



District School Board of Pasco County

20430 Gator Lane • Land O' Lakes, Florida 34638 • 813/ 794-2221

Heather Fiorentino, Superintendent

www.pasco.k12.fl.us

Department of Purchasing
Kendra Goodman, CPPO, CPPB, Purchasing Agent
813/ 794-2221 Fax: 813/ 794-2111
727/ 774-2221 TDD: 813/ 794-2484
352/ 524-2221 e-mail: kgoodman@pasco.k12.fl.us

June 5, 2012

MEMORANDUM

TO: Honorable School Board Members

FROM: Kendra Goodman, CPPO, CPPB, Purchasing Agent *KDG*

RE: **Action 100 K-5 Materials Only -**
American Reading Company

The Curriculum and Instructional Services Department is requesting approval of the attached contract with American Reading Company for Action 100 K-5 Materials that will permit Lacochee Elementary School and Gulf Highlands Elementary School to offer additional 30 minutes of daily, structured and accountable independent reading time. Teachers will conduct formative; standards based assessment conferences with individual students and track student progress with the products online tools. Please reference the attached memo from Vanessa Hilton, Director of Curriculum and Instructional Services, for further information regarding this agreement.

Under the Department of Education Rule 6A-1.012(11)(b), the requesting of bids from three (3) or more sources is waived for the purchase of educational services and copyright materials from the copyright holder including, without limitation, educational tests, printed instructional materials, computer software, etc., where such items are purchased directly from the manufacturer, producer, publisher, the owner of the copyright, an exclusive agent within the state, a governmental agency or a recognized educational institution. American Reading Company is the copyright holder of this curriculum program. The attached contracts total \$203,000, utilizing Title II funds.

At this time, we respectfully request your approval to enter into the agreement with American Reading Company and purchase the materials listed on the attached.

Should you have any questions regarding this matter, please contact Vanessa Hilton. If you have any purchasing related questions regarding this agreement, please contact me.

KDG/amj
Attachments

Date/Time: May 30, 2012 08:58:00



District School Board of Pasco County

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638 • 813/ 794-2000

Heather Fiorentino, Superintendent

www.pasco.k12.fl.us

Curriculum and Instructional Services
Tracy Hlady, Supervisor
813/794-2240 Fax: 812/794-2112
727/774-2240 TDD: 813/794-2484
352/524-2240
E-mail: thlady@pasco.k12.fl.us

MEMORANDUM
CIS-12-029

May 17, 2012

To: Kendra Goodman, CPPO, CPPB, Purchasing Agent

From: Tracy Hlady, Supervisor of Curriculum and Instructional Services, K-12 Literacy (14)
Vanessa Hilton, Director of Curriculum and Instructional Services (VCH)

Subject: Approval of the Contract to Purchase Instructional Materials from American Reading Company

History

Lacoochee Elementary School and Gulf Highlands Elementary School were identified as schools in need of improvement by the state of Florida and have received intensive support from the State Differentiated Accountability (DA) Team during the 2011-12 school year. Through the instructional review process conducted by the DA Team, a recommendation was made to investigate and consider the implementation of a proven, standards based reading intervention program at each school. School administration and district staff conducted a site visit to observe and evaluate the use of the product.

Description

The package components described in the contract will permit Lacoochee Elementary School and Gulf Highlands Elementary School to offer an additional 30 minutes of daily, structured and accountable independent reading time. Teachers will conduct formative, standards based assessment conferences with individual students and track student progress with the products online tools.

Action Requested

Approval of the contracts in the amount of \$203,600 between the District School Board of Pasco County and American Reading Company for the purchase of K-5 Action 100 Modules which include the following components: Classroom Library, Teacher's Resource Kit CCS, SchoolPACE student tracking software, introductory training, Reading Acquisition Cards, Incentive Folders, Milestone Awards and student Incentives.

cc: Ruth Reilly, Assistant Superintendent for Curriculum and Instructional Services; Dave Scanga, Assistant Superintendent for Elementary Schools; Thomas Barker, Executive Director for Elementary Schools; Lori Wiggins, Supervisor for Curriculum and Instructional Services; Wendy Spriggs, Director of Instructional Technology and Media Services, Elena Garcia, Supervisor of Curriculum and Instructional Services.




May 10, 2012

Pasco County School District
7227 Land O'Lakes Boulevard
Land O'Lakes FL 34638

The purpose of this letter is to formally document that American Reading Company is the sole source provider of its Action 100™ Response to Intervention framework; IRLA™ Independent Reading Level Assessment; CCSS Integrated Literacy Block; program materials; professional development training sessions; and SchoolPace™ student progress tracking software.

The Independent Reading Level Assessment (IRLA) is a unified standards-based framework for student assessment, text leveling and curriculum and instruction. It includes every Common Core State Standard for Reading, both in literature and informational text, as well as those Language standards key to reading success. The IRLA is American Reading Company's proprietary leveling system and is trademark and copyright protected. It is the only hand-leveled, standards based system providing rigor, cohesion and accountability that is built on the Common Core State Standards. The IRLA, along with its supporting custom designed text sets, exemplar packets and hand-leveled book collections can only be purchased through American Reading Company.

Program materials include skills cards, folders, training materials, hand-leveled book collections, custom designed text sets and exemplar packets, our proprietary leveling system and any other items deemed program materials by American Reading Company. Professional development products include introductory training sessions, site licenses, CCSS Leadership Institutes and any other training workshops. All of the above items can only be purchased through and with the permission of the company. Program materials are copyrighted by American Reading Company and may not be duplicated without prior written consent of American Reading Company.



Allan Struzinski

President



Lacoochee Elementary School

Pasco County School District

Action 100 K-5 Materials Only

05/04/2012

Proposal Number: 35251

Submitted To
Ms. Shirley Ray
Principal
Lacoochee Elementary School
38815 Cummer Rd
Dade City, FL 33523
P: 352.524.5625 F: 352.524.5691



Program Proposal Summary

Lacoochee Elementary School
Pasco County School District
Action 100 K-5 Materials Only
05/04/2012

Submitted To

Ms. Shirley Ray
Principal
Lacoochee Elementary School
38815 Cummer Rd
Dade City, FL 33523
P: 352.524.5625 F: 352.524.5691

Classes / Groups of Students

	PreK	K	1	2	3	4	5	6	7	8	9	10	11	12	Special Education			Total	
															Primary	Inter	Middle		
Total Classes	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Participating Classes																			
Subtotal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% Implementation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%

Program Summary (See Detail Attached)

	Total	Shipping	Grand Total
Action 100 Modules	\$93,600.00	\$0.00	\$93,600.00
TOTAL	\$93,600.00	\$0.00	\$93,600.00

Please note: Prices are valid 60 days from date of proposal.

Approval

Execution of this contract becomes effective upon our receipt of this proposal, and/or your company purchase order, bearing the signature of an authorized purchasing agent. Thank you for selecting American Reading Company.

Returns

You may return new, unopened items (except custom products) sold and fulfilled by American Reading Company within 30 days of delivery for an exchange. We'll also pay the return shipping costs if the return is a result of our error (you received an incorrect or defective item, etc.).

If you need to exchange an item, please contact our Customer Concerns Department at customerconcerns@americanreading.com or (866) 810-2665.

Professional Development

American Reading Company limits all workshops to a maximum of 25 participants (20 teachers and 5 support staff). If more than 25 people attend the workshop, your signature below indicates your agreement to pay \$350 for each additional participant. Professional development training cannot be cancelled or changed within 15 days of the event date. Customers that cancel professional development events within that timeframe will be billed for the cancelled event.

Signature: _____

Date: _____

Title: _____

Approved Amount: \$ _____





Qty Price Total
(Free Shipping)

Action 100 Modules

Action 100 Module - Elementary (K-8th Grades)

The Action 100 module gives teachers all the necessary tools they need to implement Action 100. Each standards-based classroom module includes a Classroom Library, a Teacher's Resource Kit CCS, our SchoolPACE student tracking software, an introductory Training, and enough Reading Acquisition Skills Cards, Incentive Folders, Milestone Awards (up to 800 steps) and Incentives for a classroom of 30 students. Elementary classrooms will receive our Take-Home Book Bags while middle school classrooms will receive our Varsity Logbook and Drawstring Bag. Kindergarten and first grade classrooms will receive our Power Word Cards to help students learn their sight words. Minimum of 10 Classrooms.

Kindergarten	4	\$4,200.00	\$16,800.00
1st Grade	4	\$4,200.00	\$16,800.00
2nd Grade	4	\$4,000.00	\$16,000.00
3rd Grade	5	\$4,000.00	\$20,000.00
4th Grade	3	\$4,000.00	\$12,000.00
5th Grade	3	\$4,000.00	\$12,000.00
Subtotal	23		\$93,600.00
Total: Action 100 Modules	23		\$93,600.00

CONTRACT REVIEWED
AND APPROVED:
WJ 5/25/12

Products > Action 100 REI >

ACTION 100: What You Get

[Overview](#) [What You Get](#) [Videos](#) [Schools](#) [Professional Development](#) [Results](#)

Each ACTION 100 Program Includes:

Circulating Classroom Libraries Leveled Using State Standards

Classroom libraries, leveled to state standards using American Reading Company's Leveling System, provide a continual stream of new trade books moving through classrooms and into every home each night. Three hundred different titles are supplied to every participating classroom, with up to 10,000 unique titles in each school, providing an instant source of the best books in print for young people selected from 220 U.S. publishers. Every student logs 100 hours of successful independent reading each year, to include 30 minutes daily in school and 30 minutes daily at home.

State-of-the-Art Materials

Each classroom will receive 100 Book Challenge Benchmark Smart Start Modules that include Classroom Libraries of 10 baskets of 250-300 multicultural titles, Reading Skills Cards, Incentive Reading Folders, Incentive Kit, Milestone Awards, and Take-Home Book Bags. In addition to the extensive classroom library collections, each school will receive a Principal Start-Up Kit, Principal's Conference Notebook, Teacher Resource Kits, Site Coordinator Kit, and Home Contract Magnets. ACTION 100 materials are selected because of their high quality and their proven support of successful school-wide 100 Book Challenge implementations.

Student Achievement Tracked Using Common Core Standards

The independent reading proficiency level of every student, using a standards-based assessment framework, is determined and entered into a student tracking system (SchoolPace), providing summary dashboards and reports for stakeholders. Students, parents, teachers, and administrators know at what reading grade level every student is currently able to demonstrate proficiency, what specific skills and strategies each student needs to practice in order to make progress, and have the tools and training necessary for ensuring every student makes that progress.

Parent Partnership Creates Academically Successful Home Routines

Students bring home books at the "just right" level to read with their families. Take-home skills cards outline the standards for each child, helping parents frame their conversations about the books they are reading together. Daily reading progress is tracked on reading logs moving back and forth between home and school. Students who do not receive adequate home reading support are provided an in-school, or after-school, reading coach.

Teacher Learning Through Standards-Based Formative Assessment

To their existing program, teachers add 30 minutes of daily, structured, accountable, coached, independent reading time, during which they conduct formative, standards-based assessment conferences with individual students. This provides immediate feedback on the extent to which what is being taught is being transferred to real reading. Teachers begin to internalize state standards and use them as their internal compass for instructional decision making throughout the day. This 1-1 time also provides an opportunity for the additional intensive instruction and reading friendship required for our most vulnerable students.

Professional and Parent Development

Teachers and principals receive initial training/introduction to the program, followed by ongoing in-class/in-school support to ensure effective program implementation. Parent workshops explain the importance of this daily home reading and teach parents how to coach and support their child's reading.

Workforce Development

American Reading Company, a female-owned and -managed Pennsylvania business, has a 60,000 sq. ft. warehouse in King of Prussia, PA, and a documented track record of employing undereducated, hard-to-employ, non-English-speaking workers. A grant supporting 50 schools would employ 250 Pennsylvania workers, under the direction of a company of educators, dedicated to and experienced in workforce development. In addition, dozens

ACTION 100 for your grade!

PresK
K-5
6-12

Contact Us

Call or e-mail American Reading Company today.

Toll-free
1-866-810-BOOK (2665)

Name

E-mail

Position

District

School

Zip Code



of teachers would be hired for school support and thousands of reading coaches from our communities could be hired to work with students in the classroom.

Quick Links

- Common Core Standards Leveling System
- ACTION 100®
- 100 Book Challenge®
- Informational Text
- Research Labs®
- Frequently Asked Questions (FAQ) About 100 Book Challenge

Tools

- SchoolPace™**
Monitor student reading progress
- Online Book Database**
Level your existing books
- ARC Employee Access**
Virtual office for ARC staff

Who We Are

Created by teachers, curriculum specialists, and literacy activists, American Reading Company's systematic approach to fostering independent reading is turnkey, intuitive, and proven.

Toll free: 1-866-810-2665

Fax: 610-992-4156

201 South Gulph Rd.
King of Prussia, PA 19406

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Gulf Highlands Elementary School

Pasco County School District

Action 100 K-5 Modules

05/04/2012

Proposal Number: 35171

Submitted To
Kara Smucker
Principal
Gulf Highlands Elementary School
8019 Gulf Highlands Dr.
Port Richey, FL 34668
P: 727.774.7700



Program Proposal Summary

Gulf Highlands Elementary School
 Pasco County School District
 Action 100 K-5 Modules
 05/04/2012

Submitted To

Kara Smucker
 Principal
 Gulf Highlands Elementary School
 8019 Gulf Highlands Dr.
 Port Richey, FL 34668
 P: 727.774.7700

Classes / Groups of Students

	PreK	K	1	2	3	4	5	6	7	8	9	10	11	12	Special Education			Total	
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Participating Classes																			
Subtotal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% Implementation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%

Program Summary (See Detail Attached)

	Total	Shipping	Grand Total
Action 100 Modules	\$110,000.00	\$0.00	\$110,000.00
TOTAL	\$110,000.00	\$0.00	\$110,000.00

Please note: Prices are valid 60 days from date of proposal.

Approval

Execution of this contract becomes effective upon our receipt of this proposal, and/or your company purchase order, bearing the signature of an authorized purchasing agent. Thank you for selecting American Reading Company.

Returns

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Subtotal	27		\$110,000.00
Total: Action 100 Modules	27		\$110,000.00

CONTRACT REVIEWED
AND APPROVED

[Handwritten Signature]

[Products](#) > [Action 100 RTI](#) >

ACTION 100: What You Get

[Overview](#) [What You Get](#) [Videos](#) [Schools](#) [Professional Development](#) [Results](#)

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ACTION 100 for your grade!

Contact Us

Call or e-mail American Reading Company today.

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1-866-810-BOOK (2665)



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- **ACTION 100®**
- **100 Book Challenge®**
- **Informational Text**
- **Research Labs®**
- **Frequently Asked Questions (FAQ) About 100 Book Challenge**

Tools

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Monitor student reading progress
- Online Book Database**
Level your existing books
- ARC Employee Access**
Virtual office for ARC staff

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Toll free: 1-866-810-2665

Fax: 610-992-4156

201 South Gulph Rd.
King of Prussia, PA 19406

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