



PERFORMANCE **FACT**

THINK. BELIEVE. MOVE MOUNTAINS.

Agreement between
DOWNINGTOWN AREA SCHOOL DISTRICT (Chester County, PA)
and **PERFORMANCE FACT, Inc.**
regarding Development of the District Strategic Plan

BACKGROUND

This Agreement outlines the scope of professional services that Performance Fact, Inc. will provide to **DOWNINGTOWN AREA SCHOOL DISTRICT** (DASD or "Client"). It has been prepared in order to align Performance Fact and **DASD** on common purpose and to ensure outcomes that are good and just for all parties.

1. PARTIES

This Agreement is made between **DASD** and Performance Fact, Inc. The project manager for **DASD** is Dr. Robert O'Donnell, Superintendent of Schools. The project manager for Performance Fact, Inc. is Mutiu Fagbayi, President/CEO. The Agreement covers the period June 15, 2023 - February 1, 2024; or the duration of the Strategic Planning exercise, as mutually agreed to by the parties to this Contract. It is generally understood that additional individuals designated by the **DASD** and Performance Fact project managers may play significant roles during certain phases of this project.

2. SCOPE OF WORK

(See Exhibit A, attached)

3. PAYMENT/EXPENSES

The Client will pay Performance Fact a total of \$72,000 for base professional services according to the estimates, scope of work, and conditions outlined in *Exhibit A*. This amount does not include fees for additional optional services (primarily online surveys) that the Client may request; those optional services are outlined in Exhibit A, as well.

The base amount will cover fees for professional services and expenses, including, development and compilation of presentation materials and ongoing communication with the Superintendent and the Board (including Board Study Sessions related to the strategic planning exercise).

4. RESCHEDULING/CANCELLATION POLICY

Rescheduling/Cancellations of Specific Events/Activities per Contract:

- More than 30 days prior to scheduled date: No additional charge
- Less than 30 days before scheduled date: \$500 additional fee payable by Client.

5. LOGISTICS

The Client or its designee(s) will oversee all logistics related to meetings, workshops and other gatherings associated with this project, including participants' access to zoom (or equivalent) web conferencing, when applicable.

6. **PAYMENT SCHEDULE**

Performance Fact will invoice the Client according to the following schedule:

June 15, 2023

100% of Contract Total

7. **EQUAL EMPLOYMENT OPPORTUNITY**

Performance Fact does not discriminate against any employee or applicant for employment because of race, creed, color, sex, national origin, age, disability, or marital status.

8. **OWNERSHIP OF MATERIALS**

Performance Fact will be using propriety material during portions of the Contract. Such material shall remain the exclusive property of Performance Fact, and shall not be further disseminated without the express written consent of Performance Fact. In the event written permission is granted, acknowledgement of source for all Performance Fact proprietary materials, tools, processes, etc. is required.

CONTRACT TERMS ACCEPTED:

PERFORMANCE FACT SIGNATORY

MUTIU O. FAGBAYI

Name



Signature

President/CEO

Title

May 31, 2023

DOWNINGTOWN AREA SD SIGNATORY

LeeAnn Wisdom

Name (Please Print)



Signature

School Board President

Title

6/20/23

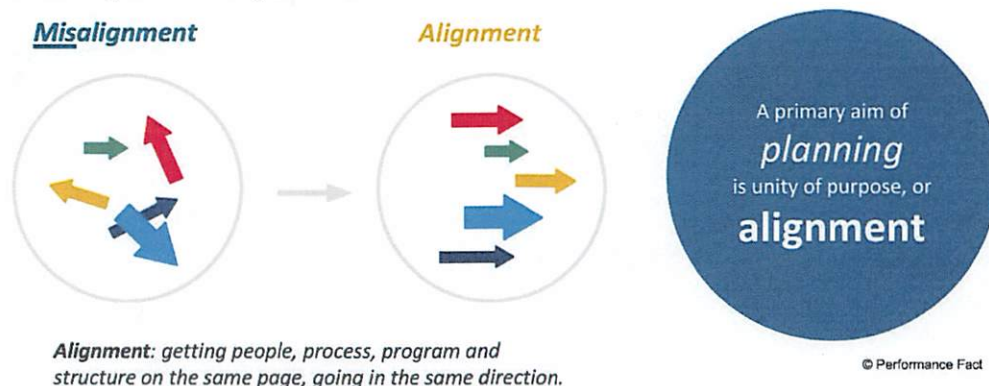
Date

APPROACH AND PROJECT TIMELINE 2023 - 2029 SY

MOVING FORWARD AS ONE® STRATEGIC PLANNING & ALIGNMENT

Why Plan? | The Power of Alignment

A primary purpose of planning is to facilitate unity of purpose, or *alignment*. Alignment is the process of reaching mutual understanding about common goals. It gives shared meaning to the work of the school district, thereby enabling successful accomplishment of the goals of the organization.



To be effective, the alignment process must proactively seek out and embrace the *diverse voices* of the organization's diverse stakeholders. If we want all stakeholders to be committed to and be meaningfully engaged in the *implementation* of the plan, it is wise to involve each stakeholder in the *development* of the plan itself.

Embracing Diverse Voices & Perspectives

Embracing Diverse Voices & Perspectives

Meaningful engagement strengthens understanding, appreciation and commitment.



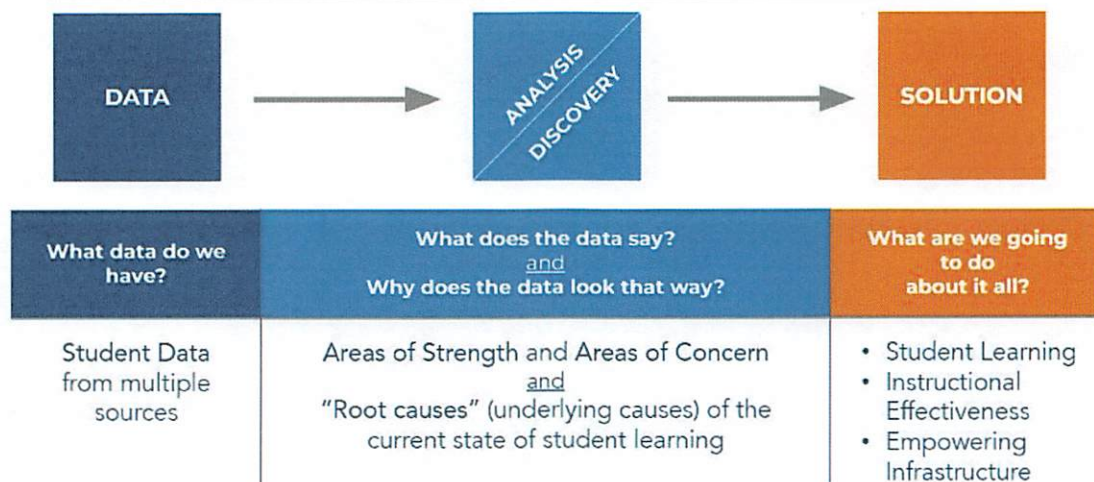
A Core Planning Team (CPT), comprised of representatives of all relevant stakeholder-groups works closely with the Performance Fact team to ensure that the process and outcomes of the strategic planning process are responsive to local needs and realities. The Core Planning Team serves as an “integrator” of all input from all participants; it provides a “reality check” throughout all phases of the planning exercise.

Phases of the Strategic Planning Process

Phases	Purpose, Process, Participants
Phase 1: Is everyone <u>ready</u> to go?	<i>Mobilization of the community</i> <ul style="list-style-type: none"> Finalize project scope and calendar with Superintendent/Board Define planning teams, participants, and communication plan Conduct orientation and listening sessions with selected stakeholders
Phase 2: Where are we <u>now</u> ?	<i>Assessment of the current state</i> <ul style="list-style-type: none"> Conduct focus groups or surveys to capture student voice and stakeholder voice Analyze student data using the 4-Lens™ data analysis protocol Conduct root-cause analysis of current state of student learning and professional practices
Phase 3: Where are we going next?	<i>Purpose, student outcomes, and benchmarks</i> <ul style="list-style-type: none"> Reaffirm purpose: vision, mission, core values, equity statements Clarify outcomes for students: goals and measures of success Set performance benchmarks: achievement targets
Phase 4: Is everyone still with us?	<i>Reality check</i> <ul style="list-style-type: none"> Conduct reality check with students Conduct reality check with family/community stakeholders Conduct reality check with school-level and district-level staff
Phase 5: How are we going to get there?	<i>Building blocks, practices, strategies</i> <ul style="list-style-type: none"> Articulate the Four Pillars (building blocks), or theory of action Define Professional Practices for Instructional Effectiveness Define Educational Strategies and Key Actions
Phase 6: Have we aligned resources to the plan?	<i>Allocation of resources</i> <ul style="list-style-type: none"> Identify major resource implications (people, time, money) Define guidelines for acquiring and allocating resources Realign organizational structure, as appropriate
Phase 7: Do we have a clear pathway for follow-through?	<i>Roadmap for Disciplined implementation</i> <ul style="list-style-type: none"> Secure formal approval of the plan (by the board) Develop Roadmap for disciplined implementation Define Year 1 priorities and develop implementation plan

WHAT WE WILL DO: THE PLANNING MODEL

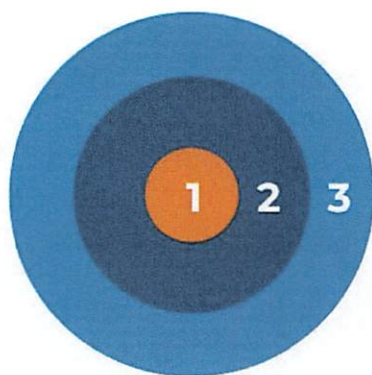
A Data-Informed, Equity-focused Planning Process



WHAT YOU WILL GET: THE PRODUCTS

Student-centered Strategic Planning

"Keeping ends and means in proper sequence."



1. Student Learning

- ▶ Our Promise
- ▶ Beliefs, Mission, Vision
- ▶ Portrait of a Graduate
- ▶ Goals for Student Success
- ▶ Measures of Student Progress
- ▶ Excellence Targets/Performance Benchmarks

2. Instructional Effectiveness

- ▶ "Four Pillars" (the building blocks)
- ▶ Professional Practices for Effective Instruction
- ▶ Strengthening Equitable Access to the Instructional Core

3. Empowering Infrastructure

- ▶ Strategy Map & Strategic Priorities
- ▶ Key Actions
- ▶ Roadmap for Disciplined Implementation
- ▶ Aligned Resources, Supports, & Services
- ▶ Leadership for Results

FEES FOR PROFESSIONAL SERVICES

Base Professional Fees & Expenses	\$91,200
<i>Less discount (21%)</i>	<i>(\$19,200)</i>
<u>Base Contract Total</u>	<u>\$72,000</u>

Optional Services:

Student Survey (Grades 3-12)	\$ 4,700
Parent Survey	\$ 3,150
All-Staff Survey	\$ 6,800
Community Survey	\$ 1,900



Performance Fact, Inc.
4022 Balfour Ave
Oakland, CA 94610
(510)568-7944
contact@performancefact.com
www.performancefact.com

INVOICE

BILL TO

Dr. Robert O'Donnell
Downingtown Area School
District
540 Trestle Place
Downingtown, PA 19335
United States

INVOICE # 1636
DATE 06/15/2023
DUE DATE 07/15/2023
TERMS Net 30

ACTIVITY	QTY	RATE	AMOUNT
Development - Strategic Plan Strategic Planning Consultant	1	72,000.00	72,000.00

Invoice 1 of 1

BALANCE DUE

\$72,000.00

DOWNINGTOWN AREA SCHOOL DISTRICT
540 Trestle Place
Downingtown, PA 19335

PURCHASE ORDER NO. 323047

PAGE NO. 1

Purchasing Telephone: (610)269-8460 X11713
Accounts Payable: (610)269-8460 X11712
Fax Number: (855)329-3273
Purchasing@dasd.org

Send Invoices to: AP.Invoice@dasd.org

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28981
PERFORMANCE FACT, INC.
4022 BALFOUR AVE
OAKLAND CA 94610

CONTACT@PERFORMANCEFACT.COM

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DOWNINGTOWN AREA SCHOOL DISTRICT
TRESTLE PLACE ADMIN BLDG
540 TRESTLE PLACE
DOWNINGTOWN, PA 19335

ATTN: ROBERT O'DONNELL

ORDER DATE: 11/07/24 BUYER: GINNY WARIHAY REQ. NO.: 253614 REQ. DATE:

DESC.: JUSTIFICATION: OR RECURRING BOARD WORKSHOPS BOARD

TERMS: NET 45 DAYS

ITEM#	QUANTITY	UOM	DESCRIPTION	UNIT PRICE	EXTENSION
01	1.00		BOARD WORKSHOP WITH PERFORMANCE FACT	2840.2100	2,840.21

ITEM#	ACCOUNT	AMOUNT	PROJECT CODE	PAGE TOTAL \$	2,840.21
231088	330	2,840.21		TOTAL \$	2,840.21

ALL ORDERS RECEIVED FROM
DOWNINGTOWN AREA SCHOOL DISTRICT
SHOULD HAVE A PURCHASE ORDER
NUMBER ASSOCIATED WITH ORDER

**PLEASE NOTE THE
PURCHASE ORDER NUMBER
ON ALL INVOICES**

David W. Matyas

**APPROVED BY
VENDOR COPY**

David W. Matyas, DIRECTOR OF PURCHASING



fact

INVOICE

Performance Fact, Inc.
4022 Balfour Ave
Oakland, CA 94610
+1 5105687944
kayej@performancefact.com
www.performancefact.com

PO 3614

BILL TO

Dr. Robert O'Donnell
Downingtown Area School
District
540 Trestle Place
Downingtown, PA 19335
United States

INVOICE # 1705

DATE 10/31/2024

DUE DATE 10/31/2024

TERMS Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
Professional Services Preparation/Planning Meetings	1	600.00	600.00
Professional Services Board Workshop Facilitation/Post Workshop Debriefing	1	2,200.00	2,200.00
Professional Services Travel Car	1	76.93	76.93
Professional Services Travel Hotel	1	202.33	202.33
Professional Services Travel Airfare	1	460.95	460.95
Discount	1	-700.00	-700.00

Invoice 1 of 1

BALANCE DUE

\$2,840.21

K. J. O'Donnell



Name and Address

FAGBAYI, MUTIU
4022 BALFOUR AVE
OAKLAND, CA 94610

Hotel Address

975 EAST LANCASTER AVE.
DOWNTOWN, PA 19335

HOME2 SUITES BY HILTON DOWNTOWN
EXTON ROUTE 30

Reservations
www.home2suites.com or
1-877-6HOME02

Confirmation # 54723181

10/25/24 PAGE 1

Room 217/NKJ
Arrival Date 10/24/24
Departure Date 10/25/24
Adult/Child 1/0
Room Rate \$182.28
Rate Plan L-H1P
Honors # 909441506
Airline:

DATE	REFERENCE	DESCRIPTION	AMOUNT
10/24/24	1255710618	RM - Occupancy Tax	\$9.11
10/24/24	1262217143	GUEST ROOM	\$182.28
10/24/24	1279681376	RM - State Tax	\$10.94
10/25/24	1459874006	*****2008	(\$202.33)
		** BALANCE **	\$-0.00



We are proud to feature a 100% smoke-free fleet!

RENTAL AGREEMENT NUMBER: 790029424

RECEIPT

Your Information

Customer Name: MUTIU O FAGBAYI
RapidRez Number: ***59N
Budget Customer Discount: PERFORMANCE FACT INCORPORATED
Customer Status: FASTBREAK
Method of Payment: MASTER XX6224
AUTH: 30731Z

Your Vehicle Information

Vehicle Number: 55120446
Vehicle Group Rented: Intermediate
Vehicle Group Charged: Compact
Vehicle Description: GRY KIA FORTE
License Plate Number: NJK98UCZ
Odometer Out: 18316
Odometer In: 18517
Total Driven: 201
Fuel Reading: Out 8/8 In 8/8

Your Rental

Pickup Date/Time: OCT 24, 2024 @ 11:00AM
Pickup Location: 1 ARRIVALS ROAD
PHILADELPHIA INTL AIRPORT
PHILADELPHIA, PA, 19153, US
215-492-9043

Return Date/Time: OCT 25, 2024 @ 8:00AM
Return Location: 1 ARRIVALS ROAD
PHILADELPHIA INTL AIRPORT
PHILADELPHIA, PA, 19153, US
215-492-9043

Additional fees may apply
if changes are made
to your return date, time
and/or location.

Your Vehicle Charges (MIN 1 DAY IF NOT MET DLY RT = 54.99 / MAX 26 HRS)

Rate Chart:	Free Miles:	Time and Mileage:
Miles: UNLIMITED		Your Discount:
Hourly: 11.01		Period @ 54.99 = 54.99
Ad'l day: 54.99		Less 5.00% Discount = (-)2.75
Period: 54.99		
		Time and Mileage: 52.24

Your Optional Products/Services

Optional Services Total: 0.00

Your Taxable Fees

11.11% Concession Recovery Fee	5.89
8.00/DY CUSTOMER FACILITY CH	8.00
ENERGY RECOVERY FEE 0.77/DY	.77

Sub-total Charges:	66.90
TAX 8.000%	5.35

Your Non-Taxable Products/Services

*4% PASS CAR RENT TAX	2.68
STATE SURCHARGE 2.00/DY	2.00

Your Total Charges:	76.93
Prepayment	0.00

Net Charges:	USD 76.93
Your Total Due:	0.00

Thank you for renting with Budget.
For all other inquiries, please contact us at 1-800-527-0700, or www.budget.com.

Your vehicle was rented to you by 99995. Your vehicle was checked in by 99982.

Your trip from ORD to PHL to SFO

Record Locator: **FRPERC** Trip name: **ORD/PHL**

\$460.95

DEPART

ORD to PHL

Thu, Oct 24, 2024

8:05 AM → 11:08 AM

DEPART

PHL to SFO

Fri, Oct 25, 2024

8:15 AM → 11:21 AM

View trip details, request upgrades,
change seats and more

[Manage your trip](#)

Passengers

Mutiu Fagbayi

Ticket number: **0012178394377**

Status: Ticketed