



Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: June 7, 2021

Re: Create & Learn Agreement for Online Classes

## Executive Summary

The Parks and Recreation Department is requesting Council authorization that will allow the City Manager to enter into an agreement with Create & Learn to offer online technology training programs to children in K-12 grades. Classes range from Beginning Coding, Gaming, and Robotics, to Artificial Intelligence. The Department is proposing a variety of 12 week classes in the summer, fall and winter sessions. Parks and Recreation staff will market and register participants and at the conclusion of session, pay Create & Learn 70% of the registration fee. Create & Learn will provide all of the instructors, curriculum and any other resources needed. Staff anticipates earning an additional revenue of \$12,000-\$14,000 the first year and up to \$25,000 per year after the program is fully developed.

## Discussion

Create & Learn, founded by a former product director at Google and senior tech lead at Apple and Uber, offers online coding classes for children in K-12 and the most comprehensive curriculum for kids from Beginner Coding to Artificial Intelligence. The curriculum is developed by tech experts from companies such as Google, experienced teachers, and talented graduates of Stanford, MIT, and Harvard.

Key points of the agreement include:

- With information provided by Create & Learn, Parks and Recreation will promote and market classes through existing program guides, website, brochures/fliers, advertisements, social media and other forms of marketing as available.
- Parks and Recreation is proposing to offer the following classes and camps:
  - Ten different classes, 12 weeks in length, with sessions offered one hour per week at a cost of \$150.
  - Two specialized summer camps that require participants to meet 5 days in a row, 2.5 hours per day at a cost of \$250.
- Classes will begin in June 2021.
- Online classes are taught live by teachers with an average of 5-7 students per teacher with a maximum of 10 allowed.
- Minimum class size is 2 students.
- At the conclusion of each class or camp, Parks and Recreation will remit payment to Create & Learn that represents 70% of fees collected.

The agreement with Create & Learn is for one year, and is automatically renewed for four successive terms of one year, unless terminated by either party.



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

Parks and Recreation staff have initially selected classes for students in 2<sup>nd</sup> -12th grades that have proven to be the most highly attended. The most popular classes are Scratch Ninja, Robotics, Mobile Computing, Game Coding, and A.I. Explorers. Classes build on top of previous subjects to reinforce learning, while also expanding to new levels of learning. Parks and Recreation staff will continue to work with Create & Learn on revising and adding new classes as they become available.

This program will be eligible for participation in the Parks and Recreation Department's Financial Assistance program. The department may also provide computer access for some of the camps and classes on a case by case basis.

## Fiscal Impact

Short-Term Impact: No cost to the City.  
Long-Term Impact: No cost to the City.

## Strategic & Comprehensive Plan Impact

### Strategic Plan Impacts:

Primary Impact: Social Equity, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

### Comprehensive Plan Impacts:

Primary Impact: Livable & Sustainable Communities, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

## Legislative History

Date	Action
NA	NA

## Suggested Council Action

Approve the legislation authorizing the City Manager to execute a Special Services Agreement with Create & Learn, Inc., to provide online classes for children K-12 grades.