

To: Board of Education

From: Kevin Harrell, executive director, student services, ext. 2221  
Leah Wisdom, assistant director, student services, ext. 4743

Re: AVID Site Membership Fees & AVID Weekly Online Subscriptions for 2017-2018

Date: April 20, 2017

Associated Board of Education Goals for 2016-2017:

Develop and align district expectations for curriculum, instruction, and assessment to raise the achievement of all students

Enhance programming and supports to meet the varied academic, social, emotional and behavioral needs of each student.

Background:

Advancement Via Individual Determination (AVID) is a college readiness system for elementary through higher education that is designed to increase schoolwide performance and learning.

AVID's Schoolwide initiative is meant to create college-going campuses where all students graduate college and are career ready. While AVID serves all students through its Schoolwide system, the AVID Elective course focuses on the least served students, those that are in the academic middle.

The AVID curriculum, based on rigorous standards, was developed by middle and senior high school teachers in collaboration with college professors. It is driven by the WICOR method, which stands for writing, inquiry, collaboration, organization, and reading. AVID curriculum is used in AVID elective classes and in content-area classes in AVID middle and high schools.

An AVID Elective student profile:

in the academic middle (B, C, and even D students)

average to high reading and math test scores

has a desire and willingness to work hard

capable of completing rigorous curriculum but may be falling short of their potential

MAY be the first in their family to attend college, low income, or minority

AVID Center initiatives:

Blended professional development is a strong component of the AVID professional development system. The AVID system works when teachers are trained in AVID strategies and methodologies. Quality professional development is foundational to an effective AVID system. AVID Center utilizes technology, distance learning, online forums, file-sharing, and pre- and post-training modules to support face-to-face professional learning.

AVID is focused on addressing equity factors that inhibit various groups of students from being college- and career-ready. AVID Center offers a CRT (Culturally Relevant Teaching) strand to infuse the culture of all students into classrooms and enhance curriculum to increase student comprehension of content. Also, AVID Center has implemented the MMI (African American Male Initiative), focused on increasing the number of African American males attending college.

Leadership training is valued as an essential component of AVID and is a key focus area for AVID. Training for strong leadership includes AVID District Leadership (ADL) and principals leadership academies.

AVID Schoolwide for college and career readiness is a focus for AVID and goes beyond academic achievement for just the AVID elective students. The Schoolwide initiative assists in creating and/or enhancing a college-going, college-ready culture within the school. After the fourth or fifth year of implementation, AVID becomes institutionalized as a Schoolwide college (and career) readiness system to meet all students' needs.

Rationale:

AVID was approved for implementation at both high schools by the Board of Education on April 23, 2012 for up to \$70,000 in funding through the General Operating Fund. The 2013-14 board goal allowed expansion of AVID to the middle schools with a board-approved budget of \$150,000 to successfully implement the program. At the end of the 2015-16 school year, the four middle schools completed their second year of AVID and the high schools their fifth year. Enrollment at the high schools has more than tripled since fall 2012.

Recommendation:

A yearly site fee of \$3,799 provides limited use of the AVID logo and intellectual property, ongoing consultation, AVID newsletter and other publications, licensing for reproduction of student worksheets, site certification, comparative data collection and analysis, and access to member only website.

The AVID Weekly online subscription, \$509 for each school, is a strong curriculum resource that promotes critical reading skills. AVID Weekly uses a variety of news sources for application in conjunction with AVID's critical reading strategies. Every month AVID Weekly creates 15 articles and lesson plans covering a variety of subjects. Articles are selected to cover three levels of difficulty: foundational, intermediate and advanced. They are chosen to encompass a broad range of content areas, which are identified on the monthly matrix. It is available for an entire school year (September through June). AVID Weekly can be successfully applied across all subject areas and employs AVID's critical reading strategies while aligning with Common Core State Standards.

The AVID Site Membership Fees and AVID Weekly Online Subscriptions are part of the board-approved AVID budget.

Site Membership Fees (\$3,799 x 6)	\$22,794
AVID Weekly Online Subscription (\$509 x 6)	3,054
Total	\$25,848

Motion:

"I move the Board of Education approve the payment of Site Membership Fees and AVID Weekly Online Subscriptions to AVID Center HQ for the 2017-2018 school year in the amount of \$25,848 to be paid from the 2016-2017 AVID budget."