

**EXHIBIT B  
SOW No. 2**

This Statement of Work, effective as of March 15, 2022 by and between Persistence Plus, LLC, a Delaware limited liability company with an address at P.O. Box 425454, Cambridge, MA 02142 (“**Persistence Plus**”), and Malcolm X College, an Illinois institution of higher education with an address at 1900 W. Jackson, Chicago, IL 60612 (“**College**”) is issued pursuant to and is subject to the Master Services Agreement, effective as of March 15, 2022, by and between Persistence Plus and College (the “**Agreement**”). Capitalized terms used but not defined herein shall have the meaning set forth in the Agreement.

**1. SOW Term:**

This SOW shall remain in effect from the SOW Effective Date until September 30, 2026.

**2. Services:**

**Over five years, Persistence Plus will design and deliver interactive and personalized mobile nudges to increase the number of students who persist on an AS pathway and graduate.**

- Persistence Plus will work hand in hand with Malcolm X College over the five-year period to customize its nudges for the Malcolm X College context and student services, as well as for each target population.
- Throughout 2022, 2023, 2024, 2025 and 2026 Persistence Plus will provide nudging support to the following student populations:
  - Students who are undecided or on the AGS pathway (approximately 4,000 per year). Nudges will promote career exploration and mindsets and behaviors for college completion and STEM success, with the goal of encouraging students to pursue and persist on an Associate of Science pathway.
  - Students in the Advancing Opportunities for Women in STEM (AOWS) or Mathematics, Engineering, Technology, Apoyo, Science (METAS) grant cohort programs. Persistence Plus will provide consistent support to all students in the cohort program throughout their time at Malcolm X College. Persistence Plus will tailor its nudges for this group further as needed to align with the program model and ensure students receive the encouragement and support necessary to thrive in this new academic environment.
  - Nudges will reach out to students from the time of their application to Malcolm X College, helping them navigate the admissions funnel, including placement, FAFSA completion, and orientation.
- Persistence Plus will collaborate with Malcolm X College on analyzing the impact of nudges on persistence, completion, and equity outcomes, as well as surfacing student voice and insights about the student experience.

| Activity                                                    | Spring 2022 | 2022 | 2023 | 2024 | 2025 | 2026 |
|-------------------------------------------------------------|-------------|------|------|------|------|------|
| Planning and customizing                                    |             |      |      |      |      |      |
| Delivery of nudging support to students in the cohort model |             |      |      |      |      |      |
| Delivery of nudging support to students on the AGS pathway  |             |      |      |      |      |      |
| R&D to refine nudges for each population                    |             |      |      |      |      |      |
| Analysis of outcomes and student voice                      |             |      |      |      |      |      |

For purposes of the foregoing, a mobile nudge means a message sent by SMS that is designed to foster positive behaviors and mindsets for student success and completion. Persistence Plus will be able to directly enroll students in the Service through receipt of student cell phone numbers from College. Students will have the ability to opt out of receiving further text messages from Persistence Plus at any time. Persistence Plus may refine the Services based on feedback from College and participating students as well as outcome data. Feedback may be gathered through interviews, focus groups, and/or online surveys.

**3. College Commitments:**

For effective implementation of the Persistence Plus engagement, College commits to the following:

- To make the following project manager available as the primary contact between Persistence Plus and College: Anne Zalewski
- To promote the Services to students, notify students of automatic enrollment on the Persistence Plus platform and establish emergency and standard student referral contacts;
- To provide Persistence Plus with contact information (cell phone numbers), demographic data (e.g., sex, race, first-time college goer, major, current GPA, etc.) and certain other data reasonably requested by Persistence Plus from time to time (e.g., student GPA and persistence data) for participating students (collectively, “**Student Records**”);
- To provide Persistence Plus with the opportunity to invite participating students to partake in interviews during and after the Term, in order for Persistence Plus to better understand the experience and impact of the Persistence Plus platform from the student perspective; and
- To collaborate with Persistence Plus on case studies and other publications about the Persistence Plus platform (provided that Persistence Plus shall only identify College in such publications with College’s prior consent, such consent not to be unreasonably withheld, conditioned or delayed).

**4. Fees and Payment Terms:**

The total Fees under this SOW for Persistence Plus’s performance of Services is \$200,000. Persistence Plus shall invoice College according to the following schedule:

- \$50,000 upon execution of this SOW
- \$50,000 on September 1, 2022
- \$50,000 on September 1, 2023
- \$25,000 on September 1, 2024
- \$25,000 on September 1, 2025

IN WITNESS WHEREOF, the parties have caused this SOW to be executed by their duly authorized representatives as of the SOW Effective Date.

Persistence Plus, LLC

Malcolm X College

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_