



**Request for Proposals**  
**K-12 Student Assessment and Data Management Solution**  
**RFP 20-006**

**DUE:** September 26, 2019 | 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. Multi-Stage Evaluation Process and Criteria	11
VII. Term of Agreement	12
VIII. Due Date	12
IX. Tentative Timeline (Subject to modification)	13
X. Questions and Contact Information	13

## I. Purpose

Ogden School District (the “District”) (OSD) is seeking a web-based student assessment and data management solution that will bolster our core teaching and learning practices (full implementation beginning in **SY 2019- 2020**). The district’s goal in this evaluation process is to provide our learning communities with a technology-enhanced platform that will support our educators in creating, managing, and administering district-level common interim assessment and classroom-level formative assessments. 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 goals and standardized competencies.

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) improving access to meaningful content, (b) increasing effectiveness of instructional practices, (c) providing technological assets that promote creativity, connections, and innovation, and (d) engaging students in rigorous activities/assessments.

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, assessment and data management solutions for medium to large K-12 public school districts. The selection and implementation of a district-wide assessment and data management 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 assessment platform; access to technology-enhanced assessment items; 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 Assessment and Data Management Solution Selection Committee (the “Committee”) is composed of highly-qualified teachers, 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 multi-stage 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 Kindergarten through Grade 12 student enrollment of approximately 11,500 students. 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’s 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	OneRoster Clever
Early Warning System	Panorama Student Success
School Communication	Blackboard Connect
Productivity	G Suite for Education
Assessment System	Illuminate Data and Assessment
Library Management	Follett
Learning Management System	Google Classroom (K-6) Canvas LMS (7-12)

---

## IV. Scope of Services

The desired outcome for this evaluation and selection process is to provide our learning communities with a technology-enhance solution that will effectively support teaching and learning practices in our kindergarten through 12th-grade classrooms and offer all teachers and students greater access to high-quality, relevant assessment and data management tools.

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 assessment and data management solutions in relation to the selection criteria.

### System and Technical Requirements

1. Web-based and accessible via laptops, Chromebooks, and iPads
2. Support Chrome, Firefox, and 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. Does not require local client installation
6. System must be compatible with Microsoft Active Directory, Google SSO, LDAP or SAML for authentication
7. System features can be updated and/or phased in overtime without disruption and at no additional cost to district
8. *Optional value add:* System integrates with Google Classroom and Canvas Learning Management System
9. *Optional value add:* Ability for system administrators to login as or mimic specific users to experience system from users' perspective

## Data Management & Reporting Requirements

1. Must support direct database SQL connections or provide Application Programming Interface (API) to extend functionality and integrate with third-party solutions
2. System should be compatible with the Ogden School District's student information system (Aspire), ClassLink, OneRoster, and/or Clever.
  - a. Please include your tech support contact information so the District can determine specific compatibility.
3. Permissions-based access to assessments, reports, and data for administrators, teachers, and students.
4. User data can be exported to PDF, MS Excel **or** as a CSV file.

## Assessment and Item Requirements

### Assessments

1. System founded on a unified platform through which users create, administer, track, and report on student assessments.
2. Includes a standards-based assessment system with the ability to accommodate competency-based learning requirements.
3. Ability to monitor test sessions in real time.
4. Ability to view district, school, grade, classroom, and student-level reports.
5. Ability to deliver assessments via paper, hybrid (PDF/Doc upload), and/or online.
6. Ability to create, schedule and administer assessments aligned to national, state or local standards/competencies.
7. Ability to create, schedule and administer district common interim/benchmark assessments, school-level assessments, common (shared among team) formative assessments, and classroom formative assessments.
8. Ability to create test keys and print answer sheets (i.e. bubble sheets).
9. Ability to activate embedded assessment tools; including highlighting, flagging, answer choice cross-out, and pause features.
10. Ability to assign assessments to all schools or sets of schools and/or all students or sets of students within a classroom.
11. Ability to create share assessments with district and/or school users.
12. Ability to enable access to assessments by role and site.
13. Ability for district to define cut scores for each test administered.

## Items

1. Ability to create and share assessment item banks at the district and/or school level.
2. Ability to create, manage, and publish items from a variety of sources including district created and 3rd party item banks.
3. Ability to author items in multiple formats. Examples include multiple choice, True & False, gridded response, drag and drop, graphing, categorization, sentence response, passage-based, in-line response, hotspot, matching, and/or constructed response, matching tables, and line plotter.
4. Ability to set partial scoring for user-created multi-part items.
5. Ability for items to be linked to multiple standards/competencies.
6. Ability to search/filter item bank by standards, keyword, grade, subject, categories (i.e., Blooms, Webb, & Cognitive Level), item type, etc.

## Student Data Privacy and Security Requirements

1. Allow the District to configure roles and permissions to control access to student data.
2. All 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 assessment and data management system deployment/implementation specialists to drive a successful implementation with an assigned Project Manager to oversee product implementation, training, and overall client support.
2. Agency's customer support is available via phone, email, or online support portal with a guaranteed response of one business day after receiving notice of issue.
3. Agency offers initial on-site training, training of trainers, and refresher trainings 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 maintains thorough online knowledge base; including training documents, user guides, and administration guides.
8. Agency provide information regarding planned scheduled maintenance and product releases to allow the District to preview changes prior to deployment.

### **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 provider can present multiple references from districts of similar size and requirements as Ogden School District.
- 

### **V. Proposal Response**

Each respondent should set forth its most compelling case as to its ability to provide an assessment and data management system, based on the scope of services required. All 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 Assessment and Data Management 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 Assessment and Data Management 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 an Assessment and Data Management 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 15 sample/demo accounts
  - [Requirements for Access to Assessment and Data Management Solution](#)

#### **4. Protected / Proprietary Information**

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 --- **Separately Sealed**)**

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 longitudinal costs for at least a five-year period.
- c. Respondents are welcome to submit alternative fee proposals for consideration.

---

## VI. Multi-Stage 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 and select two to five respondents to continue to stage 2.
2. **Stage 2:** Based on the Committee's evaluation, **two to five respondents** will be selected to meet (face-to-face or 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 assessment and data solution and respond to committee members' questions.
  - **School/Classroom Pilots:** Prior to the final evaluation, committee members will pilot assessment and data management solutions at the district, school, and classroom level with the expectation to document experiential knowledge and provide detailed reports to all other committee members.
4. **Stage 3:** The Committee will convene to 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 assessment and data solution to be presented for the Board's consideration.

### Evaluation Weighting

#### Stage 1

Category	Weight
General Solution Requirements	70%
System and Technical Requirements	20%

Agency Qualifications, Experience, and Support	10%
--	-----

## Stage 2

Category	Weight
Agency Presentation - Information Only	N/A
Limited Pilot - Information Only	N/A

## Stage 3

Category	Weight
Fee Proposal and Fee Schedule	30%
System and Technical Requirements	10%
Agency Qualifications, Experience, and Support	10%
Perception of Agency's Ability to Accomplish Scope of Service <ul style="list-style-type: none"> <li>• <i>Presentation Notes</i></li> <li>• <i>Limited Pilot Feedback</i></li> <li>• <i>Committee Member's Perceptions</i></li> </ul>	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 **December 12, 2019**.

Effective date of contract will be **July 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, three (3) hard copies of the proposal and 1 electronic copy (a redacted hardy copy with a corresponding electronic copy may also be submitted) must be sealed and received by Ken Crawford, Director of Purchasing (1950 Monroe Blvd. Room 210, Ogden, Utah 84401) not later than **2:00 pm on September 26, 2019**. Outside of submission must be marked **RFP 20-006**.

## **IX. Tentative Timeline (Subject to modification)**

RFP Advertised: August 13, 2019

Deadline for Questions: September 12, 2019

RFP Response Deadline: September 26, 2019

Service Provider Demonstrations: November 11-15, 2019

Final Proposal Evaluation: December 3, 2019

Board Action: December 12, 2019

Contract Effective Date: July 1, 2020

---

## **X. Questions and Contact Information**

Questions, interpretations, clarifications or communication regarding RFP **20-006** must be submitted through Sciquest and must be submitted by noon on September 12, 2019. 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 **20-006** 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.