



# 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](http://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](mailto:kgoodman@pasco.k12.fl.us)

June 19, 2012

## MEMORANDUM

**TO:** Honorable School Board Members

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

**SUBJECT:** Professional Development Contracts, American Reading Company

On June 5, 2012, official action was taken (attached) to approve a contract with American Reading Company (ARC). The components of the approved package will permit Lacochee Elementary School and Gulf Highlands Elementary School to offer additional structured and accountable independent reading time.

The effective implementation of this program is dependent upon teachers receiving Professional Development through ongoing training in areas such as conducting ongoing formative, standard based assessment conferences with individual students and tracking progress with online tools. Please see the attached memo from Elena Garcia, Supervisor of Curriculum & Instructional Services, and Vanessa Hilton, Director of Curriculum & Instructional Services, for additional information regarding this request.

The cost for this Professional Development at Lacochee Elementary School and Gulf Highlands Elementary School is \$61,000 and \$65,000 respectively and will be funded utilizing Title II Funds. The District is permitted to enter into agreements for services of this nature under Florida Administrative Code 6A-1.012(11)(b).

At this time, we are requesting the Board to authorize the Purchasing Department to issue purchasing orders in the amounts outlined above. Please feel free to contact Ms. Garcia, Ms. Hilton or myself at your earliest convenience if you have any questions.

KDG/mw  
Attachments

Date/Time: June 13, 2012 09:03:00



**DISTRICT SCHOOL BOARD OF PASCO COUNTY**

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

Heather Fiorentino, Superintendent



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Curriculum and Instructional Services/Title I  
Elena Garcia, Supervisor  
813/ 794-2323 Fax: 813/ 794-2152  
727/ 774-2323 TDD: 813/ 794-2484  
352/ 524-2323 E-mail: [elgarcia@pasco.k12.fl.us](mailto:elgarcia@pasco.k12.fl.us)

**MEMORANDUM  
TI/CIS-0015-11/12**

May 31, 2012

**To:** Kendra Goodman, CPPO, CPPB, Purchasing Agent

**From:** Elena Garcia, Supervisor, Title I   
Vanessa Hilton, Director of Curriculum & Instructional Services 

**Subject:** Approval of the Professional Development Contracts, American Reading Company

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 2011-2012 school year. Through the instructional review process conducted by the DA team, 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 this product.

The components of the package will permit Lacoochee Elementary School and Gulf Highlands Elementary School to offer an additional 30 minutes of daily, structured and accountable independent reading time. In order to effectively implement all of the program components, teachers will receive ongoing training and support on each of the components including conducting formative, standards based assessment conferences with individual students and the tracking of student progress with the online tools.

Approval of the Professional Development portion of the package in the amount of \$61,000.00 for Lacoochee Elementary School and \$65,000.00 for Gulf Highlands Elementary School (Total \$126,000.00) provides the necessary Professional Development, and offers ongoing service and support while the program is being implemented.

EG:mr

cc: Ruth Reilly, Assistant Superintendent for Curriculum & Instructional Services; Dave Scanga, Assistant Superintendent for Elementary Schools; Thomas Barker, Executive Director for Elementary Schools; Lori Wiggins, Supervisor of Curriculum & Instructional Services; Tracy Hlady, Supervisor Curriculum & Instructional Services



Lacoochee Elementary School

Pasco County School District

30 Days PD

05/04/2012

Proposal Number: 35252

*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  
 30 Days PD  
 05/04/2012

**Submitted To**

Ms. Shirley Ray  
 Principal  
 Lacoochee Elementary School  
 38815 Cummer Rd  
 Dade City, FL 33523  
 P: 352.524.5625 F: 352.524.5681

**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
2012 Professional Development	\$61,000.00	\$0.00	\$61,000.00
<b>TOTAL</b>	<b>\$61,000.00</b>	<b>\$0.00</b>	<b>\$61,000.00</b>

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](mailto:customerconcerns@americanreading.com) or (866) 810-2565.

**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: \$ \_\_\_\_\_



Sales Consultant: Hill, Heath - Account Manager Email: [hhill@americanreading.com](mailto:hhill@americanreading.com) P: 610.992.4150 F: 610.992.4156

201 South Gulph Road, King of Prussia, PA 19406 [www.americanreading.com](http://www.americanreading.com)



**Gulf Highlands Elementary School**

**Pasco County School District**

**30 Days Action 100 PD**

**05/04/2012**

Proposal Number: 35253

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

CONTRACT REVIEWED  
AND APPROVED:  
*WJ 6-6-12*



**Program Proposal Summary**

Gulf Highlands Elementary School  
 Pasco County School District  
 30 Days Action 100 PD  
 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
															Primary	Inter	Middle	
Total Classes	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
% Implementation	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
2012 Professional Development	\$65,000.00	\$0.00	\$65,000.00
<b>TOTAL</b>	<b>\$65,000.00</b>	<b>\$0.00</b>	<b>\$65,000.00</b>

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)

2012 Professional Development

**Action 100 Professional Development Modules**

Action 100 Professional Development Modules are designed for schools committed to developing an aggressive and effective Response-to-Intervention initiative. Modules provide comprehensive training and staff support throughout the school year, developing teacher capacity and ensuring engagement. One module is designed to meet the RTI training needs of individual schools; the second module focuses on District Leadership for RTI.

Action 100 Professional Development Module	1	\$65,000.00	\$65,000.00
Subtotal	1		\$65,000.00
Total: 2012 Professional Development	1		\$65,000.00

CONTRACT REVIEWED  
AND APPROVED:  
*[Signature]*  
6-6-12





## District School Board of Pasco County

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Heather Fiorentino, Superintendent

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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