



# District School Board of Pasco County

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Heather Fiorentino, Superintendent


[www.pasco.k12.fl.us](http://www.pasco.k12.fl.us)

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November 22, 2011

## MEMORANDUM

**TO:** Honorable School Board Members

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

**RE:** eInstruction Classroom Interactive Response System  
Direct Negotiation 12-056-DN

On October 18, 2011, official action was granted to allow permission for the Purchasing Department and Instructional Media Technology Services to directly negotiate for the purchase of Classroom Response Systems for various schools throughout the District on an "as-needed" basis with Dell, eInstruction and Hewlett Packard.

As you know, under the Department of Education Rule 6A-1.012 (14), a district school board, when acquiring "information technology," may make any acquisition through direct negotiation and contract with vendors that best fit the needs of the school district.

As indicated in our previous request, all options on the attached tabulation sheet are now being submitted for your approval. We are requesting approval of the negotiated contract with Dell at the prices indicated on the tab sheet. Hewlett Packard and eInstruction did not submit proposals for the direct negotiation. Although we received only one response, it is deemed competitive based upon price comparisons with other Florida School District contracts.

This direct negotiation is a three-year contract, renewable annually based upon mutual consent of both parties. The District Instructional Media Technology Department anticipates expenditures for the first year to be \$80,000. Items will be purchased on an "as-needed" basis. The funding source to purchase the eInstruction equipment will be from General Revenue, Internal Funds, Title 1, SAC and PTSA funds. This contract will commence on November 23, 2011 and continue through November 22, 2012.

If you should have any questions regarding this matter, please contact me at your earliest convenience.

KDG/plh

Attachments

DISTRICT SCHOOL BOARD OF PASCO COUNTY BID TABULATION

DATE OF OPENING: November 4, 2011 @ 2:30 PM		Dell Marketing, LP	
DIRECT NEGOTIATION MEETING: November 7, 2011		One Dell Way, Box RR8-06	
QUOTE TITLE: eInstruction Interactive Response System		Round Rock, TX 78682	
DN #: 12-056-DN		512-724-3369	
TERM DATE: November 23, 2011 - November 22, 2012; First year of a three-year contract			
	DESCRIPTION	Unit Cost	Total Cost
	<b>1 - eInstruction Clicker Bundle Pack with 32 Remotes</b>		
	Manufacturer:		
	Model Number: RF-N-SYS0030-0028		
	Price Per Bundle:		\$1,862.31
	<b>2 - MobiView</b>		
	Manufacturer:		
	Model Number: CB-A-84-00516-02-R		
	Price Each:		\$368.73
	<b>BASIS FOR AWARD: TOTAL ALL-OR-NONE FOR BUNDLE AND MOBIVIEW (1 AND 2)</b>		\$2,231.04
	<b>Balance of Line Discount:</b>		Minimum 5.00%
	<b>Additional Offers Made During Direct Negotiation on November 7, 2011:</b>		
	One-half (1/2) day of Training included, at no additional charge, for every purchase of 15 classrooms of eInstruction products, i.e.: If the District purchased 30 classrooms of either CPS or MobiView, Dell would include one (1) day of onsite training or two (2) half-days.		
	eInstruction may choose to offer special promotional offers and those are sent via email and/or may be on the eInstruction website. Dell would extend the price if lower than the contract price.		
	MobiView has a standard warranty of one (1) year. Dell will extend the MobiView warranty for two (2) years total with product registration for the life of the contract. The District will be responsible for sending the warranty registration to eInstruction and/or registering the product on the website.		