



Contract Committee Review Request
MUST BE COMPLETED IN FULL

Date: 4/22/2025

Contract/Agreement Vendor: ClassDojo - Eric Reichenbacher
Name of Vendor & Contact Person
eric.reichenbacher@classdojo.com
Vendor Email Address

Dates of service: 7/1/2025 - 6/30/2026

Describe Contract (Technology, program, consultant-prof Development, etc.)

Please use Summary below to fully explain the contract purchase, any titles, and details for the Board of Education to review.

Teachers, Students, & Parents
Reason/Audience to benefit

5/12/2025
BOE Date

\$ 0.00
Amount of agreement

Person Submitting Contract/Agreement for Review: Brandon Chitty

PLEASE SEND THROUGH APPROPRIATE APPROVAL ROUTING BEFORE SENDING TO BOARD CLERK

Principal &/or Director or Administrator: [Signature]

Does this Contract/Agreement utilize technology YES/NO
If yes, Technology Admin: [Signature]

Cabinet Team Member: Karen Dyer

Funding Source: No Cost [Blank]
Fund/Project OCAS Coding

☒ **Consent**

☐ **Action**

Accept and approve the NEW agreement between Broken Arrow Public Schools and ClassDojo. ClassDojo is a digital platform that fosters real-time communication between teachers and families. It supports positive behavior reinforcement, classroom announcements, and direct messaging—translated into over 35 languages. B.Chitty

Summary

This area must be complete with full explanation of contract

The Contract/Agreement should be received at least 2 weeks prior to a Board Meeting to ensure placement on the Agenda. The Contract Committee meets most Tuesdays at 8:00a.m. All Contracts/Agreements, regardless the amount, must be first approved by the Contract Committee and then presented to the Board of Education for approval and signature. The item will be placed on Electronic School Board for the board agenda by Janet Brown. By following this process, the liability of entering into an agreement is placed with the district rather than an individual.



Broken Arrow Public Schools

ClassDojo | Master Service Agreement

Prepared For:

Brandon Chitty

Executive Director of Virtual Programs and Instructional Technology

701 S. Main Street

Broken Arrow, OK 74012





Broken Arrow Public Schools Master Service Agreement (MSA)

Date: 4/23/25

Term: 7/1/2025 - 6/30/2026

About ClassDojo

ClassDojo's mission is to give every child on Earth an education they love. It is the world's leading communication and engagement app for children, teachers, and families, enabling them to stay connected, celebrate positive student behavior, and share photos, videos, messages, and announcements seamlessly throughout the school day. ClassDojo supports over 45 million teachers and families in PK-12 schools across the U.S. and in more than 180 countries worldwide.

ClassDojo's Commitment to {{District_Name}}'s Success

We are excited to partner with your district to strengthen engagement, streamline implementation, and create connected school communities. As part of this partnership, ClassDojo will provide the following high-impact features and services to ensure a seamless rollout and long-term success:

Seamless Access & Integration

- **Single Sign-On (SSO):**
 - Designated new users can create accounts using SSO, and existing users can log in effortlessly using SSO.
- **Rostering Support:**
 - ClassDojo will support your district in rostering teachers, students, classes, enrollments, and parents via the district's Student Information System (SIS). Rostering will include initial setup and ongoing, daily updates. Rostering is dependent on compatible tools, systems, and implementation plan that have been mutually agreed upon by the district and ClassDojo.

Data-Driven Insights for District Leaders

Your district will have access to real-time engagement summaries at both the district and school level. This includes:

- On-demand access to school-level insights via a dedicated district account.
- Automated monthly engagement reports



Professional Development & Training

- ClassDojo will provide a combination of live and on-demand professional development for both teachers and administrators.
- Training topics, timing, and length will be mutually agreed upon to align with the district's needs and priorities.

Communication & Messaging Support

- **Message History & Retrieval:** Designated District administrators will have on-demand access to verified users' messaging records, ensuring alignment with district policies. All messages are preserved as part of [students' Educational Records](#).
- **District-Level Announcements:** ClassDojo enables one-way district-wide communication to schools, staff, and families via the ClassDojo app and email, ensuring broad and effective outreach.

District Action Plan: Driving Adoption & Long-Term Impact

To ensure a seamless partnership rollout and maximize adoption, ClassDojo is providing high-touch onboarding and ongoing support resources in exchange for a one-time implementation fee as designated in Pricing section below. To access these benefits and ensure a successful implementation, districts need to take the following steps:

District Implementation Point-of-Contact (POC)

The district will designate an administrator as the ClassDojo implementation POC for the duration of this partnership. This POC will:

- Meet virtually with their ClassDojo partnership manager quarterly or upon mutual request.
- Review engagement data and facilitate communication around the partnership.
- Identify and engage key stakeholders (e.g., IT, Communications, Principal Managers) to support rollout.
- Ensure the district's commitments remain on track for a successful and scalable implementation.

Partnership Announcement

The district will publicly announce the partnership to participating schools, administrators, staff, and families.

- The district will leverage multiple communication channels, such as the district website, newsletters, parent communications, and school announcements, to drive awareness.
- ClassDojo will be granted permission to use the district's name and logo in marketing materials to showcase the partnership.



Professional Development & Training

To equip school leaders and educators for success, the district will work with ClassDojo to develop and execute a professional development plan, including:

- One Live PD session: At least one administrator from each participating school will attend.
- Additional training options: The district will select at least one of the following:
 - a. District train-the-trainer sessions.
 - b. 1:1 coaching for school leaders and administrators.
 - c. School-based or district-wide teacher and staff training(s).

School-Level Meetings & Implementation Points-of-Contact (POCs)

To ensure each school is set up for success, every participating school will:

- Designate an implementation lead responsible for supporting rollout at the school level.
- Schools adopting ClassDojo schoolwide for the first time will participate in a live virtual onboarding session to ensure proper setup and alignment with district goals.

PRICING: Software + Implementation

Description	Number of Schools	Price	Subtotal
ClassDojo for Districts	31	\$0.00	\$0.00
One-time Implementation fee ("Implementation Fees")	16	\$0	\$0
TOTAL			\$0

AGREEMENT

The agreement by and between the District and ClassDojo (this "Agreement") consists of the Obligations of both parties and the Terms and Conditions available at <https://www.classdojo.com/district-terms>, as updated from time to time ("Terms and Conditions") and the Student DPA refers to the Student Data Privacy Addendum found at <https://static.classdojo.com/docs/DPA/classdojo-student-data-dpa.pdf> ("Hyperlinked DPA"). This Services Agreement, Student DPA, and the Terms and Conditions contain the complete understanding of the parties on the subject matter hereof.

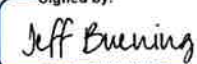
IF PAYMENT ADD FOLLOWING:

PAYMENT TERMS

The District will pay Implementation Fees as specified above, and any other amount mutually agreed between the Parties in writing.

AUTHORIZATION

By signing below, the parties hereto ACCEPT AND AGREE to this Agreement as of the last date executed.

District Signature	Print Name, Title	Date
ClassDojo Signature Signed by:  28F6E6F8C1024EF...	Jeff Buening, GM	4/22/2025 2:03 PM PDT