Request for Proposal: Adaptive Digital Content/ Instructional Software for grades K-12

HOPE Online Learning Academy Co-Op
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1.0 HOPE ONLINE LEARNING ACADEMY CO-OP

HOPE Online Learning Academy Co-Op (HOPE) provides kindergarten through twelfth grade students in Colorado with an online education that includes individualized learning plans paired with in-person support from experienced teachers and mentors. HOPE is a non-profit, free, public charter school of Douglas County School District. Based in Englewood, CO, the network of 42 learning centers serve over 3000 students throughout the state.

HOPE students attend learning centers five days a week for the full school day, rotating between individualized online lessons and classroom instruction. Learning Centers are safe, supportive environments operated by non-profit community organizations.

HOPE students by the numbers:
- 74% of students participate in free or reduced lunch program
- 78% minority student population
- 41% English language learners
- On average, HOPE high schools students enroll 4-10 credits behind pace for graduation
- Approximately 40% of HOPE students in grades 2-8 had previously enrolled in three or more schools

Website: www.hopeonline.org
Curriculum information: www.hopeonline.org/students/curriculum
FAQ: www.hopeonline.org/about/faq

2.0 PURPOSE OF REQUEST FOR PROPOSAL

This Request for Proposal (RFP) is being issued by HOPE Online Learning Academy Co-Op. The purpose of this RFP is to assist with the selection of standards-based, adaptive digital content to be offered by HOPE throughout its network of 42 learning centers in a blended learning classroom environment.

HOPE Online Learning Academy Co-Op, as a blended learning school model, is seeking to license a complete online curriculum for the entire school that includes prescriptive and individualized learning opportunities for students in grades K-12. Online content must provide students with an individualized learning path and be adaptive based on student performance. Providers are encouraged to submit a response even if only a subset of the content areas and/or grade levels is addressed by your offerings.

All potential contractors should take notice and be aware that HOPE reserves the right to reject any or all proposals without comment.
3.0 STATEMENT OF WORK

Responses to this RFP should clearly address each of the following criteria. Every attempt should be made to be concise in your responses.

3.1 Delivery Requirements

The following paragraphs outline key digital content and delivery criteria that HOPE is seeking. Responses to this RFP must address how the provider can meet these specific requirements.

3.1.1 Deliver digital content for students through a provider hosted model. Provider will not only provide the digital content, but will host its own course management, and an enrollment system in which students are enrolled and activated.

3.1.2 Students are provided the opportunity to work at their own pace with content and instruction individualized to enable this type of flexibility.

3.1.3 Provide professional development to the appropriate HOPE staff in teaching content, managing enrollment process, accessing and understanding student performance reporting.

3.1.4 Provide appropriate and agreed upon technical support for students and staff.

3.1.5 Digital content should include a validated diagnostic assessment that will prescribe an individual learning path for the students.

3.2 Digital Content Specifications

The following paragraphs outline key criteria for the digital content implementation. An in-depth review of the Provider’s online content will be conducted if it is determined that such a review is desired based on this RFP response.

3.2.1 Provide a list of the digital content/online courses that your organization has available that are specifically designed for use in a blended learning instructional environment.

- Does availability of digital content/online courses vary depending on grade level of students? If yes, please describe.
- Please identify whether the digital content/courses is developed and owned by your organization.
- Does your digital content/online courses cover all grades levels (K-12), including content for core and elective courses? (Providers are encouraged to submit a response even if only a subset of the content areas and/or grade levels is addressed by your offerings).
- Please describe the degree to which your digital content utilizes video, audio lectures, interactive simulations, and other product design features that foster student engagement and addresses multiple learning styles.
3.2.2 Provide evidence that digital content is aligned to appropriate national standards, Common Core Standards, as well as aligned to the Colorado Academic Standards. Include a brief explanation for the process you utilize to ensure that such standards are addressed in your content. In the event that content is not aligned to Common Core Standards, and/or Colorado Academic Standards, please provide commentary in your response as to the reasons why and what accommodations to meet such standards can be made.

3.2.3 Describe the prescriptive options, such as pre- and post-testing or real-time adaptive interventions based on student response.

3.2.4 Describe the student assessment process that exists within the digital content / courses. In your description of options, please address the following questions as appropriate:

- Describe the various types of assessments that are utilized.
- To what extent are computer graded assessments utilized?
- Are test banks capable of giving multiple versions of exams and quizzes to promote mastery learning included?
- Do clients have the ability modify or create their own assessments?
- Can students proceed through the course if an assessment is not mastered?
- Can the level of mastery be adjusted?
- Are test questions randomized?
- What types of items do the tests include (i.e. short response)?
- Does digital content include both unit tests and final exams?
- Describe any safeguards that exist to prevent students from merely guessing answers until correct answer is obtained.

3.2.5 Describe the differentiated instruction and interactive features that meet the varying learning needs of students. In your description please address the following questions:

- Can students work at their own pace?
- Are audio capabilities to read the screen to students, interactive labs or other activities, videos, hyperlinks to vocabulary definitions, or remediation in reading and math available?
- Does the system automatically route students to questions covering lower-level skills based on incorrect responses?
- Does the system provide “hints” or feedback to lead students to correct responses?
- Are pacing guides or average completion time per lesson included?

3.2.6 Describe what ancillary (offline) materials are required.

- Are materials available in print form only or are they posted online?
- Do students and teachers and/or facilitators have access?
- How is the distribution of the ancillary materials to the students handled?
3.2.7 Describe your typical business practices for addressing content additions or edits. In your description please address the following questions:

A. Client-initiated edits to content
   - Do clients have the ability to add or edit content themselves?
   - Are various user-types/roles available to enable client to assign editing capabilities to select staff?
   - What is the process for client to submit ideas for content edits?
   - What is an average timeframe for making content changes?

B. Provider-initiated edits to content
   - How often is content upgraded or otherwise edited?
   - How are edits to content relayed to client and how much advance notice is provided?

3.2.8 Please identify teacher support materials that are provided to assist HOPE teachers and learning center facilitators with becoming familiar with the online content, as well as supporting their instructional efforts.

   - Are answer keys and/or rubrics provided?
   - Are hints for providing instructional support offered?

3.2.9 Given the diverse academic needs of HOPE students (English-language learners, academically at-risk, students with learning and physical disabilities, highly mobile population), please describe your company's experience in serving such a student population utilizing your digital content.

3.3 Reporting Features - Student Performance

3.3.1 Please describe the reporting capabilities of your digital content management system.
   a) Are school personnel able to access real-time student progress reports that include both the quality of work completed and the % of coursework completed?
   b) Describe how aggregate student performance data can be reviewed at the class and school level.
   c) Describe how students are informed of their progress?
   d) Describe how parents access student progress reports?
   e) Describe ability to export student data/reports into other digital grade books or databases?
   f) Describe how student performance data is archived and does this include archiving of student data even for students who may not complete their assigned course?
3.4  Fee Structure

The following paragraphs outline key financial considerations that HOPE will consider for digital content implementation. Responses to this RFP must address how the Provider can meet these specific requirements.

3.4.1 Identify your pricing models (per student/concurrent user/etc) associated with delivering content as outlined in this RFP. The license fee shall include the costs of course access, delivery, and registration.
   a) Identify any ancillary materials (such as print or online textbooks) or subscription fees that may not be included in the quote provided.
   b) Identify all fees associated with the training of HOPE and learning center staff to implement/teach/facilitate the digital content in a blended learning classroom.
   c) Identify all fees that may be associated with providing technical support to students and HOPE and learning center staff.
   d) Identify any other fees that may be applicable to the utilization of your content and services.

3.4.2 HOPE serves a student population that has shown to be highly mobile. On average, thirty-percent (30%) of enrolled students will leave during the school year. Describe the flexibility in your fee structure that will best enable HOPE to be financially responsible in addressing this rate of student mobility.

3.5  Technical Requirements

Please identify the minimum, and preferred (as appropriate), technical requirements required by HOPE staff and students to successfully access and interact with your platform. HOPE does require that all digital content run on Windows XP (at a minimum).

3.5.1 Provide details regarding the hardware and software requirements that each of the following entities would need to have available in order to access your digital content/courses:
   a) Students
   c) HOPE learning center staff
   d) HOPE central staff
   e) HOPE teachers

3.5.2 Describe the technical support that you will provide to each of the following users:
   a) Students
   b) HOPE learning center sites
   c) HOPE and learning center staff

3.5.3 Please identify if any components of the digital content/course or ancillary resources require software to be loaded onto a server at the HOPE home office and/or learning center sites.
3.5.4 Describe the data integration capabilities for your digital content management system.
   a) Can data be exported and into what programs?
   b) Can data, such as a list of student names or demographic information be imported?
   c) Is there an additional fee for reporting?
   d) Does your platform integrate, or is it capable of integrating, with other learning management systems and student information? If yes, do additional fees apply?
   Note that the student information system utilized by HOPE is Genius SIS (www.geniussis.com)
   e) Does your platform have single sign-on capabilities with other content management/repository systems? If yes, do additional fees apply?

3.6 Provider Qualifications and Contact Information

In order for HOPE to judge the prospective Provider’s prior experience and ability to deliver the prescribed service on time, the bidder must submit the following information in the response:

3.6.1 Legal name and address of company and identify the name and contact information for one representative from your organization who shall serve as the point of contact for all questions and inquiries regarding your response.

3.6.2 Is your company privately or publicly owned? Please provide information about your Board of Directors (or Advisory Board if appropriate); a web link to this information will suffice.

3.6.3 Length of time in existence

3.6.4 List of agencies/clients for which services comparable to those requested in this RFP have been rendered, the dates of services, and the name, address, and telephone number of the prospective contractor’s contact person in that agency.

   HOPE Online Learning Academy Co-Op reserves the right to contact agencies that have worked or are working with the prospective Provider.

3.6.5 Identify all accreditations, state or nationally recognized endorsements that your organization has received. Describe any outside evaluations that have been conducted on your digital content. Are evaluations available if requested?

3.6.6 Providers having existing business relationship with HOPE, or a personal relationship with HOPE employee(s) must include a statement with their response identifying the scope of any such relationship.

3.6.7 Providers who are currently in litigation or have been in litigation for providing similar services as requested in this RFP must include a statement in their response that provides details about the litigation.
3.7 Deliverables and Timeframes

Identify any important information that the RFP review team will need to consider regarding how quickly your organization would be able to implement digital content at various HOPE learning center sites if requested to do so. Include a typical implementation timeline based on your experience of providing such services.

3.8 Additional Features and Information (Optional)

Please identify any unique features or additional information about your digital content offerings that you believe is important for HOPE to consider. Please keep narrative response concise and only provide information not requested in earlier questions in Section 3.0.

4.0 RFP SUBMISSION PROCESS

Proposals should be concise and clear. Proposals must be complete. Failure to include all required information may result in disqualification or lower evaluation rankings.

Responses to the RFP will be the primary source of information used in the evaluation process. Proposals should be as complete as possible. However, HOPE may:

1. Contact any applicant to clarify any response.
2. Contact any user of an applicant’s services.
3. Solicit information from any available source concerning any aspect of the proposal.
4. Seek and review any other information it deems pertinent to the evaluation process.

The following paragraphs provide an overview of the submission process.

4.1 HOPE Online Learning Academy Co-Op Contact

All questions and inquiries regarding this RFP should be directed to:

Bruce Friend
HOPE Online Learning Academy Co-Op
bruce.friend@HOPEonline.org
919-802-0832

The above contact is the authorized contact on behalf of HOPE and shall be the only representative of HOPE related to this RFP. Communication with other HOPE and learning center staff regarding this RFP may be grounds for eliminating a Provider from consideration.
4.2 Submission Deadline

The deadline for submitting responses to this RFP is January 25, 2013. All responses must be received by midnight EST on the above date. Any proposal received after the time and date specified will not be considered.

4.3 Sending Your RFP Response

Providers should submit their responses electronically to the email address provided in Section 4.1. All documents that are submitted should be in a PDF document. Providers must also include a signed Appendix B with their response (signed document may be scanned and included in the response). It is the Provider’s responsibility to assure that all addenda have been reviewed and, if need be, signed and returned with the RFP response.

5.0 EVALUATION PROCESS

Proposals will be evaluated on the following criteria:

- Proposal meets the statement of work objectives (Section 3.0)
- Experience with other online schools, charter schools, and/or public schools
- Cost effectiveness

The following paragraphs provide an overview of the evaluation process that will be used when reviewing Provider responses.

5.1 Review of Received Responses (Phase I and II)

HOPE will assemble a team to carefully review each response to this RFP. This initial review (Phase I) will focus on ensuring that all information requested in Section 3.0 and elsewhere in the RFP has been provided. Based on this review, a determination as to which Providers’ courses and services warrant a more in-depth review will be made (Phase II).

*By responding to this RFP, the Provider agrees to provide the HOPE Online Learning Academy Co-Op review team with access to desired content/courses in an effort to conduct such a review.*

5.2 Selection of Providers for In-Depth Course Reviews (Phase III)

Based on the Phase II review process, the review team may request the Provider to provide a demonstration of their online courses and to participate in a Q&A session with
the review team regarding their responses to this RFP. This demo and Q&A session may be conducted via a webinar or in-person, depending on the availability of the Provider.

6.0 GENERAL INFORMATION

6.1 Revisions to the RFP

If it becomes necessary to revise any part of this RFP, addenda will be provided to all who are known to have received the initial RFP. Any responses that are received that do not adequately address such changes will be identified and the issuing Provider will be given an opportunity to add additional information that only addresses the said change.

6.2 Cancellation of the RFP

HOPE may cancel this RFP, in whole or in part, at any time.

6.3 Response Acceptance and Rejection

Potential providers are cautioned that this document is a Request for Proposal, not a request to contract. HOPE reserves the unqualified right to accept or reject any or all offers for the purpose of establishing a contract to perform the work described herein. HOPE reserves the right to award a contract upon the evaluation of the received responses without discussion.

6.4 Incurred Expenses

Potential providers are totally responsible for the cost of producing their responses, which would include any travel to HOPE Online Learning Academy Co-Op as part of the Phase III review process. HOPE will not reimburse any vendor for the cost of the preparation of responses or product demonstrations.
# Appendix A

## Proposed Timeline

HOPE Online Learning Academy Co-Op reserves the right to modify or amend this timeline at any time.

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 3, 2013</td>
<td>RFP issued</td>
</tr>
<tr>
<td>January 16, 2013</td>
<td>Provider Conference Call. Purpose is to provide potential respondents with an opportunity to ask clarifying questions about the RFP. All questions and answers will be sent to call participants and posted on HOPE website.</td>
</tr>
<tr>
<td>January 25, 2013</td>
<td>RFP responses due</td>
</tr>
<tr>
<td>January 30, 2013</td>
<td>Phase I review process begins. Phase I consists of reviewing all proposals that were received to ensure that required information was provided. Providers who warrant further review will be required to provide review team with access credentials to view a sampling of online courses.</td>
</tr>
<tr>
<td>February 11, 2013</td>
<td>Phase II of review process begins</td>
</tr>
<tr>
<td>March 18, 2013</td>
<td>Phase III review. During this week, selected finalists will be asked to provide an on-site product demonstration and answer questions from the review team.</td>
</tr>
<tr>
<td>April 8, 2013</td>
<td>Decision made on provider(s). Enter contract negotiations stage.</td>
</tr>
</tbody>
</table>
Appendix B

Execution of Response

By submitting this response, the potential provider certifies the following:

- This response is signed by an authorized representative of the firm.
- The cost and availability of all equipment, materials, and supplies associated with performing the services described herein have been determined and included in the proposed cost.
- All labor costs, direct and indirect, have been determined and included in the proposed cost.
- The potential provider has read and understands the conditions set forth in this RFP and agrees to them with no exceptions.
- That all information provided in the response is factual and verifiable.

PROVIDER: __________________________________________________________

ADDRESS: __________________________________________________________

CITY, STATE, ZIP: __________________________________________________

TELEPHONE NUMBER: _______________________ FAX: _____________________

FEDERAL EMPLOYER IDENTIFICATION NUMBER: _________________________

E-MAIL: _____________________________________________________________

Will any of the work under this contract be performed outside the United States?

☐ Yes  ☐ No

(If yes, describe in an addendum to response.)

Will any of the work under this contract be outsourced to a third party?

☐ Yes  ☐ No

(If yes, describe in an addendum to response.)

Is your company a minority-owned business?

☐ Yes  ☐ No

BY: ________________________________ TITLE: _______________ DATE: ___________

(Signature)

__________________________________

(Typed or printed name)

THIS PAGE MUST BE SIGNED AND INCLUDED IN YOUR RESPONSE.

Unsigned responses will not be considered
PROVIDER RESPONSE CHECKLIST

☐ Response provides information specific to the requests for information identified in Section 3.0 of this RFP.

☐ All documents associated with the response to this RFP shall be submitted via email to the address identified in Section 4.1. The response and all ancillary documents, including Appendix B, should be submitted in PDF format.

☐ Response has been submitted in a timely manner to ensure arrival by the parameters identified in Section 4.2.