Purchasing Services
Nicole Westmoreland, MBA, Purchasing Agent
813/ 794-2221 Fax: 813/ 794-2111
727/ 774-2221 TDD: 813/794-2484
352/ 524-2221   e-mail: nwestmor@pasco.k12.fl.us

May 20, 2014

MEMORANDUM

TO: Honorable School Board Members

FROM: Nicole Westmoreland, MBA, Purchasing Agent

SUBJECT: Scholastic
             Purchase of Scholastic iRead Site License

Office for Teaching and Learning is requesting to place a purchase order for $177,840 to Scholastic for iRead software subscription to place all K-2 children on a predictable path to college and career for the 2014-2015 school year. Please reference the attached memo from Brian Schultz, Program Coordinator, Title I, Office for Teaching and Learning. Expenditures for this program will be $177,840, using Title I funds.

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 tests, textbooks, printed instructional materials where such materials are purchased directly from the producer or publisher, the owner of the copyright, and exclusive agent within the state, a governmental agency or a recognized educational institution. Scholastic is the copyright holder for Scholastic's iRead software subscription (see attached).

Should you have any questions regarding this matter, please contact Brian Schultz or Debra Reaves, Purchasing Services, at your earliest convenience.

NW/dr

Attachments

Date/Time: May 14, 2014 09:39:00

Office For Teaching and Learning
Vanessa Hilton, Director
813/ 794-2242 727/ 774-2114
352/ 524-2242 Fax: 813/ 794-2116
e-mail: vhilton@pasco.k12.fl.us

May 7, 2014

To: Nicole Westmoreland, Director
           Purchasing Services

From: Brian Schultz, Program Coordinator, Title I
           Office For Teaching and Learning

Subject: iRead Purchase Order

The Office for Teaching and Learning, Title I requests approval from the District School Board of Pasco County for a Purchase Order for iRead subscription from Scholastic. The Purchase Order will be paid with Title I Part A funds.

iRead is a digital foundational reading program designed to close the achievement gap before it begins and place ALL K-2 children on a predictable path to college and career. The iRead student software provides explicit, systematic instruction and individualized, ongoing practice in the foundational literacy skills of phonological awareness, alphabet knowledge, phonics, decoding, word recognition, morphology and syntax, fluency, and spelling. The systematic instruction delivered by the software targets the areas of the foundational skills that students are struggling with and provides individualized practice in these areas until students attain mastery of each skill. Students are given the opportunity to put the skills to use to create meaning as they read and comprehend literary and informational texts.

BS/mw

◪ SCHOLASTIC

Scholastic Inc. 557 Broadway, New York, NY 10012-3999
www.scholastic.com

August 1, 2013
Pasco County Schools
7227 Land O lakes Blvd.
Land O Lakes, FL 34638

To Whom It May Concern --

Scholastic Inc. is the sole source provider, publisher and distributor
of the following products as indicated by copyright:

•	After the Bell	2001 & 2006 (Grades 2-5: 2006 & Grades 1, 6-8: 2001)
•	Big Day for PreK	2010
•	BookFlix	2013
•	CodeX	2014
•	Do The Math	2008
•	Do The Math Now!	2011
•	English 3D	2011
•	Expert 21	2010
•	FASTT Math	2007
•	FASTT Math Next Generation	2012
•	Fraction Nation	2010
•	iRead	2014
•	Math 180	2013
•	Math Reads	2012
•	READ 180 Enterprise Edition	2005
•	READ 180 Next Generation	2012
•	Scholastic Math Inventory	2010
•	Scholastic Phonics Inventory	2009
•	Scholastic Reading Counts	2005
•	Scholastic Reading Inventory	2005
•	System 44	2009
•	System 44 Next Generation	2014
•	Wiggle Works	2008
•	Zip Zoom	2006

Should you require clarification or additional information, the following person is authorized to represent
Scholastic Inc.:

Cathy Bonhomme, Account Executive / cbonhomme@scholastic.com / 813-416-9924

Regards,

Karen Stahlman
Scholastic Education
South Region
Sales Support
kstahlman@scholastic.com

SCHOLASTIC

PRICE QUOTATION

Scholastic Education Inside Sales, 2315 Dean St., Suite 600, St. Charles, IL 60175   Phone: (800) 387-1437 Fax: (877) 242-5865

Prepared for:	Prepared by:	Date: 4/16/2014
Lacey Kwasnicki, 34639704 Pasco County Schools 7227 Land O Lakes Blvd Land O Lakes , FL 34638-2826	Sara Sullivan Inside Sales Representative 1-800-387-1437 ssullivan@scholastic.com	

Description or Title	ISBN #	Unit Price	QTY	Subtotal	Discount	Total
iRead Summer 2014 through Summer 2015 Subscription Unlimited K-2 Student Site License-includes unlimited K-2 Student site licenses, Unlimited K-2 teacher site Licenses, 156 Professional Guides (Six per site) and 26 Classroom posters. 6 Hour On site Training for the Teachers, along with a Quick Start 2 Hour webinar for all 2014 Summer School iRead Teachers at all 26 sites. Free Installation of the iRead Software and Scholastic hosting for all 26 sites from July 1, 2014 until September 30, 2015.	576702	$9,500.00	26	$247,000.00	$69,160.00	$177,840.00

			Subtotal	$247,000.00	$69,160.00	$177,840.00
					Shipping & Handling	$0.00
Sale Price is valid until 8/31/14					Sales Tax	$0.00
Please add sales tax where applicable.					TOTAL	$177,840.00

Please fax order to the attention of Sara Sullivan at 1-877-242-5865. You may also submit the order via email: ssullivan@scholastic.com.

Thank you for choosing Scholastic!

CONTRACT REVIEWED AND APPROVED:

nw 5-7-14

SCHOLASTIC

iRead™

Pasco County School District

Scholastic's Primary Literacy Solution for Grades K–2

*The breakthrough digital program designed to ensure mastery
of all foundational reading outcomes of the Common Core*

May 6, 2014

PROGRAM OVERVIEW

Scholastic *iRead* is a new, digital foundational reading solution designed to close the achievement gap before it begins and place all K–2 students on a predictable path to college and career readiness.

After more than a decade of research working in *System 44* and *READ 180* classrooms, we know the impact our adaptive technology and differentiated instruction has had for older, struggling readers. We've also seen the challenges that educators face when trying to effectively teach literacy in the primary grades—increased class size, greater language diversity, and more readiness levels—all in the face of higher academic standards. Yet preparation has not kept up with rising expectations. Too many children leave second grade without mastering foundational reading skills—leaving them underprepared for the rigorous academic demands of the 21st century.

In response, Scholastic turned to leading researchers and practitioners in education, cognitive science, and gaming theory to ask a difficult question: **How can we close the achievement gap before it begins?**

Together, we formulated a theory of action about what it will take to close the achievement gap for primary students.

- Mastery of foundational reading skills of the Common Core, such as phonemic awareness, phonics, decoding, and fluency, is essential to long-term literacy success.
- Instruction and practice in these skills must be personalized, systematic, intensive, and accountable.
- This is a gap that can be closed. Technology, paired with thoughtful instruction, is uniquely suited to the task.

FIVE CORE PRINCIPLES

The *iRead* student software provides targeted instruction, embedded assessment, and ongoing practice in phonological awareness, alphabet knowledge, phonics, decoding, word recognition, fluency, and morphological awareness—ensuring mastery of foundational reading by the end of second grade. *iRead* is designed around five core principles:

1. A **personalized learning progression** for each child.
2. **Embedded assessments to ensure children are** taught to mastery.
3. The best thinking from **cognitive science and gaming theory.**
4. **Technology that complements** what teachers do best and enables them to maximize efficiency.
5. An **engaging, supportive environment** for children and their families.

BORN FROM THE COMMON CORE STATE STANDARDS

iRead is designed to ensure students are proficient in all Common Core foundational reading skills. The program also targets additional standards in reading, writing, language and speaking and listening—recognizing that these skills are essential in preparing students for the rigorous demands of college and career. To download a correlation of *iRead* to the Common Core State Standards, go to http://teacher.scholastic.com/products/iread/pdfs/iRead_CCSS_Correlation.pdf

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FLEXIBLE IMPLEMENTATION

iRead can significantly boost the effectiveness of any core reading curricula or program. Adaptive, personalized Software and Digital Teaching Tools provide effective instruction and practice during your literacy block—and at any time outside of it.

K–2 LITERACY BLOCK

iRead fits seamlessly into any K–2 classroom and can be used during independent learning centers, small-group differentiated instruction, whole-class instruction and summer school.

ACCESSIBLE ANYTIME/ANYWHERE

A web-based program, *iRead* grants children 24/7 access to the instructional software and can be used during literacy centers, computer labs, resource rooms, before/after school, summer school, or at home.

For more information about *iRead* implementation, download the professional paper, *Using* iRead *with K–2 English Language Arts Programs*, go to http://teacher.scholastic.com/products/iread/pdfs/iRead_Professional_Paper.pdf

RESEARCH FOUNDATION

An extensive body of research and expert opinion confirms the importance of explicit and systematic instruction in foundational literacy skills in helping children learn to read—instruction that involves deliberate training in the foundational skills that student need to progress from decoding what they read to understanding what it means. *iRead* reflects this body of research by integrating advancements in technology with the sound instructional practice to more effectively and efficiently help every student learn how to read, so that they can learn from what they read. For more information, go to http://teacher.scholastic.com/products/iread/pdfs/iRead_ResearchFoundation_2013.pdf

LEADING AUTHORS AND ADVISORS

iRead was developed with the expertise of nationally recognized researchers and practitioners in foundational reading, leveraging the best thinking and research in education, cognitive science, and gaming theory to place all K–2 students on a predictable path to college and career.

- Dr. Marilyn Jager Adams, Brown University—*Phonics and Foundational Literacy Instruction*
- Dr. Ted Hasselbring, Vanderbilt University—*Adaptive Technology & Cognition*
- Dr. Anne Cunningham, University of California, Berkeley—*Brain Development*
- Phyllis C. Hunter, Educational Reading Expert—*Literature*
- Dr. David Dockterman, Harvard University—*Gaming Theory*
- Dr. Julie Washington, Georgia State University—*Community Dialect*
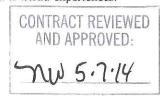- Dr. Elsa Cárdenas-Hagan, University of Houston—*Language Acquisition*

A SERIES ON FOUNDATIONAL LITERACY AS SEEN IN *EDUCATION WEEK*

Scholastic relied on ten scholars and researchers in the field of education to confront one of the most critical issues in the United States: *disparity in academic achievement*. These leaders detail the steps that we must take now in order to close the achievement gap for all students. *iRead* was developed to meet this challenge. To read the series, go to http://teacher.scholastic.com/products/iread/early-education-research/#/closing-the-achievement-gap

TESTIMONIALS AND OBSERVATIONS FROM EDUCATORS

One of the best ways to learn more about *iRead* and how it's helping primary children accelerate their reading is through the words of the educators using the program.

- "*iRead* has made my students better readers. Ever since we started *iRead* I feel like they're more into reading their books and they're more focused on what they're reading. They're more excited about reading, they feel more confident, and they're more engaged."
- "One student really stands out in my mind because this student was not confident. She had a block in terms of approaching words, not knowing where to start or how to read the word. Whereas before she was approaching the whole word and now she's breaking up the word into different parts. I've noticed when she's on *iRead* the activity that she's on is exactly what she needs."
- "I feel the students are receiving the practice they need with the skills they find difficult."
- "My students LOVE *iRead*! They cheer when it's time for *iRead* Flexible Groups!!!"
- "The kids love *iRead* and so do I. They love their teachers and the program. They get excited about getting on and learning to read."
- "I love that students are engaged. They enjoy the program and connect class instruction to *iRead* experiences."

PROGRAM COMPONENTS

The program components of *iRead* engage today's digital natives while empowering their teachers.

TEACHER MATERIALS

iRead places teachers front and center, recognizing their critical role in the lives of students. The program complements what teachers do best—enabling them to plan and deliver data-driven, high-impact instruction.

- *Scholastic Central:* a digital environment where educators can access all of the resources they need to be effective and efficient in the classroom—including actionable data and reports; strategic grouping; robust, point-of-use teaching tools; and ongoing professional development.
- **Teacher Kit:** including the *iRead* Professional Guide, Alphabet Poster, and 44 Sounds Poster
- **Professional Development:** provided by Scholastic Literacy Solutions

STUDENT MATERIALS

- **Personalized Software:** The *iRead* software ensures foundational reading fluency by the end of Grade 2 through targeted, explicit instruction and systematic practice in phonological awareness, alphabet knowledge, phonics, decoding, word recognition, syntax, fluency, and morphology. Aligned to research about how children learn to read, the software assesses performance in foundational reading and differentiates instruction based on each child's individual needs.
- **Family Portal:** The *iRead* Family Portal offers access to a wealth of family print and video resources, including printable children's books, downloadable decodable books, an overview of the program, and informative guides.

PROFESSIONAL DEVELOPMENT AND IMPLEMENTATION SUPPORT

As a result of proven research-based instructional programs and through high-quality training and on-going classroom coaching, Scholastic has demonstrated the ability to scale student achievement in over 40,000 classrooms serving one million struggling students every day. We are honored to have the opportunity to join you in your journey to help raise literacy achievement and are pleased to share the following services necessary to accelerate all your K–2 students.

1. **Training and professional development** to ensure capacity building
2. **Hosting and technical support** to ensure the technology components of the implementation run efficiently

INITIAL 6 HOUR TRAINING FOR TEACHERS

This getting started training for all teachers will focus on the following key objectives to ensure the successful start-up and implementation of *iRead* (maximum 30 participants):

- Understanding *Scholastic Central*
- Using the interactive whiteboard tools
- Implementing *iRead* with your core reading program
- Differentiating Instruction using *iRead* data

HOSTING, PRODUCT SUPPORT AND MAINTENANCE

Scholastic's hosting, support and maintenance plan provides a comprehensive, solutions-based service to effectively implement and maintain *iRead* and other Scholastic programs. Scholastic's expert technical support team is available for phone, online, and e-mail support. The Product Support and Maintenance Plan also include access to maintenance upgrades and software patches.

Scholastic has worked with leaders and teachers in the most challenging schools in the country to produce sustained gains in student achievement. We know that literacy is the engine that drives far more than higher test scores. It drives self-esteem, confidence and a belief in every student's ability to learn. Real change starts with culture: *Successful schools are communities, comprised of students, teachers, leaders and parents who share a common vision for improvement.* We've seen first-hand that it can be done. We look forward to partnering with you and your district to implement Scholastic's *iRead* program and professional services.

SCHOLASTIC
iRead™

iREAD MATERIALS AND SERVICES INCLUDED WITHIN THIS SOLUTION

Teacher Materials:

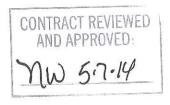- (26) *iRead* 15 month Unlimited Primary Site License for Teachers
    - for all K-2 Teachers at 26 assigned schools
    - Site license good from July 1, 2014 thru September 30, 2015
- (156) Teacher Professional Guides (6 per site)
- (26) Classroom Alphabet & Sounds poster (1 per site)
- Access to Scholastic Central for all iRead teachers at 26 assigned sites

Student Materials:

- (26) *iRead* 15 month Unlimited Primary Site License for Students
    - For all K-2 Students at 26 assigned schools
        - Personalized software for each K-2 student at 26 assigned schools
- Family Portal
    - For every iRead student at one of 26 assigned schools
        - The iRead Family Portal offers access to a wealth of family print and video resources, including printable children's books, downloadable decodable books, an overview of the program and informative guides.

Professional Development for Teacher Training:

- iRead Quick Start 2 Hour Webinar for all 2014 Summer School iRead teachers from 26 sites.
    - Number of Scholastic trainers dependent upon number of Summer School teachers.
    - Summer webinar training dates TBD
- 6 Hour In-Person Implementation training for all 2014-2015 iRead teachers from 26 sites.
    - 30 participants at each training
    - Number of Scholastic trainers & number of training days dependent upon number of teachers.
    - Training dates TBD

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CONTRACT REVIEWED
AND APPROVED:

NW 5·7·14

Services

- FREE iRead installation of Software
- Scholastic Hosting and Technical Support Service from July 1, 2014-September 30, 2015 for all 26 sites

Total Cost: $ 177,840 (Reduced price: $6,840 per site x 26= $177,840)

Savings: $69,160 (Original price $9,500 per site x26 =$247,000)

Submitted by: Cathy Bonhomme
Scholastic Account Executive - West Florida
813-416-9924
800-879-7512 (FAX # FOR ALL PURCHASE ORDERS)
www.scholastic.com/florida
cbonhomme@scholastic.com

Proposal valid thru 8/31/2014

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