



**Cleveland School District**

*Where Learning is Essential*

*Otha Belcher Jr., Ed.D*

*Superintendent, Cleveland School District*

*662-843-3529*

## **REQUEST FOR PROPOSAL**

**This Request for Proposal will require the proposal submissions to include a contractor summary of their business, capabilities and methodology for completing the proposal, expected results, executives, staffing, and management required for completion, communication details, equipment needed, expense breakdown, expense summary, details of licensing and bonding if they have any, insurance details.**

### **PROJECT NAME:**

**Web-Based English Language Arts and Mathematics Assessment and Instruction Program**

**Cleveland School District**

**305 Merritt Drive**

**Cleveland, Mississippi 38732**

**PH: 662-843-3529      FAX: 662-579-3090**

**[aharris@cleveland.k12.ms.us](mailto:aharris@cleveland.k12.ms.us); [clangin@cleveland.k12.ms.us](mailto:clangin@cleveland.k12.ms.us)**

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# Cleveland School District

305 Merritt Drive, Cleveland, MS 38732

## ADVERTISED REQUEST FOR PROPOSAL

### Web-Based English Language Arts and Mathematics Assessment and Instruction Program

The Cleveland School District Board of Trustees will accept sealed proposals in the Office of the Superintendent, subject to the attached conditions, until August 5, 2019, at 2:00 PM Central Standard Time for the acquisition of the products and/or services described below.

#### Web-Based ELA and Mathematics Assessment and Instruction Program

The Company/Vendor must submit bid proposals to:

Cleveland School District

Office of the Superintendent

ATTENTION: Dr. Angela Harris – Cleveland School District, 305 Merritt Drive, Cleveland, MS 38732

The Company/Vendor may submit direct inquiries to:

[aharris@cleveland.k12.ms.us](mailto:aharris@cleveland.k12.ms.us) 662-843-3529

To prevent opening by unauthorized individuals, all copies of the proposal must be sealed in the package. The following must be clearly typed on a label affixed to the package in a clearly visible location:

PROPOSAL, SUBMITTED IN RESPONSE TO REQUEST for RFP  
Web-Based English Language Arts and Mathematics Assessment and Instruction Program  
August 8, 2019, 2:00 P.M. Attention: Dr. Angela Harris

The Cleveland School District Board of Trustees reserves the right to accept or reject any part of a bid, any and all bids and waive formalities.

If the agency is closed for any reason, including but not limited to: acts of God, strikes, lockouts, riots, acts of war, epidemics, governmental regulations superimposed after the fact, fire, earthquakes, floods, or other natural disasters (the "Force Majeure Events"), which closure prevents the opening of bids at the advertised date and time, all bids received shall be publicly opened and read aloud on the next business day that the agency shall be open and at the previously advertised time. The new date and time of the bid opening, as determined in accordance with this paragraph, shall not be advertised, and all bidders, upon submission of a bid proposal, shall be deemed to have knowledge of and shall have agreed to the provisions of this paragraph. Bids shall be received by the agency until the new date and time of the bid opening as set forth herein. The agency shall not be held responsible for the receipt of any bids for which the delivery was attempted and failed due to the closure of the agency as a result of a Force Majeure Event. Each bidder shall be required to ensure the delivery and receipt of its bid by the agency prior to the new date and time of the bid opening.

For Cleveland School District Use Only	
Date Received	Time Received
Received By (Print)	Received By (Signature)

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# Cleveland School District Request for Proposal

## SECTION I

Provide the following information regarding the person responsible for the completion of this bid proposal. This person will be the individual that the Cleveland School District should contact for questions and/or clarifications.

Company/Vendor	
Organization Name	Federal Tax ID Number
Contact Person	Phone Number
Physical Address	Mailing Address
E-mail Address	Fax Number
<p>I, hereby, declare that the information provided in this bid proposal is active, valid and a full disclosure of requested information. I am fully authorized to represent the organization listed above, to act on behalf of it, and to legally bind it in a matter related to this bid proposal.</p> <p>Subject to the acceptance by the Cleveland School District, the Company/Vendor acknowledges that by submitting a bid proposal and signing in the space indicated below, the vendor is contractually obligated to comply with all items in this bid advertisement. If no Proposal Exception Form is included, the company/vendor indicates that there are no exceptions to the bid proposal being submitted.</p> <p>The Company/Vendor further certifies that the organization represented here is an authorized dealer in good standing of the products/services included in this bid proposal.</p>	
Name	Title
Authorized Signature	Date

### Configuration Summary

In 100 words or less, provide a summary of the main components of products/services offered in this proposal.

## SECTION II

### PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive RFP process.

#### Schedule of Request for Proposal Activities

ACTIVITY	DATE
Advertisement	July 24, 2019
Second Advertisement	July 26, 2019
Bid Proposals Opened	August 8, 2019
Notification of Award by	August 15, 2019

The proposal submission must be sealed and consist of one (1) complete original (marked) bid proposal and three (3) copies of the proposal. Proposals must be mailed or hand-delivered with the following label in a clearly visible location:

<p>PROPOSAL SUBMITTED IN RESPONSE TO RFP for Web-Based English Language Arts and Mathematics Assessment and Instruction Program August 8, 2019      ATTENTION: Dr. Angela Harris</p>
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Proposals submitted electronically or by facsimile (fax) will not be accepted.

The Cleveland School District will not be responsible for mail delays or lost mail. Therefore, it is suggested that mailed bid proposals be sent as certified mail with a return receipt guarantee.

All proposals must be received by the Cleveland School District's Office of the Superintendent no later than August 8, 2019 at 2:00 PM Central Standard Time. Any bid proposals received subsequent to the specified date and time will not be accepted and will remain unopened on file for a period of 90 days.

The bid proposal must be signed by a company official authorized to bind the organization to its provisions.

Receipt or acceptance of a proposal does not imply commitment or obligation on the part of the Cleveland School District to fund any bid proposal submitted.

#### Pricing

The price quoted in the proposal should be inclusive. Quoted prices should include applicable fees, maintenance costs, as well as a detailed list of excluded fees with a complete explanation of the nature of the fees. The Cleveland School District will provide tax exemption certificates for state and federal taxes when applicable.

All bids should include item unit prices and total prices. Discrepancies between unit price included in bid proposal and total prices extension will be resolved by considering the unit price as binding and will adjust the

total price accordingly. The Cleveland School District reserves the right to accept bid proposals on the basis of individual line item or total bid price, whichever will provide the maximum benefit to the school district.

### **Standard of Quality**

Programs and features that refer specifically to certain educational companies are used to convey to prospective bidders the desired feature. However, prospective bidders may submit features and/or programs in lieu of those that may be mentioned, provided that such program or feature is similar in design and purpose and equal in quality unless otherwise indicated. Complete descriptions and specifications must be included for all substitutions. The Cleveland School District will be the sole judge as to whether or not the program or features offered are equal to that specified.

### **Right to Adjust or Reject Bid Proposals**

The Cleveland School District reserves the right to reject any or all bid proposals of any company or vendor and waive formalities. Furthermore, the Cleveland School District reserves the right to adjust quantities of materials/resources involved under any item in accordance with the unit prices submitted as part of the proposal.

All awards will be based upon availability of funds. The Cleveland School District reserves the right to terminate or modify any part of this procurement process at any time and for any reason; to award one (1) contract or multiple contracts; to negotiate changes; to make no awards; and to issue new and/or revised policies and clarifications at any time. If it becomes necessary to revise any part of the advertised bid, addenda will be provided to all companies/vendors who received the original advertised bid packet through written communication delivered by the United States Postal Service and/or by e-mail.

### **Delivery of Services**

All programmatic components and services to be furnished shall be installed on or before September 1, 2019.

### **Presentations**

Vendors may be required to make an oral presentation to the Cleveland School District evaluators if clarification of a bid proposal is necessary to make a proper evaluation. A company's original bid proposal cannot be changed in any aspect as a result of an oral presentation. The oral presentation is only intended to provide an opportunity for vendors to clarify specific portions of their proposal. Oral presentations will be arranged at the discretion of the Cleveland School District and will be by invitation only.

### **References**

References from three (3) K-12 educational institutions or institutions of higher learning currently being serviced for which comparable products or services have been provided and/or performed must be included in the proposal. The reference list must include the organizations' names, contact persons, addresses, and phone numbers.

### **Evaluation and Awarding of Bid**

The bid award will be based on quality of response, company/vendor qualifications and references, proposal plan, and cost with priority given to best values considering price, conformance to specifications, and ability to deliver products, features, and services within the allotted time-frame. All submitted proposals will be reviewed and evaluated by school district officials who have a legitimate interest in the products and/or services.

All prospective vendors will be notified of the decision regarding the bid award.

### SECTION III

<b>Web-Based ELA and Mathematics Assessment and Instruction Program Specifications</b>
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The Cleveland School District is seeking an integrated assessment and instruction solution specifically designed and developed to address the Mississippi College and Career Readiness Standards in English language arts and mathematics. The blended learning solution should include a web-based computer diagnostic assessment and comprehensive reporting suite for grades K-8, plus interim growth monitoring, assessment of grade-level standards, differentiated online instruction, and downloadable teacher and student resources to guide instruction. The following specifications are intended to define the minimum requirements of an acceptable English Language Arts and Mathematics program.

Bidders should complete the table below by placing an “X” in the appropriate column, indicating a compliance to required specification. For all items marked “Yes,” please include a narrative justification.

	SPECIFICATIONS	YES	NO
<b>ASSESSMENT</b>			
1	Online, vendor hosted, computer-adapted diagnostic assessment for students in grades K-8 (with a reading screener for students in grades 9-12 to assess students) in English Language Arts		
2	Online, vendor hosted, computer-adapted diagnostic assessment for students in grades K-8 (with a mathematics screener for students in grades 9-12 to assess students) in Mathematics		
3	The diagnostic assessment quantitatively measures student performance across a common, vertically-aligned, scaled score spectrum that is independent of student grade level		
4	The solution provides computer-adaptive growth monitoring assessments for students in grades K-8 in ELA and mathematics		
5	The solution provides an integrated measure of grade-level standard assessments to evaluate students’ proficiency on specific standards		
6	The assessments must be reviewed by National Center for Intensive Intervention (NCII) as a screener or progress monitoring tool		
<b>INSTRUCTION</b>			
7	Blended (offline and online) lessons and activities designed for the Mississippi College- and Career-Readiness Standards (MCCRS) that target ELA instruction at the sub-skill level for grades K-8		
8	Blended (offline and online) lessons activities designed for the Mississippi College- and Career-Readiness Standards (MCCRS) that target Writing instruction		
9	Blended (offline and online) lessons and activities designed for the Mississippi College- and Career-Readiness Standards (MCCRS) that target Mathematics instruction at the sub-skill level for grades K-8		
10	The solution includes interactive, differentiated online instruction in ELA and mathematics		
11	Automated, customizable individual learning progressions are supported with computer-assisted instruction, which also provides and assigns additional point-of-use instructional support material and activities based on skill progression		

12	Online instruction is effective with a wide range of students and includes immediate corrective feedback, remediation for students struggling with specific concepts, and enrichment for high ability students		
13	The solution includes high-interest instructional materials that focus on building reading/math fluency while scaffolding conceptual understanding		
14	The solution includes implicit and explicit motivational strategies to foster and maintain student engagement		
15	Reading passages place an emphasis on complex, authentic texts with informational and literary texts included equally and separately		
16	Supports the eight mathematical practices with a focus on conceptual math understanding, procedural fluency, and application		
<b>REPORTING</b>			
17	Reports must be available online at the district, class, school, instructional group, and individual level		
18	User-friendly reporting system including easy-to-read reports with standard and flexible performance level bands and growth targets		
19	Longitudinal data provided for individual students		
20	Reports should include normed data, predicted proficiency for Mississippi Academic Assessment Program, a Lexile and Quantile score, performance against the standards, and information about next steps for students		
21	The solution should contain a parent report that reports Diagnostic performance		
22	Addresses Response to Intervention requirements as they relate to progress monitoring		

## SECTION IV

### **Vendor Requirements**

The vendor will be required to provide an IRS W-9 form. The vendor, if awarded, will ensure compliance with the MS Employment Protection Act, Section 71-11-1, et seq. of the Mississippi Code Annotated (Supp2008), and will register and participate in the status verification system for all newly hired employees. The term “employee” as used herein means any person that is hired to perform work within the State of Mississippi. As used herein, “status verification system” means the Illegal Immigration Reform and Immigration Responsibility Act of 1996 that is operated by the United States Department of Homeland Security, also known as the E-Verify Program or any other successor electronic verification system replacing the E-Verify Program. Vendor will agree to maintain records of such compliance and, upon request of the State, to provide a copy of each such verification to the State.

Vendor acknowledges and certifies that any person assigned to perform services hereunder meets the employment eligibility requirements of all immigration laws of the State of Mississippi.

Vendor acknowledges that violating E-Verify Program (or successor thereto) requirements subjects Vendor to the following: (a) cancellation of any state or public contract and ineligibility for any state or public contract for up to three (3) years, with notice of such cancellation being made public, or (b) the loss of any license, permit, certification or other document granted to Vendor by an agency, department or governmental entity for the right to do business in Mississippi for up to one (1) year, or (c) both. Vendor would also be liable for any additional costs incurred by the State due to contract cancellation or loss of license or permit.

### **Vendor Profile and Questions**

Provide a brief history and description of your company/organization including years in business and total number of employees.

#### ***Product Overview***

Provide a brief overview of your product solution addressed in this RFP that outlines how the product meets the specifications in Section III on page 6.

#### ***Professional Learning Support Systems***

Describe the professional development services provided with the product. Be sure to indicate whether the services are embedded, onsite, virtual, etc. A draft implementation and professional development plan should be included. Additional professional development days should not be limited and should be available to provide support for the length of the bid and at the same cost.

#### ***Research Foundation***

Describe your product’s research base to include in-house and third-party studies that outline significant findings. Efficacy research showing that the solution meets ESSA Level 3 or better evidence should be included. Include recommended usage to obtain desired results.

***Quality Control***

Describe your ability to provide consistent support of the program for an extended period.

Describe your policy and/or procedures for addressing the obsolescence of key components while under contract and when no longer under contract.

By what means does your company alert customers of impending program feature changes or upgrades?

How often are components/features upgraded?

***Customer Support***

Describe your company's support capabilities as it relates to the product and performance including the hours of availability.

Describe in detail your customer support. Is it located within the boundaries of the United States? Is it staffed with employees or third-party contractors?

**SECTION V**

**Proposal Assurances**

We do furnish and deliver the services and products as listed in the proposal according to your specifications and quantities at the unit prices listed. These prices will be guaranteed until \_\_\_\_\_ (please enter date).

Both unit prices and total prices have been submitted with the understanding that we will be responsible for making complete delivery accordingly. We also agree not to request permission to withdraw our bid after bids have been publically opened.

<b>Proposal Assurances Confirmation</b>	
Company Name	Company Address
Contact Name and Title (Print or Type)	Phone Number
Signature	Date
Name	Title

## Bid Proposal Response Checklist

These items should be included in your Response to the Proposal (RFP)

X	#	Response
	1	One (1) original (marked) bid proposal.
	2	Section I – Submission Cover Sheet and Configuration Summary (signed and dated)
	3	Section II – Proposal Guidelines and Requirements
	4	Section III – Program Specifications (point-by-point)
	5	Section IV – Vendor Profile and Questions (completed responses)
	6	Section V – Proposal Assurances (signed and dated)
	7	Section VI – Proposal Exception Summary Form (if applicable)
	8	IRS W-9 Form
	9	3 copies of the proposal
	10	3 References

### SECTION VI

#### Proposal Exception Summary Form

List and clearly explain any exceptions for all specifications and sections in the table below.

X	RFP Reference (Reference the specification number and/or section number)	Vendor Proposal Reference (Reference page, section, and items in bid proposal where exception is explained)	Brief Explanation of Exception	PCPSD Acceptance (PCPSD signature if accepted)