



OAKLAND UNIFIED SCHOOL DISTRICT

Community Schools, Thriving Students

Request for Proposals

for

Educator Effectiveness Data Platform

Responses Due By 2:00 p.m. PST on March 15, 2019

Version: 1.0
Date: 2/13/19

I. Introduction

The Oakland Unified School District (The “District” or “OUSD”) is seeking proposals from qualified vendors to provide an evaluation data platform to house and manage our Educator Effectiveness data system. This system includes evaluations of all teachers, school site administrators, and certificated central office staff in addition to coaching of all teachers, with an emphasis on new teachers going through Induction as part of their credentialing process.

The District has approximately 37,000 students enrolled in grades K-12. There are 12,000 students in Oakland public charter schools and 19 charter schools are in District owned facilities. The District currently operates 49 elementary schools, 13 middle schools serving grades 6-8, five elementary/middle schools serving grades K-8, seven comprehensive senior high schools serving grades 9-12, three middle/high schools serving grades 6-12, and nine alternate high school programs. The District employs approximately 4,457 full-time staff, including certificated (credentialed teaching), classified (non-teaching) and management. The District’s fiscal year 2017-18 adopted budget shows revenue of \$407 million.

We encourage you to explore our website for more information about the District at: <http://www.ousd.org> and <http://www.thrivingstudents.org>.

II. Project Scope

OUSD is transitioning to the use of online platforms for teacher evaluation, leader evaluation, and teacher induction coaching. We have worked over the past 3 years to develop and pilot our own programs, and are seeking a technology platform that allows us to house and use our data. Our experiences to date have led us to identify the following five core needs for an educator effectiveness technology:

1. Excellent User Experience – OUSD users have various levels of technology expertise. We need the evaluation technology to be user-friendly and easy to navigate. The person being evaluated or coached should be able to clearly see the process and where he/she stands at any given point in time. Evaluators, coaches and district administrators should also be able to see where individuals and all staff being evaluated or coached are within the process. Access to the content of the observations/evaluations should be available to evaluators and district administrators.
2. In-app Reporting – Evaluators, coaches and district administrators must have access to facile reporting features within the application. At the district level, administrators should be able to run reports on several topics such as completion and in progress rates, types of goals, current scoring levels, etc. Users should also be able to see the results of past evaluation and coaching cycles.
3. Access to Data / Integrations – OUSD is looking for a platform that can be integrated with our other technology systems, chiefly Escape, an employee data system. We implemented Escape in Summer 2018 and want to be able to transfer data to and from the evaluation data platform.

4. Alignment to Evaluation and Coaching Systems - Oakland Unified has created its own evaluation and coaching systems based on research and Oakland needs. We are looking for a technology that aligns well with our existing processes. In the absence of complete alignment, we need a collaborative partner that will work with the OUSD team to help align our process with the technology in a way that honors the process, but also sets us up for success on the technology in the long run.
5. Customer Service - OUSD is looking for a partner that can provide responsive, on demand customer service support for users.

III. Request for Proposals

1. Business Description

- a. Company name
- b. Company address
- c. Company website
- d. Brief company history
- e. Main products/services
- f. Main market/customers
- g. Company location(s)
- h. Employees: total company as well as those supporting human capital management solutions
- i. Contact person responsible for answering this RFP: name, phone number, email address

2. Functionality and Fulfillment of Needs

- j. Describe your approach for addressing the needs outlined above, touching on key areas of interest.
- k. How do you typically engage and support clients before, during, and after implementation of a solution?
- l. User experience
 - i. Describe your design/user interface and how it contributes to efficiency and usability. Please include screenshots as examples.
 - ii. Describe your approach to reporting.
 1. What pre-existing reports are available to users?
 2. What technology is used to produce these reports?
 3. Do users have the ability to create custom reports?
 4. How long would you expect it to take for a typical report to load? (Explain what unacceptable, average, and above average load times look like)
- m. Longitudinal tracking
 - i. Describe how users may view evaluations and coaching data over time (from year to year).
- n. Integration

- i. What platforms and applications have you successfully integrated with? What was the method of integration?
- ii. Do you offer professional services to implement integrations with your solution?
- iii. Does your system offer an API?
 - 1. What type of API do you offer (e.g., REST, SOAP, etc.)? Please include any API standards that you support.
 - 2. Generally speaking, which features of your user interface are available through the API? What features does the user interface have that the API does not, and vice versa?
- o. Describe your approach to user training. Please explain audience and delivery methods. Please also include sample training materials, if possible.
- p. Describe the scope, duration of maintenance, and support that you provide to clients.
- q. Describe your approach to security.
- r. Technical specifications
 - i. Describe which operating systems and browsers are supported for end-users.
- s. Development
 - i. Describe your upcoming development plans. How can we expect your solution to improve in the next 5 years?
 - ii. What support can the District expect with any system upgrades?
- t. Describe the pricing structure for:
 - i. License and upgrade
 - ii. Systems integration
 - iii. Training, maintenance, and support
 - iv. Warranty

3. Relevant Client Experience

- u. Please provide details on three or more clients that OUSD may contact for reference purposes. Please include:
 - i. Client name, location, size, contact information
 - ii. Project scope, year, duration, services provided,
 - iii. Number of people at client dedicated to implementation, total cost of ownership
- v. Total clients: how many total clients do you have? How many (if any) are education-sector specific?

4. Cost

Provide a comprehensive cost proposal through June 2020 (include an annual and prorated cost for partial performance during the 2018-19 school year) based on the following estimated information provided in Section 3 above. The cost proposal should also break out the cost on a per student, teacher, or user basis and/or an hourly rate.

List any other types of services generating a cost to the District which are not included in the proposal, plus a formula or explanation as to how these additional costs will be determined and billed to the District.

The District is interested in costs that are both in line with the specific services provided the District and are comparable to those paid by other school districts on similar programs.

IV. Evaluation & Selection Criteria

A. Analysis of Cost Proposals

Bidders should bid firm, clear costs for services to be provided under this RFP. All anticipated costs, including any fees passed on to the District and/or any start-up costs which the District must purchase as part of the provided services must be specified in an itemized list. Bidders should break their cost proposal down to a base cost per user for purposes of comparing proposals. The District reserves the right to negotiate further on pricing with the awarded Bidder prior to the execution of a Contract.

B. Local Business (10% Bid Discount Applied)

On January 29, 2014, OUSD Board of Education adopted a resolution amending the 2008 Local, Small Local and Small Local Resident Business Enterprise Program (L/SL/SLRBE) and increasing the mandatory local participation requirement from twenty (20%) to fifty (50%) percent for all capital program/construction related contracts and professional services agreements. As with all OUSD projects, companies must be certified by the City of Oakland in order to earn credit toward meeting the participation requirement.

The basic Local Business Utilization Policy requires that there is a mandatory fifty percent (50%) LBU participation with a 25% or less Local Business (LBE) participation and a 25% or more Small Local or Small Local Resident Business (SLBE/SLRBE) participation. The full version of OUSD's latest Local, Small Local and Small Local Resident Business Enterprise Program can be found by going to the OUSD home page: ousd.org > Departments, Offices & Services Directory > Facilities Planning & Management Department > Bids and Requests for Proposals > Bidding Information > 2014 Amendment to Local Business Participation Policy. Due to the specialized services required by this solicitation, the District is exercising its discretion and waiving the Policy for this RFP. However, vendors who meet the District's L/SL/SLRBE policy will receive a 10% bid discount applied to the cost proposal submitted in their bid when comparing it to other bids. The District expects each proposer to demonstrate support for the Policy by including in its Proposal some local business utilization, if practicable.

V. Process for Selecting Organization

The bids will be numerically ranked based on [selection criteria](#). The District retains the right to analyze the responsibility of the bidder through reference checks and other means. The responsive responsible bidder ranked first will be invited to participate in contract negotiations. Should the District and the first ranked bidder not be able to reach an agreement as to the

contract terms within a reasonable timeframe, the District may terminate the negotiations and begin negotiations with the bidder that is next in line, and proceed down the list as necessary until an agreement is reached or the list is exhausted.

The contract amount (including reimbursables) shall be a not-to-exceed amount, to be established based upon a mutually agreeable Scope of Services and Fee Schedule. The District reserves the right to withhold the final 10% of contract amount pending successful completion of the work.

All contracts shall be subject to approval by the District's Governing Board.

VI. RFP Process

Submission

Interested organizations are invited to submit one original signed proposal, four (4) hard copies and an electronic copy on a USB flash drive. The complete proposal shall be enclosed in a sealed envelope addressed and delivered no later than 2:00 p.m. on March 15, 2019, to:

Oakland Unified School District
Office of the General Counsel
Attn: Jenine Lindsey, Executive Director of Labor Relations
1000 Broadway, Suite 680
Oakland, CA 94607

The sealed envelope shall be marked on the outside lower left corner with the words "**Educator Effectiveness RFP.**" It is the Proposer's sole responsibility to ensure that the proposal is received prior to the scheduled closing time for receipt of proposals. No proposals will be accepted after the deadline of 2 p.m. on March 15, 2019. Any bid that is submitted after this time shall be nonresponsive and returned to the bidder. Any claim by a bidder of error in its bid must be made in compliance with section 5100 et seq. of the Public Contract Code. Bids will be opened and read aloud publicly on March 15, 2019 at 4:00 p.m.

This RFP does not commit the District to award a contract or pay any costs incurred in the preparation of a proposal responsive to this request. The District reserves the sole right to evaluate each proposal and accept all or part of any proposal or to cancel in part or in its entirety this RFP. The Board reserves the right to reject any and all bids and/or waive any irregularity in any bid received. The District shall award the Contract, if it awards it at all, to the lowest responsive, responsible bidder based on, at the District's discretion, price per student or hourly rate. Bidders should specify either or both rates in their proposals. Unless otherwise required by law, no bidder may withdraw its bid for ninety (90) days after the date of the bid opening. All requirements must be addressed in your proposal. Non-responsive proposals will not be considered. All proposals, whether selected or rejected, shall become the property of the District. Firms are responsible for periodically checking the District's website at <https://www.ousd.org/domain/39> for any updates or revisions to the RFP.

Contact

For questions regarding this RFP, please contact:

Allison Henkel
Manager, Teacher and Leader Growth and Development System
Oakland Unified School District
allison.henkel@ousd.org

Timeframe

Responses will be accepted until 2:00 p.m. PST on March 15, 2019.