



## DISTRICT SCHOOL BOARD OF PASCO COUNTY

Kurt S. Browning, Superintendent of Schools

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638

### Purchasing Services

Michael J. Woodall, CPPO, Purchasing Agent

813/794-2222 Fax: 813/794-2111

727/774-2222 TDD: 813/794-2484

352/524-2222 email: mwoodall@pasco.k12.fl.us

November 5, 2013

### MEMORANDUM

**TO:** Honorable School Board Members

**FROM:** Michael J. Woodall, CPPO, Purchasing Agent *MJW*

**RE:** eInstruction Classroom Interactive Response System  
Direct Negotiation 12-056-DN/Valencia College Refresh Program RFP 11/12-09  
Dell Marketing, L.P.

On November 22, 2011, official action (attached) was taken to award Direct Negotiation 12-056-DN to Dell Marketing, L.P. for the purchase of eInstruction Classroom Response Systems. This direct negotiation is a three-year contract, renewable annually at the mutual agreement of both parties. The second year of this contract is set to expire on November 22, 2013.

Dell Marketing's proposal for 12-056-DN requested that the District incorporate the terms and conditions of Valencia College RFP 11/12-09 into this Direct Negotiation. The board previously approved the purchase of Dell computers and equipment under the terms and conditions of Valencia College RFP 11/12-09 on March 5, 2013.

Considering services have been satisfactory, Ashleigh Lane, Dell Program and Contract Manager, was contacted to verify her willingness to enter into the third year of the contract. She has indicated in writing (attached) that she is willing to do so.

Therefore, it is my recommendation to enter into the third year of the contract with the vendor noted above. The contract period will be November 23, 2013 through November 22, 2014.

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

MW/mv

Attachments

Date/Time: October 30, 2013 08:30:00



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7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638

### Purchasing Services

Michael J. Woodall, CPPO, Purchasing Agent

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### BID RENEWAL REQUEST

BID TITLE: eInstruction

X

Yes, I agree to renew BID # 12-056-DN under the same terms and conditions as the existing agreement. The second year period shall be from November 23, 2013 through November 22, 2014.

No, I do not agree to renew BID # 12-056-DN.

COMPANY NAME: Dell Marketing, LP

SIGNATURE: \_\_\_\_\_

TYPED NAME AND TITLE: Ashleigh Lane, Program & Contract Manager

TELEPHONE (WITH AREA CODE): 512-723-1033

FAX NUMBER (WITH AREA CODE): 512-283-9092

E-MAIL: Ashleigh\_Lane@Dell.com

DATE: 10/4/2013

The prospective bidder certifies, by submission and signature of this bid renewal form, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction per the provisions of Florida Statute 287.133(2)(a).

PLEASE EMAIL BACK TO: mvelez@pasco.k12.fl.us

DISTRICT SCHOOL BOARD OF PASCO COUNTY

ATTENTION: Monica Velez

PURCHASING DEPARTMENT

20430 GATOR LANE

LAND O' LAKES, FL 34638

(813) 794-2234 (PHONE)

(813) 794-2111 (FAX)



## 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  
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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.		