

# PRODUCT CATALOG

Pricing Line Sheet 2024

Digital Respons-Ability

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# RESPONS-ABLE EDUCATORS CERTIFICATION PROGRAM (REC)

**Respons-Able Educator Certificate Program (REC)** is Digital Respons-Ability's professional development program for educators. It is available online, through Canvas. The training program helps teachers embed digital citizenship in their classroom to keep kids safe. For students to be 21st Century learners and be capable and competent in their careers, they must know how to use technology responsibly.

## The REC program includes

- Strategies and resources for educators to engage with parents
- 25-30 online courses (equivalent of 1.5 days of in-person instruction)
- 10 self-study modules
- Certificate for educators who complete the program and pass the assessment
- Lesson plans, videos, and other resources
- Currently being used by federal government in schools around the world

## Program Modules

- Basics of Digital Citizenship
- Prevention Science & Digital Citizenship
- Technology Trends
- Teaching Online Communication
- Teaching Media Literacy
- Teaching Digital Safety & Ethics
- Digital Commerce
- Working with Families to Encourage Digital Citizenship
- Teaching Digital Wellness
- Testing Tools for Digital Citizenship



In addition to our online curriculum, we also offer a hybrid cohort model or in-person instruction to complete the REC.



# PRICING & DISCOUNTS FOR RESPONS-ABLE EDUCATORS ONLINE CERTIFICATION PROGRAM (REC)

REC Pricing models at scale							SKU: DRAREC1001	
MSRP \$215/user	Low	High	Discount	At low range	At high range	Organization size (ADA)	AVG # Teachers*	
\$215.00	1	10	0%	\$215	\$2,150	100	6	
\$193.50	11	35	-10%	\$2,128.50	\$6,772.50	300	19	
\$172.20	36	60	-20%	\$6,199.20	\$10,332	500	31	
\$139.30	61	85	-30%	\$8,497	\$11,841	1000	63	
							(*based on National Avd 16:1)	16



## REC PROGRAM WORKBOOK

\$20.00 PDF, unlimited SKU: DRAREC1002

PDF Workbook that supports the learning in the REC educator program



## REC HYBRID COHORT

\$245/user SKU: DRAREC1003

Hybrid Cohort pricing includes coaching over a three month period of time that includes: 1 virtual meeting/month and 1 hour/week online threaded conversations.



## REC IN PERSON

\$400/hour + the handbook + travel expenses

This is an in-person class taught by a trained instructor.



# PRICING & DISCOUNTS FOR RESPONS-ABLE EDUCATORS HYBRID CERTIFICATION PROGRAM (REC)

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REC Pricing models at scale							SKU: DRAREC1003	
MSRP \$245/user	Low	High	Discount	At low range	At high range	Organization size (ADA)	AVG # Teachers*	
<b>\$245.00</b>	1	10	0%	<b>\$245</b>	<b>\$2,450</b>	100	6	
\$220.50	11	35	-10%	<b>\$2,425.50</b>	\$7,717.50	300	19	
\$196.00	36	60	-20%	<b>\$7,056</b>	\$11,760	500	31	
\$171.50	61	85	-30%	<b>\$10,461.50</b>	\$14,577.50	1000	63	
						<i>(*based on National Avd 16:1)</i>	16	





# RESPONS-ABLE STUDENTS ONLINE CURRICULUM (RSO)

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The Respons-Able Student Online Curriculum is a program for students to learn about digital citizenship principles in an interactive and self-paced way. This content is adapted for online classes directly from thousands of hours of teaching K-12 students in-person, in a classroom.

## The RSO program includes

- 14 modules for grades 4-9
- Self-paced exploration of Digital Citizenship
- Synchronous/Asynchronous Delivery
- Flexible options for implementation
  - Whole class
  - Independent, self-paced work
  - Hybrid (independent and group discussion)



### COURSE 1 (GRADES 4-6)

- Computational Thinking
- Social Media and Online Safety
- Digital Wellness
- Cyberbullying
- Using Tech for Good

### COURSE 2 (GRADES 7-9)

- Media Literacy
- Social Media and Online Safety
- Digital Empathy
- Preparing for College and Career
- Digital Footprints and Information Bubbles
- Cyberbullying
- Digital Commerce
- Digital Identities and Goal Setting



# PRICING & DISCOUNTS FOR RESPONS-ABLE STUDENTS ONLINE (RSO)



## RESPONS-ABLE STUDENTS ONLINE I

6 online modules SKU: DRARSO1001

The module topics include: computational thinking, online safety and ethics, digital communication, media literacy, digital wellness and using tech for good. Cost is per year. Annually the modules are updated.

## RESPONS-ABLE STUDENTS ONLINE II

8 online modules SKU: DRARSO1002

The module topics include: media literacy, digital communication, online safety and digital law, digital empathy, digital commerce, digital wellness, preparing for college and career, digital identities and digital goals. Cost is per year. Annually the modules are updated.

RESPONS-ABLE STUDENTS ONLINE (RSO) - per LEVEL (I or II)					
MSRP	Low	High	Discount	At low range	At high range
\$5.00	1	10	0%	\$10	\$50
\$4.50	11	35	10%	\$50	\$158
\$4.00	36	60	20%	\$144	\$240
\$3.50	61	85	30%	\$214	\$298
\$3.00	86	110	40%	\$258	\$330
\$2.50	111	135	50%	\$278	\$338



# DIGITAL LITERACY AND DIGITAL CITIZENSHIP CERTIFICATE COURSE FOR AT-RISK TEENS



\$150 each hour + travel if located outside of Utah SKU: DRADIGCIT100

This course is an adaptation of the RSO modules for youth in custody or care situations. Currently, Digital Respons-Ability has a contract with the Utah state department of Human Services teaching at-risk teens

Date	Topic	Learning Outcomes	Key Concepts
<b>Week 1</b>	Digital Literacy	<ul style="list-style-type: none"> <li>Understand the digital landscape</li> </ul>	<ul style="list-style-type: none"> <li>Changes in technology over time</li> <li>Vocabulary of digital literacy terms</li> </ul>
<b>Week 2</b>	Media Literacy & Critical Thinking	<ul style="list-style-type: none"> <li>Understand that we all have information bubbles that are reinforced by algorithms</li> <li>Think before sharing and responding to information online</li> </ul>	<ul style="list-style-type: none"> <li>Algorithms</li> <li>Confirmation bias</li> <li>Tribalism</li> <li>Self-awareness</li> </ul>
<b>Week 3</b>	Digital Communication & Collaboration	<ul style="list-style-type: none"> <li>Define digital footprint and understand its affects</li> <li>Evaluate social media platforms for different messaging</li> </ul>	<ul style="list-style-type: none"> <li>Social media</li> <li>Digital Communications</li> <li>How, when and what to share online</li> </ul>
<b>Week 4</b>	Online Safety & Digital Law Digital Commerce	<ul style="list-style-type: none"> <li>Understand why others may cyberbully</li> <li>Explain copyright and basic digital laws</li> <li>Create more secure passwords and passphrases</li> </ul>	<ul style="list-style-type: none"> <li>Digital empathy</li> <li>Copyright online</li> <li>Plagiarism</li> <li>Online Privacy</li> </ul>
<b>Week 5</b>	Digital Commerce	<ul style="list-style-type: none"> <li>Know common financial scams</li> <li>Understand basic budgeting and savings principles</li> </ul>	<ul style="list-style-type: none"> <li>Online financial scams</li> <li>Entrepreneurship</li> <li>Digital literacy</li> <li>Financial literacy</li> </ul>
<b>Week 6</b>	Digital Health & Wellness	<ul style="list-style-type: none"> <li>Understand the effects of technology on sleep</li> <li>Create a plan to get better sleep</li> <li>Discuss balancing technology with physical and emotional health</li> </ul>	<ul style="list-style-type: none"> <li>Physical health</li> <li>Boundaries</li> <li>Goal setting</li> <li>Time management</li> </ul>
<b>Week 7</b>	Preparing for College and a Career	<ul style="list-style-type: none"> <li>Understand how your digital footprint can affect your college and career opportunities</li> <li>Know what LinkedIn is and how it can be used</li> </ul>	<ul style="list-style-type: none"> <li>Applying for jobs and colleges online</li> <li>Social media and digital communications</li> <li>Digital branding</li> </ul>
<b>Week 8</b>	Digital Identities & Goal Setting	<ul style="list-style-type: none"> <li>Self-reflect on activities behind a screen</li> <li>Create SMART goals for your digital behavior</li> </ul>	<ul style="list-style-type: none"> <li>Self-awareness</li> <li>Goal setting</li> <li>Using technology for good</li> </ul>



# THE 3M'S OF DIGITAL PARENTING

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## DIGITAL PARENTING ONLINE CLASSES

\$150 each hour SKU: DRA1006

Digital Respons-Ability works to support your school or organization's family and parent engagement work through their 3Ms of Digital Parenting class. This 1 hour virtual course shares strategies to parents around technology through different developmental stages. Parents and caregivers will learn how to Model good tech behavior, Manage a growing tween's digital life, then step back and Monitor their teen's behavior. Informed through discussions, surveys, and hundreds of digital parenting classes, these classes will provide research-based information to help guide you make the best technology decisions for your family. All parents who attend will be connected with free digital parenting resources and a newsletter.

*Available in English and Spanish. Online class hosted through organization's preferred platform. No restrictions on attendance.*

## DIGITAL PARENTING SUPPLEMENTAL ACADEMIC TEXT

\$16.99 per book SKU: DRA1007

This research-based title by the founder of Digital Respons-Ability, *The 3Ms of Fearless Digital Parenting: Proven Tools to Help You Raise Smart and Savvy Online Kids* (Skyhorse Publishing, 2021) is a supplemental resource for parent and family engagement around technology. It utilizes the 3Ms of digital parenting like in the proposed digital parenting classes. *Minimum 50 copies, discount increases after 250 copies.*



# DIGITAL RESPONS-ABILITY CONSULTATION SERVICES

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## LEADER-LED COURSES

Our consulting services give you personalized support. We offer consulting services for school leaders and organizations that want to scale, implement and bring together the school community on digital citizenship.

Here's what's included:

- A toolkit that comes with conversation starters and example policies
- Support with creating a project timeline
- System map to help build a healthy digital citizenship culture and align artifacts
- Evaluation tools and support on creating surveys for continuous improvement
- Support for a gap analysis and needs assessment of your organization

This Digital Citizenship Toolbox for School Leaders will help create/refine policies, get staff and the school community on board, and provide expertise on scaling and implementing digital citizenship. We offer multiple levels of consultation to fit your needs.

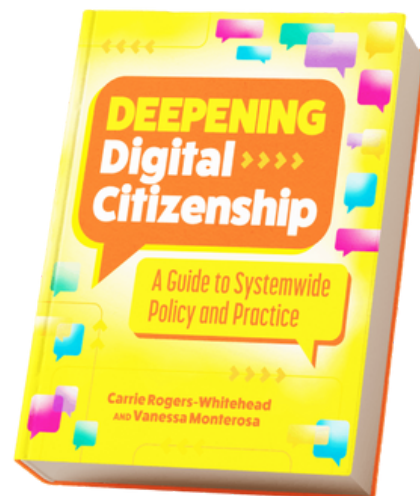
## RESOURCES FOR SCHOOL LEADERS

Discover strategies for building the capacity to develop and deliver professional learning to support a systemwide digital citizenship program implementation.

*DEEPENING DIGITAL CITIZENSHIP*

**Publisher** : International Society for Technology in Education (March 28, 2023)

\$29.99 MSRP For ISTE Members



# DIGITAL RESPONS-ABILITY LEADER-LED COURSES

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Digital Respons-Ability provides digital citizenship consulting and other training services for our partners. Here's a selection of some of our offerings. Contact us for a specialized training today!

## **USING TECHNOLOGY TO WORK WITH NEURODIVERSE INDIVIDUAL**

\$400 each hour SKU: DRA1001

This one-hour professional development will give an overview of assistive and adaptive technology that can help students with autism. It also suggests apps and other software to use to serve this population.

## **MENTAL HEALTH AND TECHNOLOGY**

\$400 each hour SKU: DRA1002

This 2-hour professional development talks about both the myths and research of technology's, particularly gaming's, impact on mental health. It also provides strategies for behavior management in remote learning.

## **DIGITAL WELLNESS AND TIME MANAGEMENT**

\$400 each hour SKU: DRA1003

This one-hour course helps professionals manage their time through both tech-based and non-tech strategies. A discussion of prioritization and procrastination is included in this virtual class.

## **DEALING WITH PASSIVE AGGRESSIVE BEHAVIOR AT WORK**

\$400 each hour SKU: DRA1004

This one-hour, popular webinar has been taught to thousands of educators since 2018. It describes the research behind passive aggressive behaviors and strategies to deal with both bosses and colleagues.

## **LEADING FROM THE MIDDLE**

\$400 each hour SKU: DRA1005

This one-hour webinar has been taught to professionals since 2018. It provides advice for middle management, supervisors and other positions "in the middle" between the front-line and upper management. Among the advice is how to communicate, plan meetings and differentiate between work authorities and responsibilities



# CYBERSECURITY FOR TEACHERS

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This course is designed for educators to help them prevent and mitigate cyberattacks and protect student's data at school and home.

## DIGITAL RESPONS-ABILITY C4T

### \$65 PER YEAR

- A curriculum created with a cybersecurity expert
- Made with teaching professionals in mind
- An accredited series of modules that bolster online safety and add value to the fabric of your community

### BASICS OF CYBERSECURITY

- Anatomy of an Attack
- History of Cybersecurity
- Why Cybersecurity Matters

### CATALOG OF ATTACKS

- Types of Attacks
- Malware
- Physical Attacks
- Social Engineering
- AI and Cyberthreats

### PROTECTING YOURSELF AND YOUR STUDENTS

- Security Assessment
- Student Data Privacy Laws
- Protecting Against Malware
- Protecting Against Social-Engineering
- Data Backup Strategies
- Passwords and Multi-factor Authentication
- Mitigation



# COMPLETE PRICE LIST FOR ALL PRODUCTS

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PRODUCT CODE	PRODUCT	PRICE
<b>EDUCATOR COURSES</b>		
DRAREC1001	RESPONS-ABLE EDUCATOR CERTIFICATION PROGRAM (REC)	\$215/USER
DRAREC1002	REC PROGRAM WORKBOOK	\$20.00
DRAREC1003	REC HYBRID COHORT	\$245.00
DRAREC1004	REC IN-PERSON TRAINING	\$400/HOUR
DRACFT1001	CYBERSECURITY FOR TEACHERS	\$65/USER
<b>STUDENT COURSES</b>		
DRARSO1001	RESPONS-ABLE STUDENTS ONLINE COURSE 1	\$5/USER
DRARSO1002	RESPONS-ABLE STUDENTS ONLINE COURSE 2	\$5/USER
DRADIGCIT1001	DIGITAL LITERACY AND DIGITAL CITIZENSHIP COURSE FOR AT-RISK YOUTH	\$150/HOUR
<b>LEADER-LED/PARENT COURSES</b>		
DRA1001	USING TECHNOLOGY TO WORK WITH NEURODIVERGENT INDIVIDUALS	\$400/HOUR
DRA1002	MENTAL HEALTH AND TECHNOLOGY	\$400/HOUR
DRA1003	DEALING WITH PASSIVE AGGRESSIVE BEHAVIOR AT WORK	\$400/HOUR
DRA1004	LEADING FROM THE MIDDLE	\$400/HOUR
DRA1005	DIGITAL PARENTING ONLINE CLASS	\$150/HOUR
DRA1006	DIGITAL PARENTING SUPPLEMENTAL TEXT	\$16.99
<b>MISC</b>		
N/A	CONSULTATION SERVICES	TBD

