



PURCHASING DEPARTMENT

P.O. Box 40400
1010 E. Tenth Street
Tucson, AZ 85717-0400
Phone (520) 225-6080
Fax: (520) 225-6082

MEMORANDUM

DATE: 08/27/13

TO: Kevin Startt
Director of Purchasing

FROM: Jacqueline Posey
Procurement Specialist

Subject: Executive Summary – 14-13 Grades K-12 Online Curriculum Adoption

Dept: AGAVE Middle and High School
Pre-Proposal Date: NA
Proposal Due Date: April 23, 2013

Date Issued: April 2, 2013
No. of Individuals Attending: NA
No. of Proposals Received: 13

BACKGROUND

It is the intention of the Tucson Unified School District (TUSD) to adopt Grades K-12 virtual instructional materials that support Common Core State Standards (CCSSM) and that cover all content areas. Agave Middle and High School serves 300 full time students in the state of Arizona while supporting the credit recovery, supplemental curriculum and credit acceleration needs of approximately 14,000 high school students in the Tucson Unified School District.

EVALUATION

A committee was formed to evaluate the adoption proposals based upon the selection criteria set forth in the original adoption. The committee was comprised of the following members and signed Committee Member Statements were received from all:

- Stuart Baker, Coordinator of Distant Learning – Committee Chair (non-scoring)
- Margaret Burkholder, Math Coordinator
- Elaine House, Exceptional Education Ombudsman
- John Tate, Teacher
- Jean D’Andrea, Language Acquisition Specialist
- Robert Kramer, Technology Integration Specialist
- Andrew Marafino, Teacher
- Frances Tate, Teacher

The District received thirteen (13) proposals from the following firms:

- Pearson
- Rosetta Stone
- Advanced Academics
- eDynamic Learning
- Learn Beyond
- K12 Virtual Schools
- McGraw Hill Education
- Edmentum
- Edgenuity

Apex Learning
 Flipswitch
 Auralog
 Odyssey Ware

Prior to releasing the adoption proposals to the committee, I conducted an initial review of the adoption proposals to ensure that all requested information had been submitted. As a result, the adoption proposals were deemed eligible for the committee's review. However, the committee is charged with the final determination of acceptability.

On April 30, 2013, I met with the evaluation committee and discussed the role of the committee and the evaluation process. Each committee member received copies of the Conflict of Interest And Confidentiality Statement For Procurement Evaluations, the District's Procedures For Evaluation of Proposals By A Committee, a copy of the Adoption document and copies of all the adoption proposals.

Members reviewed and submitted phase 1 scores on May 30, 2013. The committee, short listed to the top 9 (nine) vendors; K-12 Virtual Schools, Pearson, Rosetta Stone, Advanced Academics, Auralog, Edmentum, Edgenuity, Flipswitch, and Apex Learning. The top 9 (nine) vendor's materials were available for public review from June 26, 2013 to August 27, 2013. The phase 1 scores were as follows;

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Phase 1 TOTALS

	Committee Member A	Committee Member B	Committee Member C	Committee Member D	Committee Member E	Committee Member F	Committee Member G	Total	Average
Edgenuity	440	500	420	460	440	400	340	3000	300
Edmentum	300	500	480	400	460	460	320	2920	292
K-12 Virtual School	400	500	240	340	440	440	500	2860	286
Apex Learning	400	400	440	420	360	400	380	2800	280
Pearson	440	360	400	440	440	440	220	2740	274
Advanced Academics	300	500	180	400	400	440	300	2520	252
Auralog	200	500	280	420	440	440	180	2460	246
Rosetta Stone	240	360	300	280	440	440	280	2340	234
Flip Switch	180	380	260	360	320	320	100	1920	192
Odyssey Ware	100	320	60	340	280	320	120	1540	154
Learn Beyond	160	180	160	260	200	220	0	1180	118
McGraw Hill Education	80	180	120	240	260	260	0	1140	114
eDynamic Learning	200	60	100	220	240	240	0	1060	106

Letters to the vendors that were short listed were sent out on June 6, 2013 and presentations with the top 3 vendors were scheduled for August 14, 2013 and August 16, 2013. After the presentations, Best and Final Offers were requested from the 9 (nine) vendors and due on August 23, 2013. Best and Finals were all received on the due date and time requested, with the exception of Rosetta Stone who did not submit a Best and Final Offer.

The Best and Finals were given to the committee for review on August 23, 2013. The committee met and reviewed the Best and Finals and phase 2 scoring was submitted to me on August 27, 2013. The phase 2 final scores are as follows;

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Phase 2 TOTALS

	Committee Member A	Committee Member B	Committee Member C	Committee Member D	Committee Member E	Committee Member F	Committee Member G	Total	Average	RANK
Edgenuity	500	500	420	480	440	440	440	3220	322	2
Edmentum	460	500	480	480	400	480	460	3260	326	1
K-12 Virtual School	400	500	280	480	400	400	500	2960	296	3
Apex Learning	220	260	180	200	180	260	220	1520	152	8
Pearson	320	360	260	300	300	360	260	2160	216	7
Advanced Academics	360	380	440	240	300	360	400	2480	248	6
Auralog	400	500	340	340	400	440	320	2740	274	4
Rosetta Stone	400	420	320	340	360	420	280	2540	254	5
Flip Switch	100	240	180	220	120	200	240	1300	130	9

AWARD RECOMMENDATION:

The committee has recommended award to K-12 Virtual School, Edmentum, Edgenuity, Advanced Academics, Pearson, Auralog, and Rosetta Stone. The Adoption Notice of Solicitation was mailed to four hundred (400) vendors as well as posted on the District website. The top 9 (nine) vendor’s materials were also available for public review for sixty (60) days and posted on the district website during the public review dates.

I attest that the evaluation process was conducted in accordance with Arizona Administrative Code R7-2-1041 (Competitive Sealed Proposals) and all applicable Tucson Unified School District rules and regulations.

Contract awards are recommended to the following firms for the indicated services:

General Curriculum - K12 Virtual School, Edmentum, Edgenuity

Specific Content Need - Advanced Academics, Pearson,

World Language - Auralog Inc, Rosetta Stone

Attachment: Dept Recommendation

Concurrence:

Name
(Purchasing Director)

Date