatest Weakness
- Why Do You Want to Work Here
- Why Should We Hire You
- *and more...*

Job Search Lessons *(recommended for grades 9-12)*

- Body Language
- Clearly Defining What You Want
- Developing a Winning Mindset
- Eye Contact
- Handshake
- Networking
- Setting Goals and a Daily System
- *and more...*

Graduation, College and Career Readiness

Our online lessons are designed for secondary and post-secondary educational programs (i.e. 6-12th grades and young adults). Specifically, they focus on two primary areas of educational lessons - career readiness (e.g., industry/pathway exploration and creating action plans, designing resumes and preparing for interviews) and SEL (e.g., self-awareness, social-awareness, and relational skills). IMAGO believes students should be given equal opportunity to graduate, and upon graduation, students should be in a position to choose from the widest array of postsecondary options. Therefore, the objective is not to prepare students for college or career, but postsecondary success in whatever path they choose. The value is in the “and.” The IMAGO platform hosts over 200 lessons, all of which help students explore and engage with content that helps them develop into graduates who are prepared for the next chapter in their life journey.

Attendance

A study by Enamiroro Patrick Oghuvbu, titled *Attendance and Academic Performance of Students in Secondary Schools: A Correlational Approach*, revealed a positive correlation between attendance and academic performance. Studies also show that when students are engaged in what is taught, attendance rates increase. A survey conducted by IMAGO with students using our platform showed that students were highly engaged with the content and found the lessons to be worthwhile. After completing a lesson on Effective Listening one student responded, “*Something that I learned from Image that I used in my own life was talking and making eye contacts when necessary. For example, I talked with a teacher and I looked at them many times throughout the conversation to show my social skills and listening skills.*”

Proficiency for All – All Students Will Achieve Proficiency in English Language Arts and Mathematics

There is a strong and important correlation between writing and language development. The majority of the lesson questions in the IMAGO platform are short writing prompts that stimulate learners to write in a narrative fashion and not simply select an option from multiple choices. With this form of response students are able to fully demonstrate their understanding of the material while simultaneously expressing and exploring thoughts and questions the content may have stimulated.

Furthermore, the majority of the IMAGO lessons have available closed captioning. Studies indicate that captioning and subtitles can help strengthen the reading skills of students with learning disabilities, ELLs, and struggling or beginning readers.

Parent, Community, and Student Engagement - Programs and Professional Development

The IMAGO platform hosts several lessons focused on social awareness and community engagement. In the Civics Engagement lesson, students learn the basics of civic engagement, how to build a civic mindset, and where they can begin practicing civic engagement in their life right now. The Diverse Perspectives lesson covers ways to observe and consider how our view or

experience might differ from another person or community based on physical, familial or community environments.

Additionally, our platform allows for two points of connection with parents and guardians of students. First, students can invite a mentor to receive email notifications of their progress and efforts in our system (Figure 5). Second, our platform invites parents to engage in their own SEL to positively affect their wellbeing (Figure 6). Free of charge, parents can view a select set of lessons with titles like: How to create family routine; Helping a child manage anger; How to manage time.

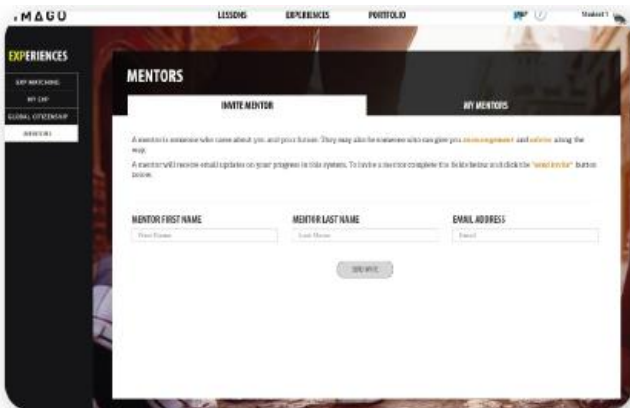


Figure 5. Platform allows students to update their mentors.

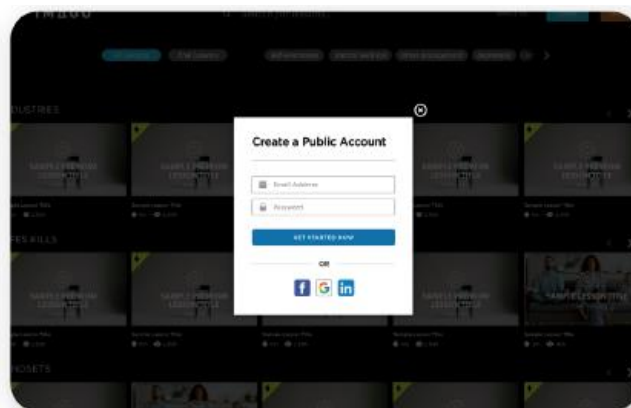


Figure 6. Platform provides public access for parents.

School Safety and Positive School Climate

Several of the Mindsets lessons contribute to overall school safety and a positive school climate. A few examples include, Self-Control, Conflict Resolution, Self-Regulation, Perspective, Resilience, Reflection, and Ethics. The Self-Control lesson covers how self-control is about considering the consequences before acting and making choices. With Conflict Resolution, learners are able to identify conflict types and various resolution styles for application. In Self-Regulation, students learn the elements of virtue and how virtue plays a role in the ability for a person to self-regulate and solve problems.

Focus on Simplicity – Simplicity of Implementation

Our user focused implementation is designed for rapid access and delivery for both educators and students. IMAGO is a web-based platform that runs on computers, tablets, and mobile phones and can be accessed anytime anywhere there's an internet connection.

The IMAGO team will assist with on-boarding training and account creation for teachers and students. Educator onboardings range from 1-2 hours depending on their technical proficiency. Student login is as simple as a basic seven field account creation.

IMAGO currently works with many districts that utilize a third party API called Clever, which allows students to login to various web-based platforms using their school district issued

credentials. Los Angeles Unified School District currently utilizes Clever. One less username and password to remember!

Whole Child Wellness Services

Each Mindsets lesson addresses one of the underlying components of SEL. IMAGO's model of SEL contains six core components: Self-Awareness, Relationship Skills, Social-Awareness, Responsible Decision Making, Lifelong Learning, and Self-Management. This model was created on first principles based on the epistemological question—before a person should do anything, what can (and perhaps should) a person understand or know first? This question is important to ask because emotional intelligence, as defined by Peter Salovey, John Mayer, and others, boils down to an individual having the ability to understand themselves and others in order to think, behave, and navigate their surroundings in ways that are contextually appropriate.

PRICE SCHEDULE

LICENSING

Included:

- Platform Access
- 200+ digital lessons and facilitator guides
 - Access to new lessons as they are added
- All on-site educator licenses, i.e., administration, counselors, and support staff \$7,000
- Sitewide student accounts Per Site
- Unlimited parental account creations
- Unlimited lesson completions and reports
- Platform PD: 1 Per Year (2 - 4 hours virtual)
 - Implementation / Refresher Training
- Clever Single Sign On (SSO)
- WBL requests (see Volume I:D. WBL PLAN)

ALA CART SERVICES

Below are additional supports and are not required to meet proposed program elements. These are one-time investments.

EDUCATOR PROFESSIONAL DEVELOPMENT

Participants can expect fast-paced interactive workshops that touch on theory and focus on immediate practical tools.

- Diverse, Equitable, and Inclusive Classroom Facilitation \$5,400
 - 6 sessions of 90 minutes each
 - Up to 40 virtual participants.
 - Appropriate for all educators.
- Learn to Facilitate any IMAGO lesson of choice \$900
per Lesson



- Learn facilitation techniques with a live class, i.e., *I teach, we teach, you teach model*.
- 3 sessions of up to 1 hour each
- One educator with up to 40 students.
- Appropriate for teachers and counselors.

CUSTOM CURRICULUM DEVELOPMENT

The creation of new content is a collaborative design process that includes: planning sessions, researching, scripting, storyboarding, videography, graphic design, animation, audio recording, multimedia editing, talent selection, studio preparation, and customer feedback and approvals. Finished product will be uploaded with in-lesson study guides and facilitator guide that includes: assessments, reflections, scenarios, think ahead questions, non-digital projects, and extended resources.

- Custom Curricula Development Services

\$1,500
per finished
minute**

**Total production minutes to be determined after an initial discovery conversation.

CUSTOM REPORTING

The creation of infographic reports are helpful when taking complex information and sharing with key stakeholders. This collaborative process includes: identifying research questions, data sources, and implementation strategies. Typical turnaround time for a full study is 12 months from the beginning of implementation.

\$9,000
Inferential &
Descriptive

\$4,000
Descriptive
only