



DISTRICT SCHOOL BOARD OF PASCO COUNTY


Kurt S. Browning, Superintendent of Schools

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

Department of Purchasing
Michael J. Woodall, CPPO, Purchasing Agent
813/ 794-2221 Fax: 813/ 794-2112
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June 18, 2013

MEMORANDUM

TO: Honorable School Board Members
FROM: Michael J. Woodall, CPPO, Purchasing Agent 
RE: Contract for Instructional Materials from American Reading Company

The Office of Teaching and Learning is requesting approval of the attached contract with American Reading Company. The contract will provide each teacher in Kindergarten and 1st grades with a Common Core State Standards toolkit. Please reference the attached memo from Vanessa Hilton, Director of Curriculum and Instructional Services, for further information regarding this agreement.

Under the Department of Educational Rule 6A-1.012(11)(b), the request for 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 contract total \$799,600 will be funded through General Revenue, from the K-12 Comprehensive Reading Plan categorical 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.

MJW/cla
Attachments

Date/Time: June 12, 2013 08:53:00

(813)794-2000 • (352) 524-2000 • (727) 774-2000 • www.pasco.k12.fl.us

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MEMO # CIS-DIR-13-008

Contact: Vanessa Hilton
Director, Office for Teaching & Learning
Ext. 42246

June 10, 2013

TO: Mike Woodall, Director, Purchasing Services

FROM: Vanessa Hilton, Director, Office for Teaching and Learning *VH*

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

History

As part of the planning for the implementation of the Common Core State Standards, our district investigated and considered proven, standards based reading programs to assist each of our elementary schools with their transition in Kindergarten and 1st grades. This included site based visits to each our of own schools to observe and evaluate programs already in use.

Description

The package components described in the contract will provide each teacher in Kindergarten and 1st grades with a Common Core State Standards toolkit, including a unified standard-based framework for student assessment, text leveling, curriculum and instruction. In addition, with classrooms libraries and online tools, teachers can conduct formative, standards based conferences with individual students and track their progress over time.

Action Requested

Approval of the contracts in the amount of \$799,600 between the DSBPC and American Reading Company for the purchase of K-1 Action 100 Modules, which include the following components: Classroom Library, Teacher Resource Kit CCSS, SchoolPACE and eIRLA student tracking software, and introductory training. Purchase will be funded through General Revenue, from the K-12 Comprehensive Reading Plan categorical funds.

cc: Amelia Van Name Larson, Assistant Superintendent for Student Achievement
Ray Gadd, Assistant Superintendent for Administration and Operations
Beth Brown, Learning Community Executive Director
Monica Ilse, Ed.D, Learning Community Executive Director
David Scanga, Ed.D, Learning Community Executive Director



45 Elementary Schools

Pasco County School District

K-1 IRLA, Performance Management System and Classroom Libraries

06/06/2013

Proposal Number: 41231

Submitted To

Ms. Amelia Vannname-Larson
Instructional Specialist
Pasco County School District
7227 Land O'Lakes Boulevard
Land O'Lakes, FL 34638
P: 813.794.2651 F: 813.794.3226

CONTRACT REVIEWED
AND APPROVED:
W 6.10.13



Program Proposal Summary

45 Elementary Schools
 Pasco County School District
 K-1 IRLA, Performance Management System and Classroom Libraries
 06/06/2013

Submitted To

Ms. Amelia Vannam-Larson
 Instructional Specialist
 Pasco County School District
 7227 Land O'Lakes Boulevard
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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
Program Materials	\$56,000.00	\$0.00	\$56,000.00
Software Subscriptions	\$172,000.00	\$0.00	\$172,000.00
Custom Products	\$571,600.00	\$0.00	\$571,600.00
TOTAL	\$799,600.00	\$0.00	\$799,600.00

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: \$ _____

CONTRACT REVIEWED
 AND APPROVED:
[Signature] 6.10.13



Qty Price Total
(Free Shipping)

Program Materials

Independent Reading Level Assessment (IRLA)

The IRLA is a teacher's CCSS toolkit. The IRLA is a unified standard-based framework for student assessment, text leveling, curriculum, and instruction. The IRLA ensure that grade-level instruction in reading is appropriately rigorous and that differentiated support effectively meets the needs of all students.

The IRLA allows educators to determine a student's current level of reading proficiency, diagnose areas of strength and weakness, formulate an Action Plan for next steps, and track progress while becoming an expert in reading instruction and the Common Core State Standards. The IRLA includes Cold Reads and questions used to assess student proficiency with the Common Core State Standards as well as Student Practice Pages to reinforce essential skills.

IRLA - Common Core State Standards - 2013	560	\$100.00	\$56,000.00
Subtotal	560		\$56,000.00
Total: Program Materials	560		\$56,000.00

Software Subscriptions

SchoolPace

SchoolPace, by American Reading Company, is a web-based student achievement dashboard that allows educators to monitor growth and performance in real-time. With SchoolPace, you'll have out-of-the-box access to reports including: district dashboards, school dashboards, classroom dashboards, growth analysis, performance target analysis, and score analysis. SchoolPace gives you the flexibility to customize your district, school, grade, and time of year. (billed annually)

SchoolPace	43	\$2,000.00	\$86,000.00
Subtotal	43		\$86,000.00

eIRLA

eIRLA	43	\$2,000.00	\$86,000.00
Subtotal	43		\$86,000.00

Bookshelf for Pre-K and K

Bookshelf for Pre-K and Kindergarten is a one year subscription which provides access to all ARC Press titles at the 1-3Y, 1G, 2G, and 1B levels in both English and Spanish. Families and Schools can access these eBooks on a modern web browser on Android, Wii U, and Xbox 360 devices. Users may also install native iPhone and iPad apps from the App Store. Requires School Pace.

Bookshelf for PreK and K	45	\$0.00	\$0.00
Subtotal	45		\$0.00
Total: Software Subscriptions	131		\$172,000.00

CONTRACT REVIEWED
AND APPROVED:

[Signature] 6.10.13

Sales Consultant: Hill, Heath - Account Manager Email: heath.hill@americanreading.com P-610.992.4150 F-610.992.4156

201 South Gulph Road, King of Prussia, PA 19406 www.americanreading.com



Qty Price Total
(Free Shipping)

Custom Products

Custom Products (No Shipping)

This area is used to add customized products to a proposal or order. No shipping and handling charges will be added.

Kindergarten 120 book collections	280	\$960.00	\$268,800.00
1st grade 120 book collections	280	\$960.00	\$268,800.00
Subtotal	560		\$537,600.00

Custom Professional Development Products

17 days of Professional Development	17	\$2,000.00	\$34,000.00
Subtotal	17		\$34,000.00
Total: Custom Products	577		\$571,600.00

CONTRACT REVIEWED
AND APPROVED:
zu 6.10.13

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