Panel for Educational Policy
Contract Agenda
January 19, 2011

Item: 1 **Description:** Dial-A-Teacher Program to provide free homework assistance for parents and students directly over the telephone, Monday through Thursday, from 4:00 p.m. to 7:00 p.m.

Term: 3 years **Options:** None **Funding:** Tax Levy

Division: Office of Curriculum & Professional Development **Contract Type:** Requirements

Vendor Name	Estimated Annual Amount
United Federation of Teachers Educational Foundation	$937,199

Item: 2 **Description:** Subscription to Work Sampling Online, an online data management service to digitally record and store teacher's observations, photos, sound files, video clips and student portfolios that have been collected as assessment data for early childhood classes using the Work Sampling System.

Term: 15 months **Options:** None **Funding:** ARRA

Division: Office of Curriculum & Professional Development **Contract Type:** Full Value

Vendor Name	Annual Amount
NCS Pearson, Inc.	$211,200

Item: 3 **Description:** Materials and services related to the Specialized High Schools Admissions Test (SHSAT).

Term: 6 years **Options:** None **Funding:** Tax Levy

Division: Accountability and Achievement Resources **Contract Type:** Requirements

Vendor Name	Estimated Annual Amount
NCS Pearson, Inc.	$2,544,498

Item: 4 **Description:** Consultant support for the development of a performance management strategy for teachers and schools leaders.

Term: 2 months **Options:** None **Funding:** Federal

Division: Division of Human Resources **Contract Type:** Full Value

Vendor Name	Annual Amount
The Parthenon Group	$400,000

Item: 5 **Description:** Literacy professional development and coaches for various math programs in schools, central offices and school support organizations.

Term: 5 years **Options:** None **Funding:** Various

Division: School Support and Instruction **Contract Type:** Requirements

Vendor Name	Estimated Annual Amount
New York University	$180,000

Item: 6 **Description:** Professional development for school leaders and teachers in instructional strategies, student-centered academic counseling services, sustainable leadership, quality teaching and student achievement.

Term: 5 years **Options:** None **Funding:** Various

Division: School Support and Instruction **Contract Type:** Requirements

Vendor Name	Estimated Annual Amount
Board of Jewish Education	$80,000
School Leaders Network, Inc.	$61,000
Transforming Education in America LLC (T.E.AM)	$61,000

Item: 7 Withdrawn

Item: 8 **Description:** Professional development services to improve student knowledge through increased technological pedagogy and the use of multimedia and web-based learning tools in schools.

Term: 5 years **Options:** None **Funding:** Various

Division: Accountability and Achievement Resources **Contract Type:** Requirements

Vendor Name	Estimated Annual Amount
A.U.S.S.I.E	$400,000
Adaptive Curriculum - SEBIT, LLC	$120,000
CaseNEX, LLC	$120,000
Classroom Inc.	$120,000
Digital Age Learning	$120,000
JDL Horizons, LLC.	$120,000
National Urban Technology Center, Inc.	$120,000
Presentation Products, Inc	$120,000
RFC on behalf of CUNY Grad. Center & Stanton/Heiskell Center/Project Stetch	$120,000

Item: 1

Description:

Dial-A-Teacher Program to provide free homework assistance for parents and students directly over the telephone, Monday through Thursday, from 4:00 p.m. to 7:00 p.m.

REQUEST FOR AUTHORIZATION FOR THE UFT TO PROVIDE DIAL-A-TEACHER SERVICES

Estimated Contract Cost	Funding Source	Contract Term	Options	Procurement Method	Is Contract Retroactive?	Contract Type
$937,199 / $2,811,597	Tax Levy	Three Years (7/1/10 – 6/30/13)	None	Committee on Contracts (COC)	Yes	Requirements
Vendor Name & Address	United Federation of Teachers Educational Foundation, Inc. (UFT) 52 Broadway, 14th Floor New York, NY 10004					

Service Requestor/Contract Manager	Division of Contracts & Purchasing Contact
Gregg Betheil Executive Director, Postsecondary Pathways & Planning Office of the Deputy Chancellor for Instruction	Bashar Assana, Procurement Analyst Central Office Procurement

STATEMENT OF PURPOSE

Authorization is requested to contract with the United Federation of Teachers Educational Foundation, Inc. ("UFT"), to provide the Dial-A-Teacher (DAT) program for students and parents.

DISCUSSION

The DAT program provides free homework assistance for parents and students directly over the telephone, Mondays through Thursdays, from 4:00 PM to 7:00 PM, beginning at the opening of school in September and continuing through the school year. It has served over 80,000 students, as well as providing parent workshops for approximately 2,500 parents, annually. The teachers who respond to student or parent telephone calls have an average of over 20 years of experience in the New York City public school system. Calls are handled in ten different languages.

Students and parents with questions about homework assignments can call the DAT phone number and receive help from a New York State licensed and fully certified teacher. The DAT program now includes teachers proficient in all secondary school level subjects so all calls can be handled, whatever the subject, Grades K-12. The program staff consists of 50 teachers, one program director, one workshop coordinator, two secretaries, one office assistant, and two student interns from City public schools. The DAT teachers do not simply give students the answers to the homework problems; rather, concepts are re-taught over the phone so that students fully understand the topics and the problems. DAT gives students an opportunity to talk one-on-one with teachers in a way that the average classroom often does not allow.

Additionally, the program conducts 150 parent workshops throughout the City each year. Parent Associations get to choose from a list of eight different workshops topics aligned with current educational content and practices. These workshops, usually 90 minutes in length, are held in schools or at DAT headquarters.

Funding for DAT is shared by the DOE (via the City Council) and the UFT; the DOE pays the salaries of the two full-time teachers assigned and the per-session salaries of the 50 teachers on

the program staff. Additionally, a lump sum of OTPS money is provided to pay for postage, office supplies, textbooks, educational materials, consulting fees, program research, and evaluation. UFT in-kind contributions to the program cover the salary of the program director, the salaries of the office staff (including the student interns), office phone and fax, printing of publicity items, and valuable real estate (i.e., three-quarters of the ninth floor at 50 Broadway).

A Request for Bids (RFB) for these services was not done because the Dial-A-Teacher program, a joint project of the United Federation of Teachers (UFT) and the DOE, has been in successful operation for more than 28 years.

The program office has determined that the UFT continues to have the capacity to provide services in the timeframe required, at competitive prices, and at a consistently high level of quality. The budgetary information presented has shown the associated costs of the program to be in line with the contract currently in place and is fairly presented in all areas (i.e., a 6.3 percent increase over the term of the contract). In light of the above, the Committee on Contracts granted approval to contract with the UFT.

This contract is retroactive because of delays in the background check and the competitive pricing verification processes, as well as changes in the program office's staff.

The DCP conducted a background check, including the City's VENDEX files, its own procurement and performance review files, and Dunn & Bradstreet's financial reports, and found no significant adverse information. It has therefore determined that the vendor is responsible with respect to this procurement.

Item: 2

Description:

Subscription to Work Sampling Online, an online data management service to digitally record and store teacher's observations, photos, sound files, video clips and student portfolios that have been collected as assessment data for early childhood classes using the Work Sampling System.

REQUEST FOR AUTHORIZATION TO CONTRACT WITH NCS PEARSON TO PROVIDE WORK SAMPLING ONLINE SERVICES VIA SUBSCRIPTION

Annual/ Total Contract Amount	Funding Source	Contract Term	Options	Procurement Method	Is Contract Retroactive?	Contract Type
$211,200/ $264,000	Tax Levy	6/1/11 – 8/31/12	None	Negotiated Service	No	Fixed Price
Vendor Name & Address	NCS Pearson, Inc. 5601 Green Valley Drive Bloomington, MN 55437					

Service Requestor/Contract Manager	Division of Contracts and Purchasing Contact
Dominique West Director of Operations Office of Early Childhood Education	James McBride Chief Administrator

STATEMENT OF PURPOSE

Authorization is requested to contract with NCS Pearson (Pearson) for the use of Pearson's Work Sampling Online (WSO) assessment data management system for Pre-Kindergarten and early childhood student assessments.

DISCUSSION

The DOE already uses Pearson's Work Sampling System® (WSS) in 46 schools with 270 early childhood classes. WSS enables continual progress monitoring from multiple sources, documented through developmental guidelines, checklists, and portfolios. Assessments are summarized three times per year for each child. WSS is the only developmentally appropriate assessment tool that has the capacity to cover the full range of the early childhood grades, Pre-K (age 3) to Grade 3, with unique guidelines for each developmental age/grade level. Because WSS is a formative assessment tool that will correspond with any school curriculum and instructional model, it can function in schools that alter their curricula, instructional program, and/or leadership.

This contract will allow Office of Early Childhood Education (OECE) to use Work Sampling Online (WSO), Pearson's online data management service, to digitally record and store teacher observations, photos, sound files, video clips, and student portfolios that have been collected as assessment data for early childhood classes using WSS. The WSO subscription service complements and facilitates WSS.

The proposed contract represents an effort to leverage OECE's FY 2009-10 investment of $628,520 in WSS, with the objective of attaining greater program efficiency. In the summer and fall of 2010, OECE hosted WSS professional development workshops for school administrators and school support staff, and facilitated several other professional development sessions for 700 education professionals. OECE will host additional WSS professional development sessions over the remainder of the current school year.

Pearson's proposed pricing for WSO is based on the number of student licenses issued per year, with prices ranging from $6.50 to $19.95 per student. Based on an estimated 33,000 users, the DOE's cost per student will be $8.

Pricing is based on a pre-paid one-year subscription. No other entity has been offered or has secured better pricing than the offer made to the DOE; accordingly, the pricing is deemed fair and reasonable.

Additionally, WSS is funded by ARRA (American Recovery and Reinvestment Act).

This procurement is being done as a Negotiated Service rather than as a Request for Bids (RFB) because there are no alternatives to purchasing this subscription from Pearson, the sole source proprietor of WSS and Work Sampling Online®. Moreover, the DOE possesses neither the personnel nor the expertise to replace these services. The DOE's Committee on Contracts reviewed and approved the contract action on November 22, 2010.

The DCP has performed a background check, including a review of VENDEX, the federal debarment list, and its own internal records, and found no significant adverse information; accordingly, it has determined NCS Pearson to be responsible.

Item: 3

Description:

Materials and services related to the Specialized High Schools Admissions Test (SHSAT).

REQUEST FOR AUTHORIZATION FOR NCS PEARSON, INC., TO PROVIDE MATERIALS AND SERVICES RELATED TO THE SPECIALIZED HIGH SCHOOLS ADMISSIONS TEST (SHSAT) – RFP R0753

GENERAL INFORMATION

Estimated Annual/ Per Test Cycle Cost; Total Contract Cost	Funding Source	Contract Term	Procurement Method	Is Contract Retroactive?	Contract Type
Test Cycle 1: SHSAT $1,633,346 Optional Pre-SHSAT $911,152 **Test Cycle 2:** SHSAT $1,633,346 Optional Pre-SHSAT $271,531 **Test Cycle 3:** SHSAT $1,484,523 Optional Pre-SHSAT $271,531 ****Test Cycle 4:** SHSAT $1,484,523 Optional Pre-SHSAT $271,531 ****Test Cycle 5:** SHSAT $1,484,523 Optional Pre-SHSAT $271,531	Tax Levy	Six Years/ Five Test Cycles	Request for Proposals (RFP)	No	Requirements
TOTALS: **SHSAT** $7,720,261 **Optional Pre-SHSAT** $1,997,276 **Contract Cost** $9,717,537					
Vendor Name & Address	**NCS Pearson, Inc.** **5601 Green Valley Drive,** **Bloomington, MN 55437**				

Service Requestor/Contract Manager	Division of Contracts & Purchasing Contact
Niket Mull, Director Division of Performance and Accountability (DPA)	Bashar Assana, Procurement Analyst Central Office Procurement

STATEMENT OF PURPOSE

Authorization is requested to contract with NCS Pearson, Inc ("Pearson") for the provision of materials and services related to the Specialized High Schools Admissions Test ("SHSAT"). The current contract for the SHSAT administration is also with Pearson, and it expires on September 30, 2011. Services are anticipated to commence on or about January 1, 2011, and will cover five test cycles/six years. The DOE will also reserve the option to procure services related to the Pre-SHSAT. The estimated total cost for this contract is $9,717,537 (SHSAT: $7,720,261; Pre-SHSAT: $1,997,276). Year/Test Cycles 4 and 5 (indicated by asterisks in the table above) of the contract will be adjusted based on the U.S. Department of Labor Producer Price Index (PPI).

DISCUSSION

The SHSAT is an examination administered to Grade 8 and Grade 9 students to determine admission to all but one of the City's Specialized High Schools. The test is given in the fall for admission the following school year. New York State Education Law requires that admissions to the specialized high schools be determined by a competitive examination. The SHSAT assesses the knowledge and skills needed for success in high schools for high-achieving students. Approximately 30,000 eighth graders and 2,000 ninth graders take the SHSAT annually. The Grade 8 test must reflect New York City curriculum through Grade 7, while the Grade 9 test must reflect the curriculum through Grade 8.

Administrator manuals and student handbooks must be prepared for distribution prior to each test cycle. Services needed include administration of the Grade 8 and Grade 9 SHSAT, as well as an online student Pre-SHSAT program and teacher professional development.

A competitive bid was not a suitable procurement method as services must be evaluated based on qualitative aspects of the program(s) and proposers are required to have extensive experience in the development and administration of assessments. Further, competition is limited and there is a critical time constraint as student handbook development must begin prior to the 2011 test administration.

An RFP was released in May 2010, seeking a contractor to develop and administer the SHSAT (essential services) and provide schools with instructional resources online for Pre-SHSAT (desired services). These resources are intended to increase exposure of SHSAT to all students and to boost participation. Additionally, the vendor will provide professional development and training materials for Grade 7 and Grade 8 teachers. Potential contractors were required to propose for both essential and desired services and it included options to propose for: 1) the licensing of existing items, 2) the DOE to retain sole ownership of newly developed items, and/or 3) the DOE to license newly developed items.

An evaluation committee consisting of members from the DPA, Division of School Support & Instruction, Office of Student Enrollment, and Division of Portfolio Planning, evaluated proposals based on the following criteria: Program Plan (25 points), Organizational Capacity (25 points), Demonstrated Effectiveness (25 points), and Price (25 points).

Data Recognition Corporation, Inc. ("DRC") and Pearson submitted proposals and both were invited to present and to address the committee's questions regarding their proposals.

The committee selected Pearson because Pearson not only addressed all requirements, but included the most creative options to enhance the SHSAT program and reduce costs. Pearson's plan for both programs was the most detailed. It also demonstrated an ability to meet the timeline; DRC did not. Pearson also provided the best pricing.

DPA determined that it would be more cost effective to proceed with the licensing options for SHSAT (new and existing items) so the DOE had Pearson resubmit its price accordingly. Pearson included price reductions associated with acceptance of several options and modifications to maximize cost effectiveness for the SHSAT. Additionally, Pearson agreed to provide an annual access flat fee for the Pre-SHSAT.

DCP's Vendor Research and Price Analysis (VRPA) unit had Pearson address three main concerns: increased costs for student handbook development compared to the prior contract, the expected profit margin, and the overhead for the desired services. In response, Pearson's offer is lower than its own price for the current SHSAT contract and 53 percent less than DRC had proposed for the desired service. The DOE thus considers the pricing fair and reasonable.

A background check of Pearson revealed several settled disputes. These disputes, however, are not viewed as adverse with regard to its responsibility to provide the services in question, especially considering the DPA's report of years of strong performance. Pearson is thus deemed responsible.

Initial Proposed Price:

Pearson: Total Cost (SHSAT + Pre-SHSAT)	**Option 1***	**Options 1+2***	**Options 1+3***
	$15,336,527	$15,478,162	$14,205,797

DRC: Total Cost (SHSAT + Pre-SHSAT)	**Option 1**	**Option 2**	**Option 3**
	N/A (No Existing Items)	$15,707,147	$14,650,370

Negotiated Price:

Pearson: SHSAT + Pre-SHSAT	**Option 1**	**Options 1+2**	**Options 1+3**
	N/A	N/A	$9,717,536

Notes:

**Option 1: DOE Licenses Existing Items; Option 2: DOE Sole Ownership of Newly Developed Items; and Option 3: DOE Licenses Newly Developed Items.*

***Years/test cycles 4 and 5 of the contract will be adjusted based on the U.S. Department of Labor Producer Price Index (PPI), Series ID: PCU54161-54161, Management Consulting Services.*

Item: 4

Description:

Consultant support for the development of a performance management strategy for teachers and schools leaders.

REQUEST FOR AUTHORIZATION FOR CONSULTANT SUPPORT WITH THE PARTHENON GROUP

Total Contract Amount	Funding Source	Contract Term	Procurement Method	Is Contract Retroactive?	Contract Type
$352,000	Race to the Top	1/3/11 - 2/28/11	Negotiated Services	Yes	Not-to-Exceed
Vendor Name & Address	The Parthenon Group 200 State Street Boston, MA 02109				

Service Requestor/Contract Manager	Division of Contracts & Purchasing Contact
John White Deputy Chancellor	Angela Edwards Director, Central Office Procurements

STATEMENT OF PURPOSE

Authorization is requested to enter into an agreement with The Parthenon Group (Parthenon), a management consulting firm with unique experience in K-12 education and a five-year track record of working successfully with DOE leadership, to provide consultant support for the development of a talent management strategy for teachers and school leaders. The estimated cost for the two-month project is $320,000 to be paid for with Race to the Top (RTTT) funds.

DISCUSSION

New York State's winning the RTTT proposal establishes a framework for talent management, including but not limited to teacher and principal evaluation in city schools. The proposal requires an integrated, district-wide talent management system that uses a variety of information to inform decisions about educator development, ensuring a great teacher in every classroom. The DOE proposes to spend eight months, between January and August of 2011, designing and piloting systems, processes, tools and supports that will make it possible to scale this system of talent management to all schools in years hence.

The Parthenon team members will focus in phase one on providing research support, cross-functional facilitation, and process management to support the core team (comprised of senior DOE leaders) in the creation of a blueprint that will outline the fundamental elements of the talent management system outlined in the RTTT proposal. This begins with conducting an inventory of current policies and practices, and understanding the viewpoints and capacities of users in the field today. This stream of information will feed both the core team, as well as serve as the basis for a cross-functional, inter-divisional process of engagement. The goal of this engagement effort is to ensure a level of understanding and buy-in across the key groups – at the central, network, and school levels – that will be responsible for implementing and using the system. It is our experience that talent management systems succeed when there is required push from the center and the appropriate pull from the users of the tools.

A Negotiated Services procurement is required in this case due to the time sensitivity of this project. Through the RTTT proposal submitted to SED, the DOE is committed to an aggressive timeline for bringing its practices for teacher and school leader evaluation and management in line with the parameters outlined in the "Great Teachers and Leaders" section of the RTTT application. Given the recently passed NYS Education Law 3012-c which establishes a new statewide comprehensive evaluation system for classroom teachers and building principals based on multiple measures of effectiveness, it is necessary for the DOE to begin piloting a talent management system by the start of the 2011-12 school year in order to work directly with educators on the long-term development of the system. This goal cannot be met without starting the planning work immediately.

In planning for this project, the Division of Human Resources & Talent, supported by the Office of Strategic Partnerships, assessed the capability of different providers in the field to offer the services required. Given the accelerated timeframe for the project, vendors were required to have the following three key characteristics:

1. In-depth experience working on strategic priority issues connected to the DOE and a deep understanding of the DOE's structures and systems;
2. Demonstrated expertise in the subject matter (i.e. educator talent management) based on similar work in New York or other jurisdictions;
3. Expertise in project management of large-scale implementation efforts

After a review of potential vendors, it was the DOE's judgment that very few providers meet all of these standards. As a result, the DOE ultimately engaged in discussions with Parthenon and McKinsey & Company (McKinsey). Written proposals were solicited from both Parthenon and McKinsey which addressed the required services, as well as outlined specific deliverables and associated costs. Subsequently, the DOE met with leaders from each organization to discuss the most salient points of their proposals.

Although McKinsey has relevant experience in three key areas that could make them a successful partner in this effort, the DOE believed that Parthenon would bring to the project, not only a deep familiarity with the DOE context but also expertise developed through a range of work outside NYC that touches on the key issues underlying this project. After a thorough review of the required characteristics, assessment of the associated costs, and discussions with each potential vendor regarding modifications that could be made to their proposals, the DOE concluded that Parthenon offered the best strategic fit for this project as well as the lower price.

The monthly professional fees of $160,000 reflect a discount from Parthenon's standard rates that is in line with prior work conducted in other districts. The total cost of Parthenon's work in phase one will not exceed $352,000.

This request will fund the Department's work with Parthenon for a two-month period (phase 1), beginning January 3, 2011, and will be retroactive as of that date. Simultaneously, the DOE is seeking private funding to support further planning and development work beginning in March 2011. Future funding requirements will be handled through this private philanthropic support. Delaying the start of the work until March would critically impair the success of the implementation and adversely affect the City's RTTT agenda.

A contract for consultant services is necessary because such services are required to accomplish work within a limited amount of time.

The Division of Human Resources & Talent confirms that Parthenon performed satisfactory under the prior contracts for similar services. The Division of Contracts and Purchasing will conduct a background check. If any significant adverse information is found, this RA will be amended.

Item: 5

Description:

Literacy professional development and coaches for various math programs in schools, central offices and school support organizations.

REQUEST FOR AUTHORIZATION FOR NEW YORK UNIVERSITY TO PROVIDE PROFESSIONAL DEVELOPMENT IN LITERACY (PQS # R0688) RA#2

Estimated Annual/Total Contract(s) Cost	Funding Source	Contract Term	Procure-ment Method	Is Contract Retroac-tive?	Contract Type
$180,000/ $900,000	Various	Five years	Multiple Task Award Contract	No	Requirements

Vendor Name & Address	New York University 665 Broadway, Suite 801 New York, NY 10012

Service Requestor/Contract Manager	Division of Contracts & Purchasing Contact
Greg Betheil Executive Director Division of School Support and Instruction (DSSI)	James E. Whitfield Procurement Contract Manager

STATEMENT OF PURPOSE

Authorization is requested to enter into requirements contracts with the vendor listed above to provide professional development services in literacy. These services will be provided at the discretion of each participating school.

DISCUSSION

This follows an earlier set of 17 awards proposed for comprehensive professional development services for various literacy programs for schools, central offices, and school support organizations throughout the city. Twenty proposals have been received thus far.

Vendors were asked to offer proposals for one or both of the following components:

- Component 1 – Professional Development Services in Literacy
- Component 2 – Literacy Coaches

Proposals were scored based on the following criteria: Program Plan (25 points), Demonstrated Effectiveness (25 points), Organizational Capacity (25 points), and Price (25 points). The evaluation committee consisted of three former teachers who are currently DOE school administrators. All proposed awardees demonstrated a strong capacity to provide services to our schools and a clear understanding of how their services would be implemented.

New York University's rates of $500 per hour for professional development (**Component 1**) and $171 per hour **for** on-site literacy coaches (**Component 2**) **were found to be fair and reasonable based on a comparison with** rates charged by other awardees from earlier submissions from the same solicitation. Previous awardees' rates range from $200 - $714 for each hour of the professional development workshop (Component 1) and $309 - $552 per hour for a

literacy coaches workshop (Component 2). Both include preparation time in addition to the programs' daily on-site execution. NYU participants attend on-site observations and a summary assessment for on-site coaching that includes a workshop setting with a maximum of six participants. NYU coaching workshops also include the coaches reporting their activities at each site for targeted instruction during the workshop.

The estimated annual contract amount is based on the history of expenditures for similar services.

Contracts are necessary for these services because the DOE does not possess the personnel to provide these services.

Background checks included the Excluded Parties List, the Uniform Commercial Code Lien Search, Vendex Advice of Caution, and the Vendor Watch List. No significant adverse information was revealed. Based on their having been selected by the evaluation committee and the lack of significant adverse information, NYU is deemed responsible.

The MTAC process is the preferred procurement method as this process allows the DOE to award contracts for similar services to multiple vendors in order to meet the demand for such services and to offer a choice among vendors.

As a part of the MTAC process, all service requests over $25,000 must go through a competitive process for procurement of services. Schools will be required to create a scope of services and conduct a mini-solicitation process among the awarded vendors in their component areas. Vendors will be required to provide a statement of work and pricing based on their contracted services, which will be evaluated and scored by the school. Upon completion of this mini-solicitation process, schools will be able to secure services via purchase order. This process ensures competition among the large number of vendors who have been awarded contracts as a result of this procurement. Future RAs for these services will be submitted in batches as new providers are presented for award of contracts.

Item: 6

Description:

Professional development for school leaders and teachers in instructional strategies, student-centered academic counseling services, sustainable leadership, quality teaching and student achievement.

REQUEST FOR AUTHORIZATION (RA #5) FOR PROFESSIONAL DEVELOPMENT FOR SCHOOL LEADERS AND TEACHERS (MTAC R0328)

Annual/Total Contract Amount	Funding Source	Contract Term	Options	Procurement Method	Is Contract Retroactive?	Contract Type
$202,000/ $1,010,000	Various	Five Years	None	Multiple Task Award Contract (MTAC)	No	Requirements

Service Requestor/Contract Manager	Division of Contracts and Purchasing Contact
Gregg Betheil Executive Director Division of School Support & Instruction	Xavier Cerda Procurement Contract Analyst

	Awarded Vendor	Estimated Annual Amount	Total Contract Amount
1.	**Transforming Education in America LLC (T.E.AM)** 118-40 Metropolitan Avenue, 1M Kew Gardens, NY 11415	$61,000	$305,000
2.	**Board of Jewish Education of Greater New York, Inc.** 520 8th Avenue, 15th Floor New York, NY 10018	$80,000	$400,000
3.	**School Leaders Network, Inc.** 1100 E. Washington Road Hinsdale, MA 01235	$61,000	$305,000

STATEMENT OF PURPOSE

Authorization is requested to contract with the three vendors listed above for professional development for school leaders and teachers in instructional strategies, student-centered academic counseling services, and sustainable leadership. These programs will be provided at the discretion of each participating school.

DISCUSSION

Proposals were evaluated by a committee that included a current teacher, a former teacher who is now a network support specialist, and a program administrator, all of whom have experience in evaluating learning materials and implementing programs aimed to improve student and teacher performance. The evaluation criteria were: Program Plan (30 points), Organizational Capacity (30 points), Pricing (25 points), and Demonstrated Effectiveness (15 points). Successful vendors must achieve a minimum score of 70.

Seventy proposals have been received in response to this solicitation; 47 were recommended for contract award by the evaluation committee under four previous RAs, 39 of which already have contracts.

School Leaders Network, Inc., and Transforming Education in America, LLC ("T.E.AM") are new vendors. As such, the estimated annual amount for award is based on the benchmark of $61,000 per year, the average annual spend for new vendors contracted under this solicitation. The average price for the programs offered by T.E.AM is $400 per hour for in-class professional development workshops. These workshops include learning materials kits for up to 40 teachers and 500 students, in addition to parent activity kits and a wrap-up evaluation session with recommendations for ongoing program success. School Leaders Network, Inc., will offer a training course package for up to 18 principals per network throughout the year. This "three-phase cycle of collaboration and inquiry" course will meet 10 times per year at a cost of $50 per hour per participant. Each vendor's proposed pricing is within range of vendors of the same size providing similar services, so their pricing is considered to be fair and reasonable

The estimated $80,000 annual contract for the Board of Jewish Education of Greater NY, Inc. ("BJENY") is based on an average of expenditures on prior contracts for similar services. BJENY will provide institutes, keynote speakers, and on-site professional development workshops for various subjects and topics, including instructing participants on analysis and comprehension of data report of NYC Performance Standards and NYS Learning Standard exams. The average price of programs offered is $400 per hour. Higher-end workshops include high-level instructors (master's degree and doctorate holders) and classroom observations costing $525 per hour for groups of up to six teachers. The program involves 20 hours of professional development, classroom observations, on-line support, and materials kits for all participants. Pricing offered by BJENY is in line with other vendors providing professional development for analysis of standardized test reports, so their pricing is considered fair and reasonable.

It is necessary to contract for personal services because the DOE does not possess the expertise necessary to meet the objectives of this program.

The background check included VENDEX, the Uniform Commercial Code, the Federal Tax Lien and the Federal Excluded Parties List System. No significant adverse findings were uncovered. Based on the committee's recommendation and the lack of adverse findings, the three vendors listed on this RA have been determined responsible.

The MTAC process is the preferred method of procurement for these services because this process allows the DOE to award contracts for similar services to multiple vendors in order to meet demand for such services and to offer a choice among vendors.

As a part of the MTAC process, all service requests over $25,000 must go through a competitive process for procurement of services. Users will be required to create a scope of services and conduct a mini-solicitation process among the awarded vendors in their component areas. Vendors will be required to provide a statement of work and pricing based on their contracted services, which will be evaluated and scored by the user. Upon completion of this mini-solicitation process, schools will be able to secure services via a purchase order. This process is to ensure competition among the large number of vendors who have been awarded contracts as a result of this procurement. Future RAs for these services will be submitted in batches as new providers are presented for award of contracts.

Item: 7

Description:

Withdrawn

Item: 8

Description:

Professional development services to improve student knowledge through increased technological pedagogy and the use of multimedia and web-based learning tools in schools.

REQUEST FOR AUTHORIZATION #3 FOR PROFESSIONAL DEVELOPMENT FOR INSTRUCTIONAL TECHNOLOGY SERVICES MTAC #R0812

Annual/Total Contract Amount	Funding Source	Contract Term	Options	Procurement Method	Is Contract Retroactive?	Contract Type
$1,360,000/ $6,800,000	Various, including Tax Levy & Reimburs-able Funds	Five Years	None	Multiple Task Award Contract (MTAC)	No	Requirements
Vendor Name & Address	See Appendix.					

Service Requestor/Contract Manager	Division of Contracts and Purchasing Contact
Celine Azoulay-Lewin Senior Technology Innovation Manager Division of Accountability and Achievement Resources (DAAR)	Xavier Cerda Procurement Analyst

STATEMENT OF PURPOSE

Authorization is requested to enter into requirements contracts with the nine vendors named in the Appendix to provide professional development for instructional technology services. These programs will be provided at the discretion of each participating school.

DISCUSSION

The Office of Educational Technology (OET) aims to equip every educator and student with appropriate leading-edge technology and the support needed to use that technology in standards-based learning. To that end, OET seeks to create an extensive menu of instructional technology professional development services, including in-person and online courses, that can be tailored to the needs of each school community. In this solicitation, vendors were invited to submit proposals for one or more of the following three components:

(1) Professional development workshops that will increase teachers' and administrators' ability to make effective and appropriate use of computer, telecommunications, Internet, and related technologies.

(2) Professional development through curriculum enrichment services in the classroom, through which proposers will develop model lessons and co-teaching archetypes in collaboration with school-based staff.

(3) Professional development through mentoring, in which organizations will provide one-on-one partnerships with classroom teachers. This mentoring component can include a combination of services from Components 1 and 2, as well as one-on-one services such as observations, experiences, and studies for teaching improvement.

This MTAC solicitation was released in May 2010. Proposals were reviewed by an evaluation committee (consisting of representatives from the Division of Accountability and Achievement Resources, Product Development, Talent & New Initiatives, the Office of Instructional Technology, Department of eLearning, and the Division of School Support), whose members have experience as teachers, professional instructors, and mentors. The committee used the following criteria to evaluate proposals: Program Plan (25 points), Organizational Capacity (25 points), Demonstrated Effectiveness (25 points), and Pricing (25 points). Successful vendors for this solicitation had to achieve a minimum score of 80 points.

Thirty-four proposals were received, of which 20 were recommended for award and named in two previous RAs. Of the remaining 14 proposals, nine are recommended for award in this RA, two are still under consideration by the evaluation committee, and three vendors have chosen not to continue with the proposal process.

Rates for the proposed online courses average $64 per hour, with the highest rate at $92. Online courses for vendors previously contracted have a high-end rate of $180 per hour. The lower-priced courses include access to webinars and reference materials, while higher-end online courses include a technologically blended, case-based approach, including access to a library of online resources. On this basis, the proposed pricing is considered fair and reasonable.

The average rate for workshops offered by the proposed providers for professional development is $222 per hour, with the highest rate at $380. The higher-end professional development workshops are highly customizable, use certified instructors, and include learning materials and/or software. The average rate for workshops from previously awarded vendors providing professional development is $282 per hour. On this basis, the proposed pricing is considered fair and reasonable.

The rates for proposed enrichment workshops average $209 per hour, with the highest at $290. These workshops offer classroom observations and personal assessments for small groups of teachers. The new proposed rates are low when compared with rates for previously contracted vendors and are considered to be fair and reasonable.

Mentoring services offered by vendors listed in this RA average $160 per hour, ranging as high as $290. The higher-priced vendors use highly trained technical instructors for individual mentoring and virtual follow-up to help teachers learn effective use of classroom technologies. Mentoring services under previous RAs average $198 per hour, so the proposed hourly rates are found to be fair and reasonable.

For vendors new to the system, an estimated annual amount of $120,000 will be allocated. This base amount was derived from an average spend analysis of previous contracts and the projected demand in services from schools. Vendors with prior contracts received an estimated amount based on usage. Vendors with an average spend within range of the established benchmark will be awarded the $120,000 contract amount.

Background checks included VENDEX, the Uniform Commercial Code, Federal Tax Liens, and the Federal Excluded Parties List System. No significant adverse information was uncovered for the eight vendors with contract values below $1,000,000.

A complete background check was also conducted for Australian United States Services in Education ("A.U.S.S.I.E."), as their contract value exceeds $1,000,000. In response to findings by the Special Commissioner of Investigation that AUSSIE "submitted false requests for pay-

ment for services provided by another agency and that their invoice(s) contained altered dates and fraudulent signatures," A.U.S.S.I.E. conducted an internal audit and found two invoices from April 2006 containing "incorrect information" for which they reimbursed the DOE $3,600. Also, a 2004-07 IRS audit determined that A.U.S.S.I.E. owed the federal government $1,129,459, due in part to disallowed tax deductions. The State of New York disallowed the same tax deductions and determined that A.U.S.S.I.E. owed $146,452. A.U.S.S.I.E. has paid both the IRS and New York State debts. Since these developments, A.U.S.S.I.E. was purchased by Editure Professional Development and is currently run by a new group of principals. After the Department found Editure on the New York State Workers Compensation Debarred List for providing services without insurance, Editure provided evidence to clear itself of any wrongdoing, rescinding the penalty and removing them from the debarred list. Despite these issues, A.U.S.S.I.E. has successfully delivered professional development services under other solicitations (R0328 PD for School Leaders and Teachers; R0702 Social Studies PD) and continues to deliver high-quality professional development services to DOE offices and schools. A.U.S.S.I.E. comes highly recommended by the evaluation committee, various principals, and staff from DOE offices. Thus, the nine vendors listed in the Appendix are deemed responsible.

Contracts for these services are necessary because the DOE does not possess the personnel to provide them.

The MTAC process is the preferred method of procurement for these services because this process allows the DOE to award contracts for similar services to multiple vendors in order to meet demand for such services and to offer a choice among vendors.

As a part of the MTAC process, all service requests over $25,000 must go through a competitive process for procurement of services. Users will be required to create a scope of services and conduct a mini-solicitation process among the awarded vendors in their component areas. Vendors will be required to provide a statement of work and pricing based on their contracted services, which will be evaluated and scored by the user. Upon completion of this mini-solicitation process, schools will be able to secure services via a purchase order. This process is to ensure competition among the large number of vendors who have been awarded contracts as a result of this procurement. Future RAs for these services will be submitted in batches as new providers are presented for award of contracts.

APPENDIX

	Awarded Vendors	Component	Annual/Total Contract Amount
1.	**CaseNEX LLC.** 105 West Main Street, Suite 3, Charlottesville, VA 22902	1	$120,000/ $600,000
2.	**National Urban Technology Center, Inc.** 80 Maiden Lane, #606, New York, NY 10038	2	$120,000/ $600,000
3.	**Presentation Products Inc.** 632 W. 28th Street, 7th Floor, New York, NY 10001	1	$120,000/ $600,000
4.	**JDL Horizons, LLC** 8300 Norman Center Drive, Suite 510, Bloomington, MN 55437	1, 2 & 3	$120,000/ $600,000
5.	**RFC on Behalf of Stanton Heiskell Center for Public Policy in Telecommunications and Information System, CUNY/ Project Stretch** 365 Fifth Ave., Suite 6203, New York, NY 10036	1, 2 & 3	$120,000/ $600,000
6.	**Classroom, Inc.** 245 Fifth Ave., 20th Floor, New York, NY 10016	1	$120,000/ $600,000
7.	**A.U.S.S.I.E./ Australian United States Services in Education** 352 Seventh Ave., Suite 12A, New York, NY 10001	1, 2 & 3	$400,000/ $2,000,000
8.	**Digital Age Learning, Inc** 80 Kathwood Road, Yonkers, NY 10710	1 & 2	$120,000/ $600,000
9.	**Sebit, LLC/ Adaptive Curriculum** 1475 North Scottsdale Road, Scottsdale, AZ 85257	1, 2 & 3	$120,000/ $600,000