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Sacramento
City Unified
School District

REQUEST FOR PROPOSALS

For

STUDENT ASSESSMENT SYSTEM

Request for Proposals Issued: October 16, 2014

Deadline for Submittal of Proposals: November 14, 2014

I.   OVERVIEW

Introduction

The Sacramento City Unified School District (SCUSD) is requesting proposals from qualified software firms to provide a comprehensive, fully integrated, operational assessment system which includes the following components and capacities: (1) an English language arts and mathematics Common Core State Standards (CCSS) aligned item bank; (2) assessment form and item development; (3) online and scan form-based assessment delivery platform, including scoring and reporting functions, that can support district and site-developed common assessments; and (4) inclusive of or able to integrate with a Learning Management System. SCUSD is seeking an interested company that can provide solutions to address current and future needs relative to the integration of the proposed assessment system with our current student information system (Infinite Campus). The successful firm shall meet the terms and conditions set forth in this document. Note: Individual and separate proposals will be accepted from implementation partners for the same vendor.

Project Background/Description/Objectives

The Sacramento City Unified School District serves over 43,000 students in 74 schools, pre-K through adult. SCUSD is one of the most integrated and diverse urban education systems in the country. This diversity, along with a reputation as a district focused on continuous improvement, and its location in the capital city of a global economy draws close observation from educators and the media.

The current assessment management system does not have the capacity to interface with our new student information system - Infinite Campus. Therefore, SCUSD expects to consider only providers that demonstrate the ability for the proposed assessment system to integrate or synchronize with our student information system, to assure that teachers and administrators will have access to stored assessment data that reflects daily and historical student enrollments.

The proposed assessment system must provide functionality to support classroom, school, and district functions appropriate for a K-12 school district. The system is required to be an existing, integrated software system that incorporates the operational functions described in this RFP.

Vendors are also asked to submit a recommended implementation plan and specify the areas where services will be provided, as well as clearly specifying the responsibility areas of the SCUSD project team. Implementation plans may include but are not limited to software/system installation and configuration, interface development, training and implementation support. The SCUSD is interested in vendor recommendations on how best to ensure project success, knowledge transfer and positive system acceptance, while keeping project costs at reasonable levels.

To control the cost of the system, the SCUSD will make every reasonable attempt to use the system as proposed without modification. However, the proposal must contain an estimated modification cost based on experience with other customers. The requirements contained in this RFP represent the SCUSD's vision of an integrated system. As such, we realize that the requirements may exceed the offerings currently available in the marketplace. For this reason proposals will be evaluated in their entirety with attention to immediate functionality as well as flexibility to accommodate changing requirements and technology.

Proposals should clearly delineate how the assessment system can best satisfy the stated requirements of the SCUSD and how the implementation approach will minimize the risk of delayed implementation. The SCUSD expects the proposals to include recommendations for hardware to satisfy stated performance requirements. However, the SCUSD may choose to acquire hardware through a separate process.

The SCUSD's objective is to maintain an assessment system that fully aligns with the student information system. SCUSD desires to begin implementation and staff training during Fall of 2014 and for operational use of the proposed assessment system district-wide by December 2014.

II.   GENERAL INSTRUCTIONS

Interested firms are invited to submit one original binder, seven (7) hard copies, and seven (7) electronic copies of the RFP on a portable "thumb-drive" in write protected PDF format containing all documents.

The complete response, together with any and all additional materials, shall be enclosed in a sealed envelope addressed and delivered no later than 4:30 p.m. on Friday, November 14, 2014 to the following address:

<div align="center">

Sacramento City Unified School District
Contracts Office
5735 47th Avenue
Sacramento, CA 95824

</div>

The sealed envelope shall be marked on the outside lower left corner with the words "RFP for Student Assessment System ". It is the firm's sole responsibility to ensure that their response is received prior to the scheduled closing time for receipt of Proposals. No corrected or resubmitted Proposals will be accepted after the deadline. Faxed responses are not appropriate for submission and will not be accepted or considered.

This Request for Proposal does not commit the Sacramento City Unified School District to award a contract or pay any costs incurred in the preparation of a response to this request. The District reserves the right to accept all or part of any responses or to cancel in part or in its entirety this Request for Proposals. The District further reserves the right to accept the response that it considers to be in the best interest of the District.

All requirements must be addressed in your proposal. Non-responsive proposals will not be considered. All responses, whether selected or rejected, shall become the property of the District. Firms are responsible for checking the website periodically for any updates or revisions to the RFP.

Requests for Information

Questions related to this RFP should be submitted in writing to Kimberly Teague, Contract Specialist, at kimt@scusd.edu no later than 4:30 p.m. Monday, October 27, 2014. Specify "RFP for "Student Assessment System" in the subject line. Responses to all questions received will be addressed at the Bidders Conference and posted on the District's website.

Bidders Conference

A Bidders Conference is scheduled for Thursday, October 30, 2014, at 4:00 p.m. at the Sacramento City Unified School District, Serna Center, 5735 47th Avenue, 95824, Washington Conference Room. All questions and answers related to this RFP will be addressed at this conference. Each firm must have a representative at the Bidders Conference to qualify.

III.   SCOPE OF WORK

The requested proposals are for a comprehensive, fully integrated, operational Student Assessment System (SAS) that will meet the assessment needs over the next ten years. SCUSD desires a single system to handle all student assessment activity within the budget of $575,000.

Functionality/Components:

SCUSD seeks to license a student assessment system which include, but are not limited to, the following:

Common Core Aligned Item Bank: English Language Arts and Mathematics

- SBAC alike item types accessible for assessment form development and online and scanform delivery, scoring, and reporting platform:
    - Selected Response: single and multiple correct answer options
      Constructed Response
        a. Inclusive of a scoring guide (natural language processing library, artificial intelligence, etc.) for online scoring
    - Technology-Enabled items (digital media stimulus -video, animation, sound)
        a. Applicable to Selected Response and Constructed Response item types
    - Technology-Enhanced items (content embedded technology students use to manipulate/answer an item: sort, choose, categorize, drag/drop, etc.)
        a. Applicable to Selected Response and Constructed Response item types
    - Performance Tasks
    - Extended Response items (ELA)

a. Inclusive of specific item scoring guides/rubrics, and achors or exemplars
   b. Ability to enter scores manually
- Item content for grades K-12: ELA/K-8 Math, Math I
  - Proportional balance of items by ELA and math claims
  - Sufficient and proportional representation of item content by grades:

Grade	Number of Students	Grade	Number of students
K	3598	7	3537
1	4362	8	3625
2	4240	9	3724
3	4018	10	3423
4	3847	11	3259
5	3801	12	3671
6	3729		

- A range of rigor for items with most at Depth of Knowledge 2-4 and upper level Bloom's Taxonomy
- Item statistics (p-value, point-biserials, etc.) for each item
- Options for replenishing and expanding item bank

Assessment Form and Item Development
- Grade and subject-based templates to build assessments
- On-demand form development, copy, storage, and retrieval
- Ability to write or upload SBAC-aligned items and store in item bank
- Online and scanform-based assessment form development
- Copy features to modify assessments from already created assessments

Online-based Assessment Delivery, Scoring, and Reporting
- Ability to manually enter scores for item types not scored online
- Scanform-based print, and pre-identification capacities
- Scanform-based score, scan, and upload capacitiesAbility to dynamically synch with Infinite Campus to auto-register accounts and load/maintain accurate student level demographics and enrollment for assessment delivery rostering/pre-identification and reportingReporting functions by user type/group: teacher (classroom/course/grade), school (overall, by grade, subject), district (overall, by grade, subject, and school).
- Reporting disaggregations by student and demographics
- Report/score options by:
  - overall number/percent correct
  - item analysis, number and percent selecting each response option at the strand, standard, group, and student levels
  - item analysis with error diagnosis
- Report functions include score histories for longitutidal analysis, reporting growth over time for similar assessments, and reporting of performance for stored assessment results.

- Report display in tablular and or graphic formats
- Export/import options to Excel, .csv or .txt to load scores to our SIS or to load scores from our SIS into the assessment system.

Systems Integration

- Open source, SCORM compliant for interoperability with Learning Management Systems
- Programmable automated integration with SCUSD Student Information System (Infinite Campus).
- Platform to host item bank, assessment development, delivery, scoring, reporting
- SaaS (Software as a Service) Cloud-based Hosted Environment
- Automated Integration and Synchronization with the districts Active Directory (via LDAP Management) for all Staff, Teachers and Student user accounts.
- Vendor shall warrant that there are no third-parties involved in the execution of performance of vendor's obligations, and no third-parties or subcontractors with access to SCUSD data.
- Vendor shall sign SCUSD provided Nondisclosure Agreement (NDA) which will outline Security Policy, HIPAA and FERPA Compliance, Data and Privacy Policy, Industry and Organization Specifics.
- Vendor shall maintain appropriate and administrative, physical, and technical safeguards for protection of the security, confidentiality, and integrity of SCUSD data, in line with industry standards and provide annual certification to cloud security standards.
- Vendor shall test exporting some data at least once a year with service levels on data integrity, and on speed of process.
- Vendor shall provide at least 72 hours notice of planned downtime, during the hours of 6 PM (PDT) Friday to 3 AM (PDT) Monday.
- Expected SLA Requirements include: uptime, performance, backup and recovery, security, customer satisfaction, initial response, updates – hourly/daily, scheduled downtime, and root cause analysis.
- Vendor shall provide and maintain scalable storage solution.
- Vendor shall create and retain nightly backups, with 14 day retention policy.
- Vendor shall provide immediate notification of breach or third-party requests of SCUSD data to SCUSD Assistant Superintendent of Information Education and Technology.

Services

SCUSD seeks to procure the following services as part of this project:

- Implementation services, including system configuration
- Integration services
- Change management, including process re-engineering
- Software maintenance and Enhancement Support within SLA
- System documentation

- Export features
- Testing
- Training and user support

Project Deliverables

For purposes of this project, deliverables will be divided into three categories: Written Deliverables, Software Deliverables, and Non-Software Deliverables. Project deliverables, organized by category, are listed below:

Written Deliverables

- Project work plan (SCUSD and vendor staff)
- Project organization chart (SCUSD and vendor staff)
- Recommendations for SCUSD roles & responsibilities
- Recommendations for project structure and decision-making framework
- Project communication plan
- Project status reports
- Risk and issue management plan
- Architectural design, including an Entity Relationship Design (ERD)
- Software change control process
- Software configuration plan
- Software configuration/design documentation
- Systems interface plan and design/capability
- Detailed testing plan and test scripts
- Data conversion plan and design
- Knowledge transfer plan
- Deployment plan
- Comprehensive training plan, materials, and curriculum
- Complete system documentation
- Complete end-user documentation, customized for SCUSD
- End-user support plan
- Technical support plan
- Application maintenance plan (including upgrades)
- List of minimum and maximum hardware requirements

Software Deliverables

- Baseline SAS software and licenses
- Fully configured SAS software with any customizations required to satisfy state, federal, or agreed-upon SCUSD requirements ("Configuration" is defined as any tasks, including system set-up, which can be accomplished without any programming changes. "Customization" is defined as any changes in programming required.)

- Future configuration, customization, outputs, and/or reports required by any potential state or federal legislation
- Functioning of new and existing in-bound and out-bound interfaces
- Fully tested data conversion programs
- Provide recommended 3rd party software (any 3rd party software that cannot be provided due to licensing issues should be noted)

Non-Software Deliverables

- Provide implementation leadership and guidance to SCUSD project team
- Conduct unit and system testing
- Conduct integration testing
- Conduct volume/stress testing
- Support user acceptance testing
- Perform production tests
- Conduct training
- Access to training and system administration material
- Conduct project close-out meeting

IV. SPECIAL CONDITIONS

- The length of this contract shall be for the estimated implementation period plus ninety (90) days from date of award.
- Maintenance contracts are renewable annually for three additional years at SCUSD's discretion with contracted vendor's concurrence. SCUSD remains the prioritor of all student data and information hosted in the SAS during and upon termination of contract.
- Prices are to be held firm for at least the term of the contract, after which they may be renegotiated if the market dictates. Prices may also be renegotiated at contract renewal. Price reductions are permissible at any time and any reductions passed on to other customers are to be correspondingly offered in the same ratio to the district. Vendor's failure to promptly notify SCUSD of such industry wide price decreases may constitute a breach of contract and the contract may be cancelled. SCUSD reserves the right to award any canceled contract to the next lower bidder or re-bid, whichever is in SCUSD's best interest.
- During the term of the contract, items considered to be essential to the functions of SCUSD not initially included in this proposal document, may be added by mutual agreement. SCUSD shall notify the successful vendor of any such items, and the specifications for such. The vendor will then have an opportunity to quote the product to SCUSD with pricing reflective of the current awarded contract terms. If accepted by SCUSD, the item will be added to the list of awarded contract items for the duration of the contract term.

- SCUSD reserves the right to make multiple awards on this contract. (i.e., Primary awardee and secondary awardee(s).)
- Violation of any part of the Special Conditions listed may be cause for termination of the contract by SCUSD.

V.   CONTENTS FOR PROPOSALS

In order for proposals to be considered, said proposal must be clear, concise, complete, well organized and demonstrate both respondent's qualifications, and its ability to follow instructions. The quality of answers, not length of responses or visual exhibits is important in the proposal.

The proposal shall be organized in the format listed below and shall be limited to twenty (30) pages (excluding attachments and appendices) on 8 ½" x 11" paper with all responses bound with tabs separating each section. Respondents shall read each item carefully and answer each of the following items accurately to ensure compliance with District requirements. Failure to provide all requested information or deviation from the required format may result in disqualification. Restate each item prior to addressing said item.

A. Submittal Letter

Include the RFP's title and submittal due date, the name, address, and telephone number of the responding firm. Include a contact person and corresponding e-mail address. The letter shall state that the proposal shall be valid for a 60-day period and that the staff proposed is available immediately to work on this project. The person authorized by the firm to negotiate a contract with the District shall sign the cover letter.

B. Description of Firm

This section should provide information regarding the size, location, nature of work performed, years in business and the approach that will be used in meeting the needs of the District.

C. Organizational Structure

Describe your firm's organizational structure. Supply the names of the professionals who will be responsible for this project. Please provide brief resumes for these individuals.

D. References and Description of Experience

This section should identify similar projects that the firm has completed as outlined in the RFP. Use this section to indicate the areas of expertise of your firm and how the firm's expertise will enable the District to benefit from that expertise. Include the size of at least three (3) school districts with similar demographics and student performance, along with the names of individuals familiar with your work that can be contacted by District staff.

E. **Project Overview**

This section should clearly convey the consultant's understanding of the nature of the work related to student academic performance and the general approach the consultant will use to complete the project. This section should include, but not be limited to, a discussion of the organization of the project and a summary of the proposed approach.

F. **Detailed Work Plan**

This section of the RFP should include a full description of each step your firm would follow in completing the project. The work description should be in sufficient detail to show a clear understanding of the work and proposed approach.

This section should also include a description of the format, content and level of detail that can be expected for each deliverable. A schedule showing the important milestones should also be included.

G. **Cost Proposal**

This section must provide a full description of the expected expenditures for the work described in this RFP, both one-time and on-going. The cost proposal must include all consultant fees, preparation of deliverables, travel expenses, etc.

In addition, please provide initial purchase price, annual licensing fees, and any other associated costs including but not limited to training, support, desktop software, client system requirements, hardware requirements, additional cost for hosted hardware solutions, and database licensing. All costs should be detailed and summarized to show a one, three and five year total cost of ownership.

V.   EVALUATION CRITERIA / SELECTION PROCESS

Stage One

Vendor proposals will be subjected to a two-stage evaluation and selection process. The first stage will begin with a review of the response to the proposal. A proposal must address all modules/functions to be considered.

1. The proposal will include integration with existing student information system.

2. Proposals found to be incomplete may be rejected as non-responsive. Proposals not deemed to be competitive will be rejected.

3. The SCUSD may choose to ask clarification questions in writing and include the additional information gathered in this process. At the discretion of SCUSD, a vendor may be asked to do a two-hour demo of their student system at SCUSD as part of the Stage One evaluation. Any vendor that is unwilling or unable to do a demo may be deemed non-responsive and be disqualified.

4. References of the top vendors will be checked to verify their selection.

Evaluation and rating of the responses will be based on:

- Information provided by the vendor in their response
- Information provided by the vendor in response to SCUSD clarification questions
- Information from reference checks

Each submittal will be scored by an evaluation committee comprised of individuals from SCUSD and participating districts. A short list of proposals will move into the second stage of the evaluation.

Stage Two

The finalist proposals will be subjected to a more detailed second stage evaluation that will include vendor provided demonstrations at SCUSD involving use of actual data on live systems. The SCUSD may elect to provide the demonstration data or may elect to have the vendor provide data that closely matches a K-12 district similar to SCUSD. At the option of the SCUSD, a "hands-on" session with the product may also be requested. In addition to demonstrating application functionality, the vendor will be required to describe and demonstrate the proposal's technology and proposed hardware/software deployment strategy.

Note: The schedule for software demonstrations is very tight, and vendors must be ready to conduct a demonstration within two (2) weeks after notice of selection for Stage Two evaluation.

During the Stage Two evaluation period, interviews will be conducted with the finalist vendors to explore in detail the proposed implementation strategy and project plan and to discuss vendor qualifications and experience. SCUSD may choose to interview the vendor's training team and ask them to demonstrate portions of sample training sessions.

References will be checked to address issues raised by the demonstrations and interviews or to answer detail questions not yet resolved. Visits to sites using the proposed software may be conducted during the stage-two evaluation. Vendors may be asked to help arrange these site visits, but **not** to attend the visits.

In addition to initial evaluation criteria, final selection will be based on the following criteria:

- Software Costs
- Service Costs
- Software demonstration
- Vendor Qualifications/References
- Implementation & Project Work Plans

This is a negotiated procurement and, as such, the contract will not necessarily be awarded to the vendor submitting the lowest priced proposal. Award will be made to the firm submitting the best responsive proposal satisfying SCUSD's requirements, price, and other factors considered. As with

any service acquisition, cost is a major consideration. It is vitally important that the district gets value for its investment and is able to demonstrate this to its constituency.

SCUSD reserves the right to conduct negotiations or to award a contract without negotiations. If such negotiations are conducted, the following conditions shall apply:

➢ Negotiations may be conducted in person, in writing, by telephone or a combination of these methods.

➢ Negotiations will only be conducted with potentially acceptable responses. SCUSD reserves the right to limit negotiations to those responses, which receive the highest rankings during the initial evaluation phase.

➢ Terms, conditions, prices, methodology, or other features of the vendor's response may be subject to negotiation and subsequent revision. As part of the negotiations, the vendor may be required to submit supporting financial, pricing and other data in order to allow a detailed evaluation of the feasibility, reasonableness, and acceptability of the response.