



Request for Proposals
Literacy-Focused Personalized and
Blended Learning Solution
for Grades 6-12
RFP 21-002

DUE: July 7, 2020 | 2:00 P.M.

Table of Contents

I. Purpose	3
II. Background	4
III. Description of Current Technology	4
IV. Scope of Services	5
V. Proposal Response	8
Transmittal Letter (2 pages Maximum)	8
Executive Summary (2 pages Maximum)	8
Detailed Discussion (6 pages Maximum)	8
Protected / Proprietary Information	9
VI. Evaluation Process and Criteria	10
VII. Term of Agreement	11
VIII. Due Date	12
IX. Tentative Timeline (Subject to modification)	12
X. Questions and Contact Information	12

I. Purpose

Ogden School District (the "District") (OSD) is seeking a web-based **Literacy-Focused Personalized and Blended Learning Solution for Grades 6-12** that will bolster our multi-tiered system of support, including our Tier I and Tier II core literacy programs, in grades 6-12. The district's goal in this evaluation process is to provide our schools with a literacy-focused digital platform for our 6-12 classrooms to support learning in both face-to-face and distance learning environments. Moreover, we aim to provide all district administrators, educators, and students with access to achievement data that will inform personalized learning experiences and afford students with opportunities to evaluate their progress toward mastery of their personal literacy goals.

Through this evaluation and selection process, the District aims to advance the Ogden School District Board of Education's mission, vision, and values by (a) increasing effectiveness of instructional practices, (b) providing technological assets that promote data-driven decision-making, and (c) streamlining access to high-quality online literacy tools.

The purpose of the RFP is to solicit complete proposals in accordance to the Proposal Response Format listed in the RFP, from agencies with expertise in providing high-quality, Literacy-Focused Personalized and Blended Learning Solution for Grades 6-12 and in a medium to large K-12 public school district. The selection and implementation of a district-wide Literacy-Focused Personalized and Blended Learning Solution is a complex process as it will serve a broad range of stakeholders. Therefore experience with successful management of similar projects is integral to this project's success.

This RFP is designed to provide interested parties with sufficient basic information to submit proposals meeting minimum requirements, but is not intended to limit a proposal's content or exclude any relevant or essential information. Respondents are at liberty and are encouraged to expand upon the specifications as to provide further evidence of service capability under any proposed agreement. Bids will be evaluated and each requirement will be scored. Emphasis will be placed on alignment to the District's vision, mission and values; quality of the digital platform, access to technology-enhanced texts and tools for differentiation, ease of navigation within assessment reporting systems, data privacy, set-up costs, initial training, and ongoing support.

The District reserves the right to reject any and all proposals or waive any non-statutory informality. The District further reserves the right to award the contract in the best interest of the District, as deemed by the Ogden School Board of Education, regardless of the selection committee's evaluation and scoring. The Board's decision to accept or reject the contract will be final. Upon completion of the evaluation and selection process, Ogden School District will assume ownership of all materials provided as part of the proposal.

The Personalized and Blended Learning Solution Selection Committee (the "Committee") is composed of district content specialists, district administrators, and school administrators. To ensure diverse, representational evaluations; the Committee is made up of members of various roles, responsibilities, and backgrounds. To maintain a fair and independent

evaluation process, all Committee members serve on a volunteer, non-stipend basis. Each member will personally review all solutions submitted for approval. The Committee will then submit the final recommendation directly to the Ogden School District Board of Education. This evaluation process, involving numerous people, guarantees to each Agency equity and fairness in the bidding, evaluation, and selection process.

Respondents are strongly encouraged to carefully read the entire request for proposals.

II. Background

Ogden School District has a grade 6-12 student enrollment of approximately **6,100 students**, with grade 6 in our elementary schools, grades 7-9 in our junior high schools, and grades 10-12 in our high schools. The District currently operates 12 elementary schools, three junior high schools, two comprehensive high schools, one alternative high school, and one youth-in-care facility.

District offices are located at 1950 Monroe Blvd, Ogden, Utah 84401.

III. Description of Current Technology

Ogden School District digital teaching and learning environment uses a mixture of client/server and web-based technologies for delivery of information services.

Application Description	Vendor/Product
Student Information System	Aspire
Directory Services	Microsoft Active Directory
Roster Sync/Upload	OneRoster Clever CSV
Early Warning System	Panorama Student Success
Productivity/Communication	G Suite for Education
Assessment System	EduLastic
Learning Management System	Google Classroom (K-2) Canvas LMS (3-12)

IV. Scope of Services

The desired outcome for this evaluation and selection process is to provide our learning communities with a literacy-focused personalized and blended learning solution that will effectively support our multi-tiered system of support, including our Tier I and Tier II literacy programs, in our grades 6-12 classrooms and offer all teachers and students greater access to evidence of students' reading performance in both face-to-face and distance learning environments.

The following list of requirements, although extensive, is not exhaustive and is intended to provide interested parties with sufficient basic information to submit proposals meeting minimum requirements, but is not intended to limit a proposal's content or exclude any relevant or essential information. Moreover, the Committee members will be expected to introduce their knowledge of Ogden School District's learning communities' needs and classroom requirements as they evaluate the literacy-focused personalized and blended learning solutions in relation to the selection criteria.

System and Technical Requirements

1. Web-based and accessible via laptops, Chromebooks, and tablets.
2. Support Chrome, Firefox, and/or Safari web browsers.
3. Fully accessible through a web browser, and available 24/7 outside of regularly-scheduled maintenance and/or update windows
4. User-friendly interface and navigation for all users
5. System features can be updated and/or phased in overtime without disruption and at no additional cost to district

Data Management Requirements

1. System should be compatible with the Ogden School District's student information system (Aspire), G Suite Admin Console, ClassLink, OneRoster, and/or Clever.
 - a. Please include your tech support contact information so the District can determine specific compatibility.
2. Permissions-based access to platform, reports, and data for administrators, teachers, parents/guardians, and students.
3. User reports can be exported to PDF **or** as a CSV file.

Personalized and Blended Learning Requirements

1. Collection of texts/articles published at different reading/lexile levels, allowing for content to be differentiated for every learner.

2. A rich collection of diverse, real-world texts that is updated often to maintain relevance and viability.
3. Platform supports learning in face-to-face, blended, and distance learning environments.
4. Text levels are aligned to or based on the Lexile framework.
5. Platform can automatically adjust student levels based on performance.
6. Teachers may manually adjust students' reading level.
7. Provides suggestions for similar articles that are relevant to students' interests and reading levels.
8. Curated texts/articles are culturally responsive and show recognition of the importance of including students' cultural references in all aspects of learning.
9. Instructional features/tools are available to facilitate small-group instruction, engage students in independent assignments, and strengthen close reading.
10. Writing stems/prompts associated with texts/articles to further promote meaningful student engagement in the learning process.
11. Comprehension quizzes/assessments to help teachers and administrators gauge ongoing student learning.
12. Lesson plan/notes that provide teachers with a general overview of the lesson goals, student learning objectives, comprehension questions, learning activities, and links to additional resources.
13. Lessons/tools aimed at developing students' vocabulary.
14. Annotation tools available for the teachers and students.
15. Assessment and reporting dashboard that displays real-time results.
16. School and district administrators assessment and data dashboard.
17. Content to support multiple subject areas; including English Language Arts, Science, and Social Studies.
18. Social Emotional Learning (SEL) content/resources to support/enhance the students' learning experiences.
19. Alignment to Common Core Standards and Utah Core Standards.
20. Resources support myPerspectives core ELA program reading series.

Student Data Privacy and Security Requirements

1. Digital/electronic/online resources and tools meet all Federal and State student data privacy requirements.
 - Information about Federal and State requirements can be accessed by following the link below:
 - <http://www.uen.org/usbe-datasecurityprivacy/law.shtml>

Training, Service and Support Requirements

Training and Support

1. Agency has knowledgeable and capable literacy-focused personalized and blended learning system deployment/implementation specialists to drive a successful implementation; including oversight of product implementation, training, and overall client support
2. Agency's customer support is available 24/7 via phone, email, or online support portal with a guaranteed response of one business day after receiving notice of issue.
3. Agency can support initial on-site or virtual training, training of trainers, and any refresher training as necessary.
4. Agency makes the following information available:
 - Guaranteed uptime
 - Minimal performance expectations
 - Bug fixing policy
5. Agency provides a system for the District to report system bugs and product enhancement requests
6. Agency has knowledgeable client support staff who are available to personally take calls and provide immediate assistance
7. Agency has on-going reporting of client satisfaction and a clear escalation path for issue resolution
8. Agency offers an online client community that provides collaboration and communication opportunities for sharing ideas, information, templates, best practices, and other resources.
9. Agency maintains thorough online knowledge base; including training documents, user guides, and administration guides
10. Agency plans scheduled maintenance and product releases

Evidence of Performance

1. Agency has a broad client base of districts of various sizes, with different requirements and unique needs.
 2. Agency exhibits a strong, steady client retention rate within the K-12 public school market that proves its success in providing high levels of value and service to its clients.
 3. Service providers can present multiple references from districts of similar size and requirements as Ogden School District.
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V. Proposal Response

Each respondent should set forth its most compelling case as to its ability to provide a literacy-focused personalized and blended learning solution, based on the scope of services required. All technical proposals must have page numbers, be organized in the following order, and tabbed (sections 1-3) to comply with the following sections:

1. Transmittal Letter (2 pages Maximum)

- The letter of transmittal should include: a) an introduction of the agency, including name, address, telephone number and email address of primary contact and others authorized to deal with this proposal response; b) a general statement of interest and what sets your agency apart from other potential respondents.

2. Executive Summary (2 pages Maximum)

- The executive summary should briefly describe the agency's philosophical approach to Literacy-Focused Personalized and Blended Learning Solutions in K-12 public education systems and its summarized approach to completing the scope of services outlined. Clearly indicate any options or alternatives being proposed and clearly disclose any major requirements included in the scope of services the agency cannot address.

3. Detailed Discussion (6 pages Maximum)

- This section constitutes the major portion of the proposal and must contain at least the following information:
 - Provide a brief narrative of the Literacy-Focused Personalized and Blended Learning Solution and any ancillary resources. Describe the agency organization and list of the agencies personnel available to the District.
 - Briefly summarize your agency experience and overall qualifications as a Literacy-Focused Personalized and Blended Learning Solution provider for K-12 public school districts. Provide three (3) to five (5) references of existing clients.
 - Provide summary resumes and credentials for the professionals anticipated to be assigned to work with the District. (Professional resumes will not count toward six page maximum).
 - Provide documentation of system/technical requirements.
 - Provide a statement regarding your agency's ability to provide the scope of services requested.
 - Agency must provide at least 2 sample/demo accounts

4. Protected / Proprietary Information (optional)

Protected information should be clearly identifiable and included in the *Detailed Discussion* section of the proposal. Do not incorporate protected information throughout the proposal. Rather, provide a reference in the proposal response directing readers to the specific area of this Protected Information Section.

The Government Records Access and Management Act (GRAMA), UCA § 63G-2-305, provides in part that:

The following records are protected if properly classified by a government entity:

(1) trade secrets as defined in Section 13-24-2, the Utah Uniform Trade Secrets Act, if the person submitting the trade secret has provided the governmental entity with the information specified in UCA § 63G-2-309 (Business Confidentiality Claims);
(2) commercial information or non-individual financial information obtained from a person if: (a) disclosure of the information could reasonably be expected to result in unfair competitive injury to the person submitting the information or would impair the ability of the governmental entity to obtain necessary information in the future; (b) the person submitting the information has a greater interest in prohibiting access than the public in obtaining access; and (c) the person submitting the information has provided the governmental entity with the information specified in UCA § 63G-2-309;

And

(6) records, the disclosure of which would impair governmental procurement proceedings or give an unfair advantage to any person proposing to enter into a contract or agreement with a governmental entity, except, subject to Subsections (1) and (2), that this Subsection (6) does not restrict the right of a person to have access to, after the contract or grant has been awarded and signed by all parties.

Pricing may not be classified as confidential or protected and will be considered public information after award of the contract.

Process for Requesting Non-Disclosure: Any Offeror requesting that a record be protected shall include with the proposal a Claim of Business Confidentiality. To protect information under a Claim of Business Confidentiality, the Offeror must complete the Claim of Business Confidentiality form with the following information:

1. Provide a written Claim of Business Confidentiality at the time the information (proposal) is provided to the state, and
2. Include a concise statement of reasons supporting the claim of business confidentiality (UCA § 63G-2-309(1)).
3. Submit an electronic “redacted” (excluding protected information) copy of the proposal. Copy must clearly be marked “Redacted Version.”

An entire proposal cannot be identified as “PROTECTED”, “CONFIDENTIAL” or “PROPRIETARY”, and if so identified, shall be considered non-responsive unless the Offeror removes the designation.

Redacted Copy: If an Offeror submits a proposal that contains information claimed to be business confidential or protected information, the Offeror must submit two separate proposals: one redacted version for public release, with all protected business confidential information either blacked-out or removed, clearly marked as

"Redacted Version"; and a non-redacted version for evaluation purposes, clearly marked as "Protected Business Confidential."

All materials submitted become the property of Ogden School District. Materials may be evaluated by anyone designated by the District as part of the proposal evaluation committee. Materials submitted may be returned only at the District's option.

5. Fee Proposal (5 page Maximum)

Must be in a separate attachment from the technical proposal

- The District is interested in a Fee for Services arrangement under this agreement. All respondents must include a fee for services proposal.
 - a. Fee proposals should enumerate any costs the District can expect to be charged and specify the types of materials and services that would generate any additional charges; including ongoing costs, maintenance fees, technical support costs, and professional development costs.
 - b. Fee proposal should include single year and longitudinal costs for at least a five-year period.
 - c. Respondents are welcome to submit alternative fee proposals for consideration.

VI. Evaluation Process and Criteria

The Committee shall develop specific criteria and a rating and/or scoring methodology by which the general criteria will be evaluated. Evaluation shall be by individual rating/scoring or by group consensus or another method as deemed in the District's best interests. Based on the results of the initial evaluation, two to five respondents may be required to meet (face-to-face or online) with the selection committee for an oral presentation and comprehensive product demonstration.

Proposals, however, may be accepted without oral presentation and the District reserves the right to accept or reject any proposal. It is also the right of the District to waive any formality or technicality if determined to be in the best interest of the school district.

1. **Stage 1:** The Committee will evaluate each agency's proposal based on the listed requirements. The Committee will discuss all aspects of the evaluation process, (including system/technical requirements, professional/service requirements, pilots, fee proposals, and perception of agency's ability to accomplish scope of service) and select the Literacy-Focused Personalized and Blended Learning Solution to be presented for the Board's consideration.
2. **Presentations (OPTIONAL):** Based on the Committee's evaluation, two to five respondents may be selected to meet (online) with the Committee for an oral

presentation and comprehensive product demonstration. Proposals, however, may be selected without an oral presentation.

- **Oral Presentations and Product Demonstration:** During stage 2, committee members will have the opportunity to engage with agency representatives during an oral presentation and product demonstration. This stage will provide the agency to showcase their Literacy-Focused Blended Learning Solution and respond to committee members’ questions.
- **School/Classroom Pilots:** Prior to the final evaluation, committee members may pilot Literacy-Focused Personalized and Blended Learning Solutions at the district, school, and classroom level with the expectation to document experiential knowledge and provide detailed reports to all other committee members.

Evaluation Weighting

Stage 1

Category	Weight
Fee Proposal and Fee Schedule	30%
System and Technical Requirements	10%
Agency Qualifications, Experience, and Support	10%
Literacy-Focused Blended Learning Requirements <ul style="list-style-type: none"> ● <i>Committee Member’s Ratings & Notes</i> ● <i>Presentation Notes (optional)</i> ● <i>Limited Pilot Feedback (optional)</i> 	50%

Fee Proposal will not be the sole determinant for the award. Award shall be made to the respondent deemed most capable of accomplishing the Scope of Services required, taking into account the proposals and evaluation factors here outlined.

VII. Term of Agreement

The Contract resulting from this RFP shall be renewable annually for up to five (5) years. Tentative date for formal approval by the Board is **July 16, 2020**.

Effective date of contract will be **August 1, 2020**.

Annual renewal is contingent upon the District’s satisfaction with the services provided and overall performance of the agency.

VIII. Due Date

To qualify as a responsive proposal, **1 electronic copy of the technical proposal and 1 separate copy of the fee proposal** (a redacted hard copy with a corresponding electronic copy may also be submitted) must be uploaded to Sciquest not later than **2:00 pm MST on July 7, 2020**. ***If the cost proposal is not attached separately from the technical evaluation, the submission will be deemed non-responsive and will not be scored.***

IX. Tentative Timeline (Subject to modification)

RFP Advertised: June 22, 2020

Deadline for Questions: July 2, 2020

RFP Response Deadline: July 7, 2020

Product Demonstrations (optional): July 14, 2020

Final Proposal Evaluation: July 7, 2020 (no demos) or July 14, 2020 (with demos)

Board Action: July 16, 2020

Contract Effective Date: August 1, 2020

X. Questions and Contact Information

Questions, interpretations, clarifications or communication regarding **RFP 21-002** must be submitted through Sciquest and must be submitted by noon on **July 2, 2020**.

Responses to any postings shall be the responsibility of:

Ken Crawford- Director of Support Services

Contact made with any other Ogden School District personnel during the RFP process concerning the RFP may be considered grounds for disqualification.

RFP 21-002 will be posted on Sciquest

<https://solutions.sciquest.com/apps/Router/SupplierLogin?CustOrg=StateOfUtah>, which is where any addenda to this solicitation will be posted, up to 24 hours prior to the closing of the bid. It is the sole responsibility of all interested offerors to ensure submittals reflect all the details of the solicitation in its entirety.