



DISTRICT SCHOOL BOARD OF PASCO COUNTY

Kurt S. Browning, Superintendent of Schools

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

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

July 22, 2014

MEMORANDUM

TO: Honorable School Board Members

FROM: Nicole Westmoreland, MBA, Purchasing Agent *NW/pan*

SUBJECT: Approval to Place Purchase Orders
Achieves 3000
American Reading Company

Office for Teaching and Learning (OTL) is requesting to place purchase orders for High School Intensive Reading not to exceed \$200,000 from Achieves 3000. Achieves 3000 is the publisher for these materials (see attached).

Additionally, OTL is requesting to place purchase orders to American Reading Company to implement the Language Arts Florida Standard. Total expenditures for the 2014-2015 school year not to exceed \$950,000. American Reading Company is copyright holder for these materials (see attached). Please see the attached memo from Vanessa Hilton, Director, Office for Teaching and Learning Director, for further information.

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.

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

NW/dr

Attachments

Date/Time: July 15, 2014 10:30:00

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

The District School Board of Pasco County is System Accredited by AdvancED/Southern Association of Colleges and Schools



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Office for Teaching and Learning
Vanessa Hilton, Director
813/ 794-2246 727/ 774-2246
352/ 524-2246 Fax: 813/ 794-2112
e-mail: vhilton@pasco.k12.fl.us

Memorandum
OTL-DIR-15-002

DATE: July 22, 2014

TO: Nicole Westmoreland, Director, Purchasing Services

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

SUBJECT: Achieves 3000 Agreement for High School Intensive Reading

During the 2013-2014 school year, our high schools utilized a new curriculum resource, Achieves 3000, which is aligned to the Language Arts Florida Standards. In an effort to prepare each and every student to be college, career and life ready, we would like to continue this implementation for the 2014-2015 school year.

Funding for the purchase of this curriculum resource will continue to come from the K-12 Reading account. The costs to the District associated with this agreement are as follows:

- Site Licenses for all high schools, including technical and alternative schools;
- Professional Learning services and supports provided by Achieves 3000 for each high school.
- Total costs not to exceed \$200,000.00.

This curriculum resource is completely digital. It provides students with opportunities to practice activities and assignments aligned with the Language Arts Florida Standards across multiple disciplines. In addition, teachers and administrators as well as district literacy leaders are able to pull on going progress monitoring reports completely aligned to our standards in order to inform instruction and establish better conditions for each and every student to be successful.

cc: Amelia Van Name Larson, Assistant Superintendent for Student Achievement
Olga Swinson, Chief Finance Officer
Beth Brown, Learning Community Executive Director
Monica Ilse, Ed.D, Learning Community Executive Director
David Scanga, Ed.D, Learning Community Executive Director
Todd Cluff, Learning Community Executive Director
Lynn Young, Supervisor, Office for Student Support Programs and Services
Rob Aguis, Director, Office for Career and Technical Education
Rayann Mitchell, Sr. Supervisor, Office for Teaching and Learning
Wendy Spriggs, Program Coordinator, K-12 Instructional Media
Lisa Fisher, Specialist, K-12 Reading



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Office For Teaching & Learning
Vanessa Hilton, Director
813/ 794-2446 727/ 774-2446
352/ 524-2446 Fax: 813/ 794-2112
email: vhilton@pasco.k12.fl.us

Memorandum
OTL-DIR-15-001

DATE: July 22, 2014

TO: Nicole Westmoreland, Purchasing Agent
FROM: Vanessa Hilton, Director, Office for Teaching and Learning *VH*
SUBJECT: American Reading Company

History

In the 2013-2014 school year, we contracted with American Reading Company to provide curriculum to implement the new Language Arts Florida Standards in our Kindergarten and 1st grade classrooms throughout the district, using K-12 Reading funds. As a result of the success experienced this year, we will expand implementation into our 2nd grade classrooms.

Description

The curriculum available from American Reading Company includes a unified standard-based framework for student assessment, text leveling, curriculum and instruction. In addition, with classroom libraries and online tools, teachers can conduct formative, standards-based conferences with individual students and track their progress over time.

Action Requested

Approval to allow purchase orders to be processed for American Reading Company in an amount not to exceed \$950,000 for the period of July 22, 2014 through June 30, 2015. Schools and departments will make purchases with funding provided through general, federal, internal, or instructional materials categorical funds.

cc: Amelia Van Name Larson, Assistant Superintendent for Student Achievement
Olga Swinson, Chief Finance Officer
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
Todd Cluff, Ed.D. Learning Community Executive Director
Rayann Mitchell, Sr. Supervisor, Office for Teaching and Learning
Lacey Kwasnicki, Specialist, K-5 English Language Arts
Courtney Lough, Specialist, K-1 English Language Arts
Wendy Spriggs, Program Coordinator, K-12 Instructional Media

*Pam
7/8/14*

July 9, 2014

To Whom It May Concern:

This letter confirms that Achieve3000, Inc. is the **sole publisher** of the KidBiz3000®, TeenBiz3000®, Empower3000™, Spark3000®, and eScience3000® educational online services as well as the LevelSet™ assessment. Achieve3000® is the only publisher of these services, each of which utilizes proprietary, patented technology, copyrighted materials, trade secrets and source code that are, in various parts, either owned by Achieve3000 or licensed to Achieve3000. As a result, these services may be utilized only with the permission of Achieve3000.

Achieve3000 is the sole publisher of web-based differentiated literacy solutions. Our solutions use a *proprietary and patented engine* to extend the teacher's ability to teach each student one-on-one at his/her individual level. The solutions include:

- Our patented technology and proprietary algorithm – **USPTO # 8,714,986**
- LevelSet, the only **online Lexile assessment** tool that assesses students' non-fiction reading abilities
- **Daily nonfiction reading content** that is precisely and scientifically matched to each student's reading ability. All students in the class read about the same current news events, but the passage and follow-up activities adjust for their individual learning profiles. All content is correlated to state standards. A Spanish version makes the program accessible for students with Limited English Proficiency.
- **Ongoing assessment** – built into the daily instructional routine
- A **powerful reporting package** gives teachers and administrators ongoing diagnostic data on student performance in and out of school
- Anytime, anywhere access that gives students **more time on task**. 70% of our students use the program after school and in library settings.

Achieve3000 has a rich history of success across the nation. Over 1.5 million students in thousands of schools across the country have been impacted by Achieve3000 solutions during the 2012-2013 school year. The successes have been consistent: ***students who used the program just twice weekly made Lexile gains more than triple the expected growth norms. And more than half of students with access to our solutions logged on independently after school hours.***

We are looking forward to growing our business with your school district.

Sincerely,

Saki Dodelson
Chief Executive Officer
Achieve3000, Inc.

Done 7/3/14

July 3, 2014

The purpose of this letter is to formally document that American Reading Company is the sole source provider of its Action 100™ Response to Intervention framework; IRLA™ Independent Reading Level Assessment and eIRLA™ (the electronic version of IRLA); ENIL™ Estructura para la Evaluación del nivel independiente de lectura; CCSS Integrated Literacy Block; Program Materials; Summer Semester Program Materials; Professional Development training sessions; and SchoolPace™ student progress tracking software.

The Independent Reading Level Assessment (IRLA and ENIL) is a unified standards-based framework for student assessment, text leveling and curriculum and instruction. It includes every Common Core State Standard for Reading, both in literature and informational text, as well as those Language standards key to reading success. The IRLA (and the ENIL) is American Reading Company's proprietary leveling system and is trademark and copyright protected. It is the only hand-leveled, standards based system providing rigor, cohesion and accountability that is built on the Common Core State Standards. The IRLA, along with its supporting custom designed text sets, exemplar packets and hand-leveled book collections (English and Spanish) can only be purchased through American Reading Company.

Program materials (English and Spanish) include skills cards, folders, training materials, hand-leveled book collections, custom designed text sets and exemplar packets, our proprietary leveling system and any other items deemed program materials by American Reading Company. Professional development products (English and Spanish) include introductory training sessions, site licenses, CCSS Leadership Institutes and any other training workshops.

American Reading Company's custom designed text sets, exemplar packets and customized bulk packs are developed after extensive proprietary collaboration with district leaders of curriculum and instruction. The contractual arrangements and permissions for use of copyrighted materials are negotiated and secured by ARC on behalf of the district with the publishers, authors and all other content owners.

All of the above items can only be purchased through and with the permission of the company. Program materials are copyrighted by American Reading Company and may not be duplicated without prior written consent of American Reading Company.

Allan Struzinski
President