

**Request for Proposal**  
**EDUCATION REFORM PLAN FOR THE**  
**Charter School Systems at**  
**Highland Park City Schools and Muskegon Heights Public Schools**  
**2012 -2015**

**Bid Opening Time and Date (Submittal Deadline): 3:00 p.m., Monday, January 7, 2013.**

The District reserves the right to reject any and/or all proposals/bids and to waive selected requirements of this RFP if it is in the best interest of the District.

Contact:       Dr. Donald Weatherspoon, Muskegon Heights Public School District,  
                  2603 Leahy St., Muskegon Hts., MI 49444  
                  231-830-3221  
                  Randy Lindquist, Muskegon Area Intermediate School District  
                  630 Harvey St., Muskegon, MI 49442  
                  231-767-7229

**Overview:**

The Charter School Systems of Highland Park City Schools and Muskegon Heights Public Schools ("Highland Park and Muskegon Heights Schools") are committed to continuing their focus on school reform, student progress and preparation for next generation assessments. The Michigan Department of Education applied for and was granted a waiver from key provisions of the Elementary and Secondary Education Act, better known as No Child Left Behind. Essential to the granting of this waiver was the premise that all students can learn, that all Michigan learners will be College and Career ready upon graduation from high school, that teachers and administrators are equal to the task and that struggling schools will receive the support they need to be successful. The "Highland Park and Muskegon Heights Schools" embrace these precepts and are dedicated to ensuring they remain the basis of the overall school reform plan. In addition to ensuring schools have the necessary technology infrastructure to support these efforts, meaningful data will be collected and analyzed on a regular basis to allow teachers and administrators to shape instructional and curricular decisions to provide the best opportunities for overall success. The data will be utilized to help schools determine:

- Achievement in each of the five tested areas (math, reading, writing, science, and social studies).
- If there is improvement in each of the tested areas.
- Identify any achievement gaps in each tested area.

**Purpose of RFP:**

The purpose of this request for proposal is to solicit solutions from appropriate providers to address the areas described above; to provide a plan and timeline for the implementation of such solutions; and to provide comprehensive pricing information for the solution.

**Functionality and Attributes:**

The successful contractor must provide curriculum materials that meet or exceed the following minimum requirements:

- An Internet hosted solution with access both on- and off-campus.
- Accessible via a variety of web browsers across multiple platforms including: Internet Explorer 7 or later, Firefox 3.6 or later, Safari 4 or later, and/or Chrome on the following platforms including Windows, Mac OS and Linux.
- Provides single sign-on capabilities to 3rd party content.
- Utilizes a Content Delivery Network (CDN) for static content to provide each request with a low-latency response from a pool of geographically diverse servers.
- Prescribes professional development resources based on the assessment results of assessments discovered.
- Provides differentiated assignment of resources to teachers and students by class, group and individual user.
- Provides the ability to track student progress and performance through a given assignment list.
- Provides tools to create custom assignments with the ability for students to submit work online and be graded online.
- Provides tools to search for content resources from multiple providers by standard, subject, grade level, etc. including custom resources created by other educators.
- Provides tools to re-sequence resources from multiple online providers into sequences that can be shared at a school or across the district.
- Provides tools to capture links to online resources from other sites and align them to state, national and common core standards.
- Customizes reports based off needs at regional and statewide level.
- Provides progress monitoring reports at student, class, building and district level within 10 days of an assessment.
- Creates project plan that will be provided to emergency manager including updates on integration and accurate reporting.
- Achievement in each of the five tested areas (math, reading, writing, science, and social studies).
- Ability to measure improvement in each of the tested areas.
- Ability to measure achievement gaps in each tested area.
- Ability and willingness to work with 3rd party consulting organization to maximize synergy.
- Ability to conform all aspects of the above resources to all applicable state and federal privacy laws.

**Submission of RFP response:**

Quotes shall be firm for 90 days. Unless stated otherwise, once opened, all Quotes are irrevocable for ninety (90) days. Beyond ninety (90) days, the Contractor will have the option to honor their Quote or make written request to withdraw their quote from consideration.

The Contractor must submit one (1) original signed proposal/quote, plus four (4) complete copies for a total of five (5) copies in a sealed envelope or package clearly marked "**Education Platform Plan for the Charter School Systems at Highland Park City Schools and Muskegon Heights Public Schools RFP**" on the outside of the envelope or package. The original and each copy must be organized in the same manner as the items ordered in "RFP Submission Requirements" section of this RFP. The text "Original" must appear on the cover of the original response and the text "Copy " must appear on the cover of each additional copy of the original response.

**A proposal that is not properly and clearly marked and is inadvertently opened before the scheduled closing date may not be evaluated.**

Highland Park and Muskegon Heights Schools want clear and concise RFP responses. Contractors should take care to completely address all RFP requirements.

Highland Park and Muskegon Heights Schools will reject any response or unsolicited amendments that are received after the deadline. A contractor that mails its response must allow for adequate mailing time to ensure timely receipt. Hand delivery or shipping methods which require proof of delivery are encouraged.

Highland Park and Muskegon Heights Schools may reject any REP response if the Contractor takes exception to the terms and conditions of the RFP, fails to comply with the procedure for participating in the RFP process, or the Contractor's response fails to meet any of the requirements of this REP.

Highland Park and Muskegon Heights Schools will not be liable for any costs incurred by a Contractor in responding to this RFP regardless of whether Highland Park and Muskegon Heights Schools award a contract through this process.

By submitting a response to this REP, the Contractor acknowledges that it has read and understood this RFP.

All RFP responses and other materials submitted become the property of Highland Park and Muskegon Heights Schools and may be returned only at Highland Park and Muskegon Heights Schools' option. If proprietary information is included in this REP, it must be clearly marked as such and will be returned following the bidding and selection process.

**RFP SUBMISSION REQUIREMENTS**

- RFP responses must be received by Dr. Donald Weatherspoon, c/o Randy Lindquist, MAISD, 630 Harvey St., Muskegon, MI 49442, no later than 3:00 p.m., Monday, January 7, 2013. Responses received after this date will not be considered.
- REP responses must acknowledge the Contractor's understanding and ability to perform the scope of work described in this RFP.

- REP responses must be based upon the scope of work described in this RFP and Highland Park and Muskegon Heights Schools will not be liable for any costs the Contractor does not identify in its quoted price.
  - The Contractor must submit one (1) original signed proposal/quote, plus four (4) complete copies for a total of five (5) copies in a sealed envelope or package clearly marked "Education Platform Plan for the Charter School Systems at Highland Park City Schools and Muskegon Heights Public Schools RFP" on the outside of the envelope or package. The original and each copy must be organized in the same manner as the items ordered in the following sections of this RFP. The text "Original" must appear on the cover of the original response and the text "Copy" must appear on the cover of each additional copy of the original response.
1. **COVER LETTER:** This must be in the form of a standard business letter and must be signed by an individual authorized to legally bind the bidder. The cover letter will provide a company overview and description of the solution the Contractor proposes to offer. The letter must also have the following:
    - a. A statement regarding the Contractor's legal structure (e.g.: individual, corporation, etc.), Federal Tax ID number and principal place of business.
    - b. The name, phone number, fax number, and email address of one (1) contact person who has the authority to answer questions regarding the RFP response.
    - c. A list of subcontractors, if any, that the Contractor will use on the Project if the Contractor is selected to do the work.
    - d. A statement that the Contractor's proposed solution for the Project meets all requirements of the RFP.
  2. **W-9 FORM:** Contractor shall provide a complete, signed copy of their company's W-9 Form.
  3. **SOLUTION OVERVIEW:** Contractor shall provide a comprehensive overview of the solutions, tools, technology, and/or products intended to address the requirements of this RFP.
  4. **PROPOSAL OF SERVICES:** Contractor shall provide, in narrative form, the proposed solution which will meet the requirements outlined in this RFP. Contractor's description of products and services should be concise and easy to understand. Contractors are encouraged to include proposed deliverables for both the short- and long-term progress of their solution.
  5. **PRICE QUOTE:** Contractor shall provide a detailed price quote which includes all products and services to be provided as well as any and all associated costs of such products and services. It is the responsibility of the Contractor to ensure that the Quote is firm, and all inclusive. Price quote should clearly break down the number (and names) of buildings included and the grade level(s) and number of students to be served.

**Any questions regarding this solicitation shall be addressed, in writing to Dr. Donald Weatherspoon, c/o Randy Lindquist, MAISD, 630 Harvey St., Muskegon, MI 49442 no later than 3:00 p.m. EST, Monday, January 7, 2013.**