Financial Details of Proposed Personal Technology Fees

Jon Green
Director of Information Technology and Media Services
Shrewsbury Public Schools

Before we get into the financial details of the proposed fees, I want to reiterate some of the big-picture goals of the program. The big idea here is to develop and sustain a program that will provide each student in grades 5-12 with a personal learning device that they are able to use at home as well as at school. This is a direct response to the district's strategic priorities and is not about the device but about the opportunities and access afforded by the device. The implementation of this program also provides us with a great opportunity to address the issue of equity of access to technology by providing options for families to provide this for their children without having to purchase a device. While our current budget does not allow us to do this at no cost to the family, we are able to leverage our volume purchasing, not-for-profit status, and expertise to provide a package that is less expensive than what could be realized by each individual family and with payments spread evenly over the 4 year life of the device.

Our current proposal includes the Personal Technology Take-Home fee where for $165/year the district provides the iPad, case, management, and apps for the students' exclusive use at school and at home, and for families that have already purchased an iPad2 or iPad3 (new iPad) for their student, the $40/year App fee for the district to provide apps and manage the device. A no-cost, non take-home option exists to allow families to opt out. In that case the student will use a district funded iPad in school but not have one to take home. Families that qualify for the reduced lunch program can get 50% of either fee waived, and families that qualify for the free lunch program can get 75% of either fee waived. The fee comparisons as proposed are derived from the retail prices, attempt to maximize affordability and flexibility, and are designed to cover the gap between the expenses and the existing technology budget for grades 5-12. With the Personal Technology Take-Home option the district recovers its costs over the estimated four year lifespan of the

device and with the App fee option it recovers its apps costs in the same year. With the non-take-home option, the district does not recover any of its costs and if too many families choose this option we will be unable to sustain the program absent additional funding sources. However when we consider the reduction in recommended supplies, full-fee students participating in the Personal Technology Take Home program pay only $250 more over four years than the current cost of supplies. Reduced lunch students realize a $80 savings over the four years, and free lunch students realize a savings of $245 over the four years when they participate in the Tech Take Home option. We hope this high value approach will encourage universal participation.

Grade	Costs for $165/year Personal Technology Take Home Program	Costs for $40/year App Fee Program including cost of iPad	Costs for $0 School-use Only
5	Personal tech fee: $165 Supplies: $20	iPad: $499 case:$25 App fee:$40 Supplies: $20	Supplies: $100
6	Personal tech fee: $165 Supplies: $20	App fee: $40 Supplies: $20	Supplies: $100
7	Personal tech fee: $165 Supplies: $20	App fee: $40 Supplies: $20	Supplies: $100
8	Personal tech fee: $165 Supplies: $20	App fee: $40 Supplies: $20	Supplies: $100 Graphing Calculator: $90
Total	Full: $740 Reduced Lunch: $410 Free Lunch: $245	Full: $764 Reduced Lunch: $684 Free Lunch: $644	Full: $490 Reduced Lunch: $490 Free Lunch: $490

Overall per/student cost to parents for the four options over the four years of middle school. Supplies and graphing calculator are optional but participation is near universal; table above assumes family purchases all supplies.

The following chart summarizes the predicted financial impact to the technology budget based on our predictions of acquisition, deployment, maintenance, support, and supply costs. We do not yet have a good model for predicting potential district cost avoidances from the program, although we do anticipate immediate reductions in printer and copier use. We are also hopeful

that as the markets for electronic textbooks and trade books mature we will be able to meet our needs at a lower cost than we would otherwise have been able to.

	Projected 1:1 Expenses	Projected 1:1 Fee Revenue Applied	Ongoing Grade Level Tech Budget*	Additional Funding Required**	Comments
FY14	$468,290	$275,618	$50,000	$142,672	Expanding to grades 5-8
FY15	$797,822	$371,447	$100,000	$326,375	Expanding to grades 5-12
FY16	$478,994	$368,766	$100,000	$10,228	Steady-state

The above calculations are based on the following conditions and assumptions:

All equipment is purchased, 65% of students choose Tech Take Home option, 20% of students choose App Fee and bring their own, and15% of students choose not to enroll in the program. 4.9% of students qualify for reduced lunch and 8.5% qualify for free lunch.

*Proportion of technology budget assigned to middle grades for FY14 and to middle and high school grades for FY15 through FY19 based upon maintaining FY13 funding levels.

** "Additional Funding Required" refers to additional funding that will be needed to sustain the program based on these conditions and assumptions and will require increasing the appropriated budget for technology and/or finding new funding sources.

As part of our efforts to build on the momentum of our work at Sherwood, we are introducing Personal iPad Program pilots at OMS and SHS using appropriated funds. The model we used at Sherwood was that the funding for the pilot program came from the technology budget, the funding to transition from pilot to full deployment came from the building project, and the funding to sustain the program comes from the fees. Our current thinking is that the transition to full deployment at OMS will come in year 2. Students entering grade 7 will have their iPads from grade 6 and students entering grade 8 will be issued their first. Year 3 will see the largest spending bump when we expand the program to SHS. Students entering grade 9 will have their iPads from grade 8 and students entering grades 10-12 will be issued their first iPad. In subsequent years we reach a steady-state where we are only purchasing for the incoming grade 5 and grade 9 students. Additionally in years 4-7 we begin to see multi-year projects to upgrade wireless networking and install interactive digital classrooms in all schools coming to a conclusion. The long-term financial impact on the district's budget of running this program depends on family participation. The more that families can see and understand the educational

benefits that their students realize when they have access to a personal learning device both in and out of school the more they will choose to participate.

School Year	Grades participating in 1:1	Projected Number Students
2012-2013	5-6	991
2013-2014	5-8	1931
2014-2015	5-12	3425
2015-2016	5-12	3399