PLTW AGREEMENT PROGRAM REQUIREMENTS

This document and the PLTW Agreement each contain legally binding obligations for participating entities. In order for a full understanding of the PLTW program requirements, the two documents must be reviewed together.

Entities are required to consult with their state education departments and PLTW state teams to ensure that they understand and follow important factors and implications in their states, which include funding requirements and opportunities, and state department of education guidelines.

I. DEFINITIONS

Entity: There are various types of organizations that implement the PLTW Program. In order to encompass all of these various types, we are using the term “Entity or entity,” which includes districts, participating schools, or other organizations that are authorized to enter into the PLTW Agreement with PLTW, INC.

Requirement: A Requirement must be followed when implementing the PLTW Program. Unless an entity is provided with a waiver from a Requirement, the Entity is responsible for implementing the Requirement into its PLTW Program.

PLTW Curricular Programs:

- PLTW Engineering™ (formerly Pathway to Engineering)
- PLTW Biomedical Science™
- PLTW Computer Science™
- PLTW Gateway™ (formerly Gateway to Technology)
- PLTW Launch™

II. PLTW ENGINEERING

PLTW Engineering is a high school program of study including courses that prepare students for college majors in engineering and engineering technology fields, or other post-secondary experiences related to engineering. The following are the minimum implementation requirements:

The Entity must offer its students a minimum of three PLTW Engineering courses within a period of three academic years from the date that it commences the curricular program. During the first year of implementation, schools are required to offer at least one of the two foundation courses. In subsequent years, schools should develop a plan to offer both foundation courses and one or more of the specialization courses. These courses are:

Foundation Courses:
- Introduction to Engineering Design (IED) (for New York State – Design and Drawing for Production following PLTW IED curriculum)
- Principles of Engineering (POE)
Specialization Courses:
- Digital Electronics (DE)
- Computer Integrated Manufacturing (CIM)
- Aerospace Engineering (AE)
- Biotechnical Engineering (BE)
  - Note: Biotechnical Engineering (BE) will sunset after 2016-17 and will be replaced by a new course, Biological Engineering (BioE).
- Biological Engineering (BioE)
- Civil Engineering and Architecture (CEA)
- Engineering Design and Development (EDD)
- Computer Science and Software Engineering (CSE)

Among other factors, it is particularly important that Entities check with their state education departments and PLTW state teams to determine state-level minimum course requirements which may be higher.

All PLTW Engineering courses require concurrent enrollment in (or satisfactory prior completion of) appropriate grade level math and science courses. Grade level courses should be those that support a student’s requirements towards matriculation.

The most recent version of the curricula for each PLTW course must be used.

All PLTW Engineering courses are designed as year-long courses on a standard 45-50 minute schedule. For schools using alternative scheduling formats, for example, double period or block scheduling, these courses can be completed in a semester (or, for example, a trimester) as long as the course is completed in its entirety.

The Entity will determine the sequence of PLTW courses for implementation.

III. PLTW BIOMEDICAL SCIENCE

PLTW Biomedical Science (BMS), a high school biomedical science curricular program, is a sequence of courses, with each course building on the skills and knowledge students gained in the preceding courses. The following are the minimum implementation requirements:

The Entity must offer its students a minimum of three PLTW Biomedical Science courses within a period of three academic years from the date that it commences the curricular program. These three courses are:

- Principles of Biomedical Science (PBS)
- Human Body Systems (HBS)
- Medical Interventions (MI)

Additional Biomedical Science courses include Biomedical Innovation (BI).

Among other factors, it is particularly important that Entities check with their state education departments and PLTW state teams to determine state-level minimum course requirements which may be higher.
Schools must offer the PLTW courses in sequence. Although the curricular program is designed to be a sequence with students taking one course each year of high school, this does not mean that students cannot take two courses simultaneously.

The most recent version of the curricula for each PLTW course must be used.

All PLTW Biomedical Science courses require concurrent enrollment in (or satisfactory prior completion of) appropriate grade level math and science courses. Grade level courses should be those that support a student’s requirements towards matriculation.

All PLTW Biomedical Science courses are designed as year-long courses on a standard 45-50 minute schedule. For schools using alternative scheduling formats, for example, double period or block scheduling, these courses can be completed in a semester (or, for example, a trimester) as long as the course is completed in its entirety.

IV. PLTW COMPUTER SCIENCE

The PLTW Computer Science Program of Study aims to excite students about computation and to prepare a computationally aware and capable workforce. Students can begin the sequence of courses with either the optional Introduction to Computer Science (ICS) course (available 2015-16) or the foundational Computer Science and Software Engineering (CSE) course.

The Entity must offer its students a minimum of three years of content in PLTW Computer Science within a period of three academic years from the date that it commences the curricular program, beginning 2015-16. During the first year of implementation, schools are required to offer either the optional introductory course or one of the two foundation courses. In subsequent years, schools should develop a plan to offer both foundation courses and one or more of the specialization courses. These courses are:

Introductory Course:
- Introduction to Computer Science (ICS, 0.5 year)

Foundation Courses:
- Computer Science and Software Engineering (CSE, 1 year)
- Computer Science Applications (CSA, 1 year)*

Specialization Courses:
- Simulation and Modeling (SAM, 0.5 year)*
- Artificial Intelligence (AI, 0.5 year)*
- Cybersecurity (SEC, 0.5 year)*

Capstone Course:
- Computational Problem Solving (CPS, 1 year)*

* Planned future CS courses
Among other factors, it is particularly important that Entities check with their state education departments and PLTW state teams to determine state-level minimum course requirements which may be higher.

All PLTW Computer Science courses require concurrent enrollment in (or satisfactory prior completion of) appropriate grade level math and science courses. Grade level courses should be those that support a student’s requirements towards matriculation.

The most recent version of the curricula for each PLTW course must be used.

All PLTW Computer Science courses are designed as year-long or semester courses on a standard 45-50 minute schedule. For schools using alternative scheduling formats, for example, double period or block scheduling, these courses can be completed in an abbreviated time period as long as the course is completed in its entirety.

The Entity will determine the sequence of PLTW courses for implementation.

CSE and ICS will be available to all PLTW Computer Science schools in the fall of 2015. CSA will be available in the fall of 2016, with additional Specialization courses to be added in subsequent years. Schools also have the option to incorporate the CSE course as the third course in a PLTW Engineering program.

More details will be made available as the program evolves.

V. PLTW GATEWAY

The PLTW middle school curricular program, PLTW Gateway, is designed to challenge and engage the natural curiosity of students and provide a connection to the PLTW Engineering, PLTW Biomedical Science, and PLTW Computer Science programs.

There are ten PLTW Gateway units. The units are designed for 45 class periods (each approximately 45 minutes long).

Schools implementing the PLTW Gateway Curricular Program are required to offer at least the two foundation units, Design and Modeling (DM) and Automation and Robotics (AR). Both foundation units must be implemented within two years.

Additional PLTW Gateway specialization units that may be offered include the following:

- Energy and the Environment (EE)
- Flight and Space (FS)
- Green Architecture (GA)
- Magic of Electrons (ME)
- Science of Technology (ST)
- Medical Detectives (MD)
- Introduction to Computer Science I (ICS1)
- Introduction to Computer Science II (ICS2)

PLTW Gateway units shall be offered in a manner consistent with the Entity’s existing scheduling format. However, each unit must be taught in its entirety without interruption.
The most recent version of the curricula for each PLTW unit must be used.

VI. PLTW LAUNCH

The PLTW Launch elementary curricular program is designed to provide primary school students (grades K-5) with the foundations in STEM that will encourage collaboration, analysis, problem solving, and computational thinking and provide a cohesive introduction to the PLTW middle and high school programs.

There are 24 elementary modules, with four (4) modules aligned to each grade level which are mapped to Common Core State Standards (CCSS) for math and English and Next Generation Science Standards (NGSS). Each module provides 10 hours of instruction and is designed for flexibility. These modules can be implemented at the grade level chosen by the Entity, provided that the students have the appropriate background in math and science fundamentals to successfully engage in the program.

Each module is designed to be taught as a standalone module but many modules are designed in pairs so that they can be taught in succession for an extended experience if desired.

PLTW Launch modules that may be offered include the following (subject to modification):

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Aligned to Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>K.1</td>
<td>Structure and Function: Exploring Design</td>
<td>Kindergarten</td>
</tr>
<tr>
<td>K.2</td>
<td>Pushes and Pulls</td>
<td>Kindergarten</td>
</tr>
<tr>
<td>K.3</td>
<td>Structure and Function: Human Body</td>
<td>Kindergarten</td>
</tr>
<tr>
<td>K.4</td>
<td>Animals and Algorithms</td>
<td>Kindergarten</td>
</tr>
<tr>
<td>1.1</td>
<td>Light and Sound</td>
<td>1st Grade</td>
</tr>
<tr>
<td>1.2</td>
<td>Light: Observing, Sun, Moon, and Stars</td>
<td>1st Grade</td>
</tr>
<tr>
<td>1.3</td>
<td>Health and Wellness</td>
<td>1st Grade</td>
</tr>
<tr>
<td>1.4</td>
<td>Animated Storytelling</td>
<td>1st Grade</td>
</tr>
<tr>
<td>2.1</td>
<td>Materials Science: Properties of Matter</td>
<td>2nd Grade</td>
</tr>
<tr>
<td>2.2</td>
<td>Materials Science: Form and Function</td>
<td>2nd Grade</td>
</tr>
<tr>
<td>2.3</td>
<td>Animal Adaptations</td>
<td>2nd Grade</td>
</tr>
<tr>
<td>2.4</td>
<td>Grids and Games</td>
<td>2nd Grade</td>
</tr>
<tr>
<td>3.1</td>
<td>Stability and Motion: Science of Flight</td>
<td>3rd Grade</td>
</tr>
<tr>
<td>3.2</td>
<td>Stability and Motion: Forces and Interactions</td>
<td>3rd Grade</td>
</tr>
<tr>
<td>3.3</td>
<td>Variation of Traits</td>
<td>3rd Grade</td>
</tr>
<tr>
<td>3.4</td>
<td>Technology Toolbox</td>
<td>3rd Grade</td>
</tr>
<tr>
<td>4.1</td>
<td>Energy: Collisions</td>
<td>4th Grade</td>
</tr>
<tr>
<td>4.2</td>
<td>Energy: Conversion</td>
<td>4th Grade</td>
</tr>
<tr>
<td>4.3</td>
<td>Input/Output: Computer Systems</td>
<td>4th Grade</td>
</tr>
<tr>
<td>4.4</td>
<td>Input/Output: Human Brain</td>
<td>4th Grade</td>
</tr>
<tr>
<td>5.1</td>
<td>Robotics and Automation</td>
<td>5th Grade</td>
</tr>
<tr>
<td>5.2</td>
<td>Robotics and Automation: Challenge</td>
<td>5th Grade</td>
</tr>
<tr>
<td>5.3</td>
<td>Infection: Detection</td>
<td>5th Grade</td>
</tr>
<tr>
<td>5.4</td>
<td>Infection: Modeling and Simulation</td>
<td>5th Grade</td>
</tr>
</tbody>
</table>
The most recent version of the curricula for each PLTW module must be used.

VII. PLTW PROGRAM QUALITY

PLTW Program Quality is an important part of any implementation. Following Program Quality guidelines not only ensures that the program has demonstrated fidelity of implementation, but also fosters an environment of continuous improvement in student outcomes. The Entity must follow Program Quality guidelines, and complete the PLTW Program Certification process individually for each high school curricular program. To achieve PLTW Program Certification, entities must execute all required elements of the PLTW Agreement and Program Requirements, in accordance with the PLTW Program Certification Process.

VIII. PLTW PROGRAM IMPLEMENTATION EXAMPLES

PLTW, INC. encourages collaboration and networking. The Entity will make its participating schools or sites available for observation by other participating entities and exchange information concerning the PLTW Program with other participating entities.

IX. PARTNERSHIP TEAM

A PLTW Partnership Team should be established by the end of the second year and consist of community advisors with backgrounds and qualifications germane to the PLTW Program(s) offered at a participating Entity. Entities with more than one PLTW Program can have one PLTW Partnership Team for the district. The Entity is responsible for selecting members. Ideally, these members will advise on the implementation of high-quality programs and will help nurture and support the academic rigor and relevance of the Program. Partnership Teams can include representatives from local organizations including, but not limited to, business/industry, education, non-profit, or other relevant community stakeholders.

X. PARTICIPATION FEES

As stated in the PLTW Agreement with additional detail, an annual participation fee is assessed for each school or site participating in a PLTW Curricular Program. The fees per program and per school or site are as follows:

- PLTW Engineering: $3,000
- PLTW Biomedical Science: $2,000
- PLTW Computer Science: $2,000
- PLTW Gateway: $750
- PLTW Launch: $750

The participation fee covers program support features including; but not limited to:
• Online, on-demand readiness and on-going professional development training for teachers. (Costs for core training are not covered under the participation fee.)
• Required software
• School and technical support
• Student recognition and scholarship opportunities
• Networking opportunities through the PLTW Alumni Association
• Post-secondary opportunities, such as college credit and preferential admissions
• Opportunities to interact with PLTW corporate partners
• Best practice sharing
• Expanded teacher pipeline

Single sign-on access to a suite of support applications, including but not limited to:

• Learning Management System
• End of Course Assessments
• Teacher Professional Learning Communities
• e-Catalog
• Reporting tools
• Registration and rostering system
• Score reporting

PLTW provides world class curricular programs and professional development at nominal fees as part of its charitable mission.

In addition, optional industry certification opportunities are offered to PLTW schools at reduced fees.

Participation fees are due no later than August 31 of each year. If an Entity does not pay the participation fees by the due date, it may have interrupted access to the program support features or support applications made available by PLTW, INC.

XI. TEACHER TRAINING

PLTW Teacher Training is a three-phase professional development program designed to provide educators with the opportunity to increase their depth of content knowledge, skills, and pedagogy related to specific PLTW course, unit, or module instruction. The professional development model is structured to empower teachers by focusing on proper preparation, in-depth training, and continuing education.

Readiness Training is the first phase of the PLTW Professional Development Model. It is focused on ensuring participants have basic programmatic, technical, and content knowledge prior to participating in pedagogy, skill, and knowledge enhancement training experiences. Participants must successfully complete Readiness Training prior to attending Core Training.

Core Training is the second phase of the PLTW Professional Development Model. It is focused on providing participants with an in-depth and hands-on, immersive course-, unit-, or module-specific training experience focused on pedagogy, skill and knowledge enhancement, and creating professional learning communities. Participants must successfully complete Core Training for each PLTW course, unit, or module they will teach.
Ongoing Training is the third phase of the PLTW Professional Development Model. It is designed to provide PLTW teachers with opportunities for continuous professional development to further their understanding related to course, unit, or module specific pedagogy, equipment, software, content, and knowledge.

Training Schema:

- For the PLTW Engineering, PLTW Biomedical Science, PLTW Computer Science, and PLTW Gateway programs, a Master Teacher who is trained by PLTW, INC. will provide training to teachers in Core Training.
- For the PLTW Launch elementary program, an additional role called the Lead Teacher exists. Lead Teachers, who are trained at Core Training by Master Teachers, will be responsible for training additional elementary teachers at their building and provide continued guidance on the implementation and inventory management. The Entity will be responsible for ensuring that all teachers are certified in the module they are teaching.
- Each PLTW Launch program implementation will have at least one (1) Lead Teacher per program.

Readiness Training:

- A teacher must successfully complete Readiness Training prior to attending Core Training.
- PLTW, INC. will provide required online, on-demand Readiness Training delivered as part of the participation fee.
- Any additional training necessary for the teacher to successfully complete Readiness Training is the sole responsibility of the Entity.

Teacher Selection:

Teachers instructing a PLTW course, unit, or module should have as a minimum a Bachelor's Degree, and be in compliance with applicable state teacher licensure or certification requirements. Additionally, for the PLTW Biomedical Sciences Curricular Program, teachers should have successfully completed at least two semesters of college level biology, and it is preferred that teachers have experience in the techniques and methods of modern biology, molecular biology, or physiology. Teachers of PLTW Computer Science will benefit from prior experience teaching STEM courses or working experience in a STEM field. Prior knowledge of computer science is helpful but not required. PLTW, INC. reserves the right to accept or reject teacher candidates for Core Training, and has the ultimate discretion to determine a teacher's successful completion of Core Training. PLTW teacher training is open to all licensed teachers and individuals on a certified pathway to licensure. PLTW Launch training is open to all licensed teachers, individuals on a certified pathway to licensure, and those individuals from Entities providing the PLTW elementary program in a non-school based model.

*PLTW teacher training is one qualification for eligibility to teach PLTW courses, units or modules. Individuals seeking to teach PLTW Curricular Programs are advised to understand state requirements for teaching these programs.

Core Training:
• The Entity must require all teachers to successfully complete course, unit, or module specific Core Training prior to teaching that PLTW course, unit, or module to their students.
• The Entity shall be responsible for all fees and expenses associated with Core Training, including costs as determined by the agreement governing such teacher.
• The Entity shall register teachers through PLTW, INC. systems for Core Training. In the event the Core Training is not offered (or is full) within their state, or a scheduling conflict exists, the Entity will contact their in-state Affiliate.
• In the event a participating school or site of the Entity loses a teacher during the academic year, the Entity should contact PLTW, INC. PLTW, INC. will work with the Entity to create a Professional Development Plan to support the teacher until the next available Core Training session.

Ongoing Training:

• All trained teachers must be properly trained in and teaching the latest version of the PLTW course, unit or module.
• All PLTW Program revisions will be released with ongoing training focused on updates for that PLTW course, unit or module. All trained teachers must complete ongoing training for PLTW Program updates through one of the following options:
  o Online, On-demand Training: PLTW, INC. will provide required online, on-demand training as part of the participation fee.
  o Repeat of Core Training: PLTW, INC. permits previously trained teachers to repeat Core Training. The Entity shall be responsible for all fees and expenses associated with Core Training.

Update Training:

• PLTW, INC. encourages all trained teachers to participate in update training: on-site professional development opportunities offered through the PLTW Affiliate network.
• PLTW Affiliates, as deemed appropriate and necessary, will provide on-site, update training. The Entity will be responsible for all fees and expenses associated with on-site training.

XII. COUNSELORS AND OTHER SCHOOL SUPPORT

The PLTW Counselor Conference is a professional development conference for school counselors, post-secondary advisors, principals, teachers and school administration to learn more about the PLTW Program as well as why and how they should encourage students to enroll in the PLTW Program.

PLTW Counselor Training:

• PLTW Affiliates provide PLTW Counselor Training annually, in the form of a Counselor Conference.
• Although it is suggested to have all advisors/counselors attend a PLTW Counselor Conference at least once, each participating school or site of the Entity will send a minimum of one advisor/counselor per annual conference, giving priority to the counselor (or equivalent) in the first year of implementation.
The Entity will permit the attendance of appropriate advisors/counselors and shall pay all fees and expenses in conjunction with this PLTW Counselor Training.

XIII. SOFTWARE AND EQUIPMENT

Teacher Equipment:

The Entity shall provide each teacher selected to participate in the PLTW Teacher Training program with a laptop computer and software (each meeting the specifications established by PLTW, INC.), to be delivered to the teacher prior to attending Core Training. In addition, teachers of the PLTW Launch program should also be provided with a tablet. The laptop (and tablet, as applicable) must be able to support the software required by the curricular program over time. The laptop computer and software will be used in the PLTW Teacher Training program as well as throughout the instruction of the PLTW Program at each participating school or site of the Entity. The laptop computer and software shall remain in the possession of and be for the sole use of the teacher as long as the teacher is teaching PLTW courses, units or modules.

Prioritization of Use:

The use of the equipment and software by students participating in the PLTW Program shall take precedence over all other use. No other program or activity or student internships will interfere, substitute for or reduce student contact time in connection with the PLTW Program.

Classroom Equipment and Software:

As stated in the PLTW Agreement, there are requirements with respect to equipment and software for use with the PLTW Curricular Programs. All equipment, supplies, and software is listed by course, unit or module on the Equipment and Supplies page of our website.

The PLTW Agreement should be reviewed closely for guidance on the requirements of all equipment to meet or exceed state specifications. Required equipment for implementing the PLTW Program includes any of the items designated as sole source in the Product Inventory and Supplier workbooks.

Annual software rights are subject to limitations established by the owner of the software. These should be reviewed by the Entity, and can be found within each of the software applications.

XIV. SAFETY

PLTW, INC. does not control the day-to-day implementation of the PLTW Program by the entities; safety in the delivery of the PLTW Program is the sole responsibility of the entities. It is therefore important for each Entity to implement appropriate safety protocols for the implementation of the PLTW Program at its participating schools and sites, including any required, recommended or appropriate training for faculty/staff, and adherence to required, recommended or appropriate safety measures and appropriate supervision of students.

XV. ASSESSMENT AND EXAMINATIONS
Each entity must administer the most current version of the End-of-Course (EoC) Assessment provided by PLTW, INC. to its students at the end of each High School Curricular Program course (excluding the Engineering Design and Development™ and Biomedical Innovation courses). The Entity shall administer such assessments in a computer-based format in accordance with the online systematic evaluation process, as determined by PLTW, INC. in its sole discretion. The Entity must administer the EoC Assessments in accordance with guidelines specified by PLTW, INC, and any deviation from those guidelines must be preapproved and documented. PLTW, INC. shall take reasonable measures to ensure that protected student information is safeguarded and kept private in accordance with applicable law.

XVI. DATA PRIVACY AND SECURITY

PLTW, INC. works to ensure that data and other records are protected in keeping with the letter and spirit of applicable law. Education records are administered consistent with the Family Educational Records and Privacy Act (“FERPA”) and other applicable laws. PLTW, INC. may also have access to other information which is not subject to these laws. PLTW, INC. implements reasonable safeguards and precautions to secure data and protect against unauthorized access to its systems and data, and generally will only share information that it collects or receives as required for administrative purposes, to further its charitable mission, or as permitted by law.

PLTW, INC. assists and supports participating entities and the quality of the PLTW Program through studying and evaluating the effectiveness of the PLTW Program on an ongoing basis in order to update instructional, curricular and assessment materials and otherwise improve the instruction that PLTW participating entities provide to students. These efforts include the development, validation, and administration of assessments, examinations, surveys and/or other measurement tools on behalf of entities during their participation in the PLTW Program. Subject to the Privacy and Data Security provisions of this Agreement, The Entity agrees to provide to PLTW the following data: NCES code, teacher first/last name and email, course name, course begin date, student first/last and state ID number, student grade level, gender, date of birth, race, ethnicity, IEP status and testing accommodations needed. This information allows PLTW, INC. to analyze performance of various student populations, as well as students as whole, to determine skills students have developed and whether those skills will allow students to continue successfully in STEM fields.

PLTW, INC. retains data for six academic years subject to legal and or regulatory record retention requirements after a student’s estimated matriculation date, after which time the data is destroyed; at the request of the Entity, a copy of the data will be returned to the Entity prior to destruction. (De-identified data may be retained in a secure area and used for historical purposes relating to the continued support of the PLTW Program.) Obsolete data and records may be deleted or destroyed annually; the Entity should notify PLTW at the beginning of the academic year if specific records should be retained. The Entity will annually participate in the PLTW online systematic assessment and evaluation process conducted by PLTW, INC. and/or its designated representatives, which includes online teacher registration, online student rostering/registration, and full participation in various assessments, examinations, surveys and/or other measurement tools using technology and other support services provided by PLTW, INC. The Entity and PLTW, INC. acknowledge and agree that the personally identifiable data is confidential, and shall be used, shared and maintained for the purposes set forth above and only in accordance with reasonable privacy/security measures, proper professional practices, student confidentiality and applicable laws, including
FERPA. Use or access to any protected data obtained as a result of these studies will be limited to representatives with a legitimate interest (for example, state departments of education) in accessing this data and re-disclosure of any personally identifiable information will be done in limited instances only, and only as allowed by, and consistent with, applicable laws. The Entity shall be responsible for implementing annual notifications, record-keeping and other such privacy requirements relating to these services.

XVII. LICENSE TO PLTW MATERIALS

Any use or distribution of PLTW materials (which includes the marks, curricula, framework, methodologies, processes, information, materials and other intellectual property owned by PLTW, INC.) is subject to the terms and limitations of the license provided to each entity in its agreement with PLTW, INC. No participating entities may post or otherwise distribute PLTW curricular and assessment materials on the internet or any extranet. PLTW, INC. has made a significant investment in curricular and assessment materials (which includes items such as the curriculum, teacher training materials, assessments, answer keys and all other such materials), as well as its framework, methodologies and processes, in order to achieve its charitable mission, and has developed these materials in accordance with rigorous standards. If PLTW materials are not appropriately protected, this would compromise the integrity of these materials, increase program costs and impair the viability of the PLTW Program and PLTW, INC.’s charitable mission.

XVIII. MARKETING AND PUBLIC RELATIONS

PLTW, INC. recommends entities to market the PLTW Program in the following ways:

- Advertise the PLTW Program’s existence in the school via a banner or display near the entrance of the school – this may be done through a certification banner, PLTW Program general banner, or flag, which can be purchased via shopPLTW.org.
- Use the official and current logo and boiler plate language in marketing materials and press releases that include information about the PLTW Program.
- Mention the school’s participation in the PLTW Program, along with the PLTW logo, on the school or district’s website.

Approved logo files and boiler plate language are available on the PLTW web site at http://www.pltw.org/news/media-center/imagery. Past (obsolete) PLTW logos should not be used in a school or on program materials. PLTW, INC. requires that any marketing or communications materials that include information about PLTW, INC. be submitted for prior approval. PLTW, INC. has a dedicated communications staff that will review requests and respond within four business days of an entity or site’s/school’s request. PLTW, INC. encourages entities to work with the organization to promote the PLTW Program in a manner that is consistent with the national branding of the organization.

XIX. INTERNET TECHNOLOGIES AND ELECTRONIC COMMUNICATIONS

PLTW, INC. will leverage a variety of internet applications and systems to facilitate the delivery of content and curriculum to teachers and students across the entire network. PLTW, INC. shall determine these systems at its sole discretion and will ensure that proper security is provided to safeguard sensitive data. PLTW, INC. will use these systems from time to time to
communicate with members of the PLTW network. The Entity shall ensure that it has employed sufficiently current web browser technology to allow teachers and students to access the PLTW, INC. systems. This could include emails sent from PLTW, INC. to PLTW network members, notifications in various systems such as online assessment platforms or other internet based systems. In order to facilitate these various types of communications including email communication with schools and teachers, the Entity shall add the PLTW.org domain name to safe sender or white list registers at the district, school and individual user levels. In the case of organizations with firewalls or other filtering technology in place to support their security needs, the Entity shall make accommodations to its infrastructure to ensure that PLTW, INC.’s electronic communications are received by recipients within the Entity’s network. In cases where PLTW, INC. uses specific internet based systems for delivery of curriculum, assessments or other relevant content to schools, teachers and students, the Entity shall ensure annually that all programs and users are properly registered and rostered into these systems in keeping with the policies and procedures PLTW, INC. puts in place to ensure secure access to relevant information.

XX. IMPORTANT ADDITIONAL REQUIREMENTS

In the event that the Entity does not implement the PLTW Program for the fall or spring semester of the academic year immediately following the date of this Agreement (for any of Entity’s sites or schools registered as of the date of the agreement), or for the fall or spring semester following registration, as applicable (for any of Entity’s sites or schools registered after the date of this agreement), then the Entity must notify PLTW, INC. within ten days of the commencement of the then academic year to determine a mutually agreeable new implementation schedule.

Entity agrees to support the program administratively. Currently, a key role in the process is the District Administrator (or their delegate) who at a minimum must manage the related Agreement processes and also keep contact information updated.

Thank you for your close review of these important Program Requirements, which are legally binding as part of the PLTW AGREEMENT. If you have any questions, please contact the PLTW School Support Team.