



**REQUEST FOR PROPOSALS (RFP)**

**Online Curriculum and eLearning Programs**

Issued by:

**MAGNOLIA PUBLIC SCHOOLS**

250 East 1st Street Los Angeles, Suite 1500, CA 90012  
[www.magnoliapublicschools.org](http://www.magnoliapublicschools.org)

**Issue Date** : May 1, 2018

**Closing Date for Submission and Receipt**: May 18, 2018 3:00 p.m. PST

Proposals are to be submitted in (2) copies to:

Contact Name: Erdinc Acar  
Title: Blended Learning Advisor  
Address: 250 E 1st St. Suite 1500  
Office: (213) 628 – 3634  
Fax: (714) 362-9588  
Email: [eracar@magnoliapublicschools.org](mailto:eracar@magnoliapublicschools.org)  
[www.magnoliapublicschools.org](http://www.magnoliapublicschools.org)

Note: Please use the proposal name above on all RFP correspondence.

## **Table of Contents**

<b>1-</b>	<b>Background and Purpose</b>	<b>3</b>
<b>2-</b>	<b>Scope of Work and Qualifications</b>	<b>3</b>
<b>3-</b>	<b>Key Dates</b>	<b>4</b>
<b>4-</b>	<b>Proposal Requirements</b>	<b>4</b>
<b>5-</b>	<b>Submission Guidelines</b>	<b>5</b>
<b>6-</b>	<b>RFP Conditions</b>	<b>6</b>

## 1- Background and Purpose

Magnolia Public Schools (MPS) is made up of 10 school sites located throughout Southern California, comprised of 3,900-4,000 student's grades TK-12.

MPS is soliciting proposals to establish a contract through competitive negotiations for the purpose of entering into a contract with a qualified firm to provide a personalized online curriculum program and learning management system for students in grades TK-12. Services are to commence during the 2018-19 school year, with implementation plan in a timely basis to use the services for the 2018-19 school year (use during summer 2018).

The period of the initial contract term shall hold pricing constant for at least a period of five (5) years from contract execution.

The services and products would be purchased as a consortium to include all schools. Billing would be managed through Magnolia Public Schools. An itemized invoice would be needed each month, showing the percentage due by the size of each school site. Implementation, training and support would be customized for each individual school. Cost breakdown must be broken down per site in order to calculate for budgeting. Any award / contract will be pending the Magnolia Public Schools Board approval and availability of funds.

## 2- Scope of Work and Qualifications

At a minimum, the vendor and platform should provide solutions and meet criteria in the following areas:

- A catalog of core and elective courses for grades TK-12 that are aligned with University of California A-G requirements, including CTE and World Language courses.
- A team of certified teachers with proper endorsements.
- A catalog of mastery-based credit recovery courses
- A secure, electronic learning management system that permits real-time visibility to each student's progress and login information.
- Adaptable courses to meet IEP and 504 needs.
- Data to draw reports from such as course completion percentages, grades, student activity time, etc.
- Have (3) three plus years' experience providing mentioned services.
- Agree to a year-to-year non-exclusive contract.

### 3- Key Dates

<b>RFP Issue Date</b>	May 1, 2018
<b>Deadline for Questions</b>	May 15, 2018 to Erdinc Acar (213) 628 – 3634 <a href="mailto:eracar@magnoliapublicschools.org">eracar@magnoliapublicschools.org</a>
<b>Submit Sealed Proposals By</b>	May 18, 2018 3:00 p.m. PST All proposals received after the date and time set for receipt will be REJECTED. Proposals received after the time and date set will not be considered.

Magnolia Public Schools reserves the right to modify this schedule at its discretion. Notification of changes in the RFP due date and deadline for questions will be via e-mail. Changes in any other anticipated dates will not be released unless deemed necessary at the sole discretion of Magnolia Public Schools.

### 4- Proposal Requirements

The desired partner is one who has provided a wide-range of products and services to small, medium and large-sized institutions. It is expected that the selected company will be able to provide the following information:

- 1- Provide an overview of the system. Attach any relevant marketing materials and data sheets in the Appendices.
- 2- Describe the features, functions, and capabilities of your system as they relate to these key aspects of MPS:
  - a. Catalogs of variety of courses built specifically for students' grades TK-12, scope of sequence, standard correlation, types and features including virtual labs.
  - b. Ability for students and teachers to personalize the learning experience.
  - c. Ability to track students' performance and progress at the individual student level, school level and district level.
  - d. Ability to track course mentors' performance and progress at the individual student level, school level and district level.
  - e. Describe any additional, supplemental resources available to students.
  - f. Describe the Data Security features of the tools used in the program.
  - g. Describe user help features built in to your system and other help available to students, parents, and staff.
- 3- Provide end-user to review the demo accounts at a minimum for district admin, mentor/teacher and student roles.
- 4- Provide information on technical details for device and software requirements, compatibility with different platforms including Chromebook, interoperability with school information systems (Illuminate) for data sharing, whether the curriculum can be used asynchronously or offline.
- 5- Available for IT representative to confirm the technical details and ask any follow-on questions.
- 6- Compliance with FERPA and related laws including Student Online Personal Information Protection and Student Data Privacy Agreement

### **Project Approach**

- 1- Describe your firm's understanding of the proposed assignment and the services it will provide.
- 2- Provide a complete definition of the process that will be employed to meet the objectives of this project, (e.g., approach to be taken, etc.).
- 3- Provide a list of key staff who will support this project and their professional background.
- 4- Provide a detailed implementation plan and any limitations (e.g., limit of 10 forms per district created by firm as part of the implementation).

### **Training and Support**

- 1- Describe below the typical training your company provides.
- 2- Describe vendor support facilities, services provided with the standard agreement, optional support available at additional cost and the cost for optional support.
- 3- Describe vendor users/client's community and what resources are provided to clients (listserv, knowledge base, users conference, best practices, review panel for setting product enhancement priorities, etc.).
- 4- Describe additional trainings and cost breakdown.

### **Additional Services**

List any additional services that your firm may have to offer with a pricing structure.

### **Pricing**

Provide an outline of project budget with costs for each major element and any options for payment schedule. Cost breakdown must be broken down per site in order to calculate for budgeting.

## **5- Submission Guidelines**

Proposals for furnishing the services described herein will be received until: May 18, 2018 3:00 p.m. PST. Vendors are responsible for the delivery of their proposal. Proposals received after the official date and time will be rejected.

Proposals must be submitted in both email and hard copy formats. Email proposal must be in PDF format, digitally signed. Email proposals should be addressed to [eracar@magnoliapublicschools.org](mailto:eracar@magnoliapublicschools.org). Hard copy formats (2) copies should be mailed to:

Contact Name: Erdinc Acar  
Title: Blended Learning Advisor  
Address: 250 E 1st St. Suite 1500  
Office: (213) 628 – 3634  
Fax: (714) 362-9588  
Email: [eracar@magnoliapublicschools.org](mailto:eracar@magnoliapublicschools.org)  
[www.magnoliapublicschools.org](http://www.magnoliapublicschools.org)

The RFP proposal submission deadline must clearly appear on the cover of the proposal. All questions should be submitted to [eracar@magnoliapublicschools.org](mailto:eracar@magnoliapublicschools.org) by May 15, 2018. This solicitation & any addendum are posted on our website at: [www.magnoliapublicschools.org](http://www.magnoliapublicschools.org) There will be an optional public bid opening at the aforementioned time and place (attendance at the bid opening is not required.)

**Submission Format** Bidders should submit their response in the preferred format:

- Provide letter of Introduction
- Table of Contents. Should include a list of all sections and appendices in the RFP response and indicate corresponding page numbers, if appropriate.
- Organization’s name, contact person, address, telephone number(s), fax number and qualifications of the firm. A brief introduction of the company and/or managing staff. Bids should be signed by person(s) authorized to bind the company to their proposed offer (RFP response).
- Attach other information as required by the RFP including past parent and student feedback, key staff bios or resumes, and other relevant information.
- Proposal Content. Full details of the bidder’s Proposal including: general approach, methods, and explanations of how all RFP specifications will be achieved.
- Cost break down including add-ons. Bidder should include various costs models associated with program operation and delivery.
- Appendices
- Bidders will provide with their Proposal. Three (3) references, including contact information of the end-user for services of a similar nature, including the dollar value where available.
- **Vendor Services Agreement:** Vendor should include any proposed contract and maintenance agreement language for review.

## 6- RFP Conditions

### Evaluation Criteria

A committee will evaluate proposals against the following weighted criteria. Each area of the evaluation criteria must be addressed in detail in proposal. The award will be based on the following criteria:

<b>Criteria</b>	<b>Possible Points</b>
Course Offerings – range	150
Course Quality and Features	200
LMS Capabilities – usability/progress monitoring	100
Company Experience and Stability	125
Project Management Ability	50
Customer Service	100
Trainings and Technical Support	75
Price	200
<b>TOTAL</b>	<b>1000</b>

### Acceptance of Proposal

- Bid will be awarded in writing to the bidder whose Proposal is determined to be the best fit for individual school goals, as determined under the sole discretion of the school’s evaluation committee and approved by the Board afterwards.
- The MPS and the Board reserve the right to reject any or all Proposals or to waive any formality or technicality in the best interest of each school.

## **Specific Information**

Proposals shall be signed by an authorized representative of the bidder. All information requested must be submitted. Failure to submit all information requested may result in the Purchasing Agency requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by the purchasing agency.

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.

Proposals should be organized in the order in which the requirements are presented in the RFP. Information which the bidder desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find the RFP requirements are specifically addressed.

Bids must be valid for at least 120 days from the bid opening. Submission of a response to the request for proposal constitutes an acknowledgement and acceptance of all bid specifications by the responding vendor.

## **Proposal Revisions**

Proposal revisions must be received prior to the RFP submission closing date and time. Disclosure All documents submitted by bidders shall become the property of MPS. Proposal information is proprietary and as such shall be treated as confidential until such time as a Provider is selected by MPS and an award is made, when all submissions considered by MPS become public record.

Information pertaining to the schools obtained by the bidder as a result of participation in this project is confidential and must not be disclosed without written authorization from MPS.