

**MAGNOLIA PUBLIC SCHOOLS
REQUEST FOR PROPOSAL**

Online Student Enrollment Platform

Issue Date: January 22, 2018

Updated Response Deadline: February 16,
2018 by 2:00 pm

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Background

Magnolia Public Schools is made up of 10 school sites located throughout Southern California, which is transitioning to Illuminate Student Information and Data & Assessment that is hosted and supported through Magnolia Public Schools.

The 10 schools are comprised of 3,900-4,000 student's grades TK-12.

The product 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 and support would be as each individual school. Enrollment forms and processes would be unique to each school site. Please breakdown costs per site in order to calculate for budgeting.

Purpose

The purpose of this Request for Proposal is to solicit proposals to establish a contract through competitive negotiations for the purpose of providing an internet based Online Student Enrollment Platform to be used by Magnolia Public Schools SIS Consortium families. Services are to commence during the 2018-19 school year, with implementation in a timely basis to use for registration/re-registration for 2018-19 and 2019-20 academic school year (use during summer 2018).

It is our goal to optimize our student enrollment process. In an effort to obtain this goal, Magnolia Public Schools SIS Consortium is looking for a viable platform that is designed to help all families easily access the necessary forms and documents to enroll their children.

Any award / contract will be pending the Magnolia Public Schools Board approval and availability of funds.

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

Scope of Work

At a minimum, the platform should provide solutions in the following areas:

- Student Recruitment – Ability to capture interested families' details to start communicating with them as well as allow them to register for other enrollment events.
- Open Enrollment/Choice – Ability to provide an online application process for choice schools/programs as well as transfers. Including the ability to handle lotteries and waitlists.
- Registration (New/Returning Students) – Ability to provide an online application to register new students and re-register returning students. Application should populate specified data for re-registration of returning students.
- Year Round Forms – Ability for online forms for other purposes than registration (i.e. field trip forms). Ability for online forms that pre-populate with specified data for updating of student information for registered students.
- Communication – Ability to communicate with parent contacts to send notifications of re-

registration or reminders of items needed.

- Reporting – Comprehensive reports of the process and where families are in the process.
- SIS Integration – Provide direct connection with Illuminate via API for data transfers between systems, based on custom field mappings and admin user data verifications.

Requirements

Requirements are broken down into sections. Answer every question in each section completely as these areas are the focus of our review.

Vendor Qualifications

1. Provide the name, address and telephone number of the manager responsible for this project.
2. How many years has the firm been in business: Explain firm management structure and provide a one (1) page history of the firm.
3. Explain the financial position of the firm.
4. State if your firm is currently involved in any lawsuits or judgements, and if so, provide a brief statement of such.
5. Describe in detail your firm’s experience in providing the services requested in the Scope of Work.
6. Provide three (3) references where the same or similar scope of services was provided. It is preferable that the references be within the State of California.

Functional Requirements

Compliance Legend:

C = Compliant

PC = Partially Compliant

FC = Future Compliant

NC = Not Compliant

	Requirement	Compliance	Comments
General Requirements			
1.	Easy to use and implement district wide.		
2.	Provides customizable approach to enrollment management that spans pre-k, elementary, middle and high school.		
3.	System should offer multiple levels of access so users are only presented with information that is directly relevant to them and should have access to. (e.g Central Administrator, School Level Administrator, Other staff, Parents, etc).		
4.	All web pages and links, accessed by parents, must be ADA compliant.		
Student Recruitment			

1.	Allow forms to be placed on school/district website to collect initial interest from parents.		
2.	Interest forms should pipe directly to tools that will allow administrators to communicate with families.		
3.	Ability for schools to publish recruitment events such as open houses on website or social media.		
4.	Customizable and configurable "School Finder" functionality that incorporates pictures, videos and other information.		
5.	"School Finder" functionality should allow for the families to directly take from a school profile. eg. "Express Interest", "Register/RSVP for Events", "Apply", "Register."		
6.	Families can access a profile for each school which may include but is not limited to demographics, test scores and school performance, school rating, maps, transportation routes, college readiness and career programs, before and after school programs, meals offered, sports, and historical choice information.		
Open Enrollment/Choice			
1.	Allow and accept multiple applications.		

2.	Allow multiple lotteries and sub-lotteries.		
3.	Allow parents to rank schools by preference.		
4.	Ability to deploy conditional forms.		
5.	Ability to track status of application.		
6.	Ability to manage inter/intra district transfers.		
7.	System should support the ability to import of lottery and assignment results from a third-party system via API, CSV, or XLS.		
8.	Schools need to see which applicants are eligible for an offer and easily send them a notification.		
9.	Ability to create an unlimited number of customized application forms.		
10.	Annually, all students should be automatically calculated and assigned an assumed baseline school for the upcoming school year based on any combination of the following data points: student address, current enrollment, geography, grade, and district policies.		
Registration (New and Returning Students)			
1.	Ability for parents to access registration documents via mobile (via App or Browser) and desktop devices.		
2.	Ability for parents to upload required documents.		
3.	Ability for forms to carry over fields to reduce redundancy.		
4.	Ability to make certain fields or sections required for parents.		
5.	Ability to indicate boundary or catchment zones so that parents can quickly understand.		
6.	Allow for registration forms to be conditional.		
7.	Ability to verify student records from admin perspective.		
8.	Ability for an admin to register on behalf of a student.		
9.	Ability for an admin to easily add a paper registration into the system.		
10.	System needs to allow for parents to electronically sign off or initial on sections or forms.		
11.	Ability for parents to track status of registration or verification.		

12.	Ability to create an unlimited number of customized registration/re-registration forms.		
13.	System should be capable of verifying addresses.		
14.	System should have enabled workflows to allow for required documents to be verified before completing the registration process. If documents are incomplete system should allow for automated notifications to families.		
15.	Depending on specific enters by the family, the system should allow for departments to be notified so that additional follow up can take place. e.g when a family enters that a student is ESL the language testing department should be notified.		
16.	Ability to allow parents to enter registration/re-registration forms without requiring access to Illuminate Parent Portal. Therefore not requiring pre-entry of data into Illuminate by admin user before parents able to access forms.		
Year Round Forms			
1.	Ability to create an unlimited number of customized forms.		
2.	Verification process for packets launched throughout the year.		
3.	Allow for conditional questions on year round forms.		
4.	Allow for parents to update information as needed throughout the year.		
5.	Ability for admin users to set required fields and formatting for the purpose of collecting data.		
6.	Ability to restrict to a specific parent account the ability to update data. i.e. divorced parents ability for restricting parents from altering other parent's information.		
Reporting/Analytics			
1.	Provide graphical reports that encapsulate the entire the student enrollment journey from student recruitment, applicant, new student registration to returning students.		
2.	Status tracking that allows a parent to see their real time status throughout enrollment process.		
3.	Provide various standard and customizable real-time reports.		
4.	Provide notifications to administrative staff when specific fields or information have been updated by parents.		

5.	Provide admin users notification of possible duplicate student, ability to merge/update student records.		
Communications			
1.	Supports e-mail, text, and phone communications to parents with triggered based on multi-criteria search.		
2.	Ability to send communications in native languages.		

Technical Requirements

	Requirement	Compliance	Comments
1.	Completely Web based and browser driven requiring no remote clients.		
3.	Vendor hosted and web delivered via the internet as an ASP.		
4.	Compatible commonly used browsers using only default installation settings.		
5.	Supports automated data exchange between platform and Magnolia Public Schools student information system, Illuminate SIS.		
6.	System should allow for automated username and password retrieval from both the family and admin interfaces.		
7.	All web pages or links must be ADA compliant.		

Application Service Provider Questions

1. **Where are the ASP's data center and equipment located?**
2. **Can Magnolia Public Schools import key business data into the hosted application thereby providing access to it immediately?**
3. **What rights does Magnolia Public Schools have to move or copy the data housed at the ASP's data center? Will any data given to the ASP by Magnolia Public Schools, as well as any data produced by the ASP's applications, remain the property of Magnolia Public Schools?**
4. **Describe the ways student data will be kept secure and compliant with FERPA and other privacy related regulations.**
5. **Describe the security plan for the ASP? What measures are in place to prevent un-authorized personnel from seeing or hacking into the system/data?**
6. **What is the physical security of the data center, the security of the network and the servers?**
7. **Describe the ASP's disaster recovery plan.**
8. **What is the service availability of the solution? Describe downtime expectations.**

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.).

Additional Services

List any additional services that your firm may have to offer.

Pricing

Provide an outline of project budget with costs for each major element and any options for payment schedule.

Proposal Preparation and Submission Requirements

General Information

Proposals for furnishing the services described herein will be received until: pm, , 2018. 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 isoto@magnoliapublicschools.org. Hard copy formats should be mailed to:

Ismael Soto – Interim Chief External Officer
Magnolia Public Schools
250 E. 1st Street, Suite 1500
Los Angeles, CA 90012

The RFP proposal submission deadline must clearly appear on the cover of the proposal.

All questions should be submitted to isoto@magnoliapublicschools.org

This solicitation & any addenda are posted on our website at: 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.) There will be no discussion at this time.

Specific Information

Proposals shall be signed by an authorized representative of the Offeror. 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. All pages of the proposal should be numbered. Information which the Offeror 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.

Evaluation and Award Criteria

Proposals will be evaluated by Magnolia Public Schools representatives using the following criteria:

1. Technical approach for providing the software including implementation and support
2. Experience and qualifications of the firm
3. Price
4. System requirements compliance as stated

Contract will be awarded, *in whole*, based on the results of the evaluation. All awards are at the sole discretion of the Magnolia Public Schools, with or without cause.

Vendor Services Agreement

Vendor should include any proposed contract and maintenance agreement language for review.