



NOVEMBER 19, 2021



REQUEST FOR PROPOSAL

College and Career Readiness
Application

Park Hill School District





DEPARTMENT OF TECHNOLOGY

7703 NW BARRY ROAD

KANSAS CITY, MO 64153

Phone: 816-359-6104

Email: RFP_Tech@parkhill.k12.mo.us

REQUEST FOR PROPOSAL NUMBER: TE1123

The Park Hill School District, Department of Technology, will accept proposals from qualified persons or firms interested in providing the following:

COLLEGE AND CAREER READINESS APPLICATION

IN ACCORDANCE WITH THE ATTACHED SPECIFICATIONS

PROPOSALS MUST BE RECEIVED BY December 17, 2021 AT 10:00 AM CST

PLEASE MARK YOUR EMAIL "Proposal No. TE1123" AND EMAIL TO:

Park Hill School District, Department of Technology
RFP_Tech@parkhill.k12.mo.us

*It is the responsibility of interested firms to check the district's website at:
<https://www.parkhill.k12.mo.us/requests-for-proposals> for any addendums prior to the opening date and time of this proposal. All addendums must be signed and included with the submitted response.*



Table of Contents

- 1. Description of Project and Services Required..... 5
 - 1.1 Introduction 5
 - 1.2 Scope of Services..... 5
 - 1.3 Timeline for RFP Process and Project Completion..... 5
- 2. Response Guidelines..... 6
 - 2.1 Instructions to Respondents..... 6
 - 2.2 Terms and Conditions..... 6
 - 2.3 Evaluation Criteria..... 8
 - 2.4 Selection Process 8
 - 2.5 Addendums..... 8
- 3. Provider Qualifications..... 9
 - 3.1 About The Provider 9
 - 3.2 Industry Experience..... 9
 - 3.3 Proposed Project Team 9
 - 3.4 Customers..... 9
 - 3.5 References 10
 - 3.6 Partnering 10
- 4. Proposed Soltuion..... 11
 - 4.1 Product 11
 - 4.2 Requirements and Respondent Capability..... 11
 - 4.3 Customizations or configurations 17
 - 4.4 Migration 17
 - 4.5 Reporting..... 17
 - 4.6 Security 17
 - 4.7 Varied or Additional Options 18
- 5. Implementation 19
 - 5.1 Impementation Plan 19
 - 5.2 Engagement Process 19
 - 5.3 Training..... 19
 - 5.4 Support Services 19
- 6. Pricing..... 20



6.1	Costs	20
6.2	Multi-Year Agreements	20
7.	Supporting Information.....	21
8.	Closing	22



1. DESCRIPTION OF PROJECT AND SERVICES REQUIRED

1.1 INTRODUCTION

The Park Hill School District (PHSD) is in the southern third of Platte County, located just north of downtown Kansas City, Missouri. Park Hill is a public school district, serving students in pre-kindergarten through grade 12. The district includes 11 elementary schools, four middle schools, three high schools (including two traditional high schools and an innovative, personalized high school program), a day school, and an early childhood education center. Park Hill School District has approximately 12,500 students enrolled in grades PK-12. The district employs more than 2,000 staff members.

1.2 SCOPE OF SERVICES

The Park Hill School District is seeking proposals from credible and qualified providers for a college and career readiness application to achieve the following:

- Increased student engagement in post-secondary planning and preparation
- Demonstrated track record in scholarship, college, trade school, and job acquisition
- Supports district counselling curriculum
- Reliable and user-friendly interface

1.3 TIMELINE FOR RFP PROCESS AND PROJECT COMPLETION

The timeline listed below is the district’s estimation to complete the RFP process. All efforts shall be made to abide by this schedule, but it is subject to change.

RFP Issue Date	November 19, 2021
Question Cut-off date	December 3, 2021 at 2:00 PM CST
Addendum Issue Date	December 7, 2021
Proposal Due Date	December 17, 2021 at 10:00 AM CST
Provider Demonstrations	Week of January 17, 2022
Notice of Selection	January 31, 2022



2. RESPONSE GUIDELINES

2.1 INSTRUCTIONS TO RESPONDENTS

- a. All questions should be submitted to RFP_Tech@parkhill.k12.mo.us and will be addressed by the district. If there is significant information deemed necessary to be communicated to all potential responders an addendum(s) may be issued and posted on the district's website. All addendums(s) must be signed and included with the submitted proposal.
- a. It is the responsibility of each respondent before submitting a response to examine the proposal documents thoroughly and request an interpretation or clarification soon after discovering any conflicts, ambiguities, errors, or omissions in the proposal documents. Requests for clarification must be received no later than 2:00 PM on December 3, 2021. The email must contain this proposal number, name, date, and numbered questions. Park Hill School District will not answer questions transmitted through facsimile or methods other than set forth in this paragraph. All questions will be answered in an addendum, after question due date. Park Hill School District is not responsible for questions not received on or before the due date, including emails lost due to spam filters or technical issues.
- b. Proposals submitted on separate forms are not acceptable unless specified in the RFP document. Failure to complete proposal forms to the satisfaction of the Park Hill School District may result in the rejection of the proposal.
- c. Proposals may be modified, cancelled, or withdrawn prior to the above referred time and date only upon written notice received by the district before referenced time and date. Proposals may not be withdrawn for a ninety (90) day period following the time and date for the receipt of proposals.
- d. Proposals will be made on the enclosed form. Respondents are requested to comply in all respects with the RFP documents and the instructions to respondents.

2.2 TERMS AND CONDITIONS

In submitting a response to this Request for Proposal respondents hereby understand the following:

- a. Park Hill School District (PHSD) reserves the right to reject any and/or all submittals and responses to these and/or related documents, to accept any item(s) in the submittal, to waive any irregularity in the submittals, and further if determined to be non-responsive in any form, or if determined to be in the best interest of Park Hill School District.
- b. The respondent, if an individual, verifies he/she is of lawful age and competent to enter into and perform the work contemplated and if a corporation, is duly incorporated and authorized to do business in this state.
- c. This proposal is made without any understanding or agreement with any other person, firm or corporation submitting a proposal for the same purpose and this proposal in all respects is fair and without collusion or fraud.
- d. No member of the Board of Education of this district, nor any officer, employee, or person whose salary is paid by said district, in whole or in part, is directly or indirectly interested in this proposal or any portion of the profits.
- e. The prices stated herein are net, exclusive of all federal, state, and municipal sales and excise taxes.



- f. Park Hill School District reserves the right to make the final determination of actual equivalency or suitability of such proposals with respect to requirements outlined herein. The proposals submitted, and any further information acquired through interviews or demonstrations, will become and is to be considered a part of the final completed contract. If there is any variance or conflict, the proposal specifications will control.
- g. Respondents MUST email completed copies of this entire document to the Park Hill School District at RFP_Tech@parkhill.k12.mo.us on or before the date and time specified. Proposals received after that time will not be accepted nor considered.
- h. All requested information must be supplied. If respondents cannot respond to any part of this request, respondents should state the reason they cannot respond and note an exception. Respondents may provide supplemental information to assist Park Hill School District in analyzing its proposal.
- i. All proposals should be valid and constitute an irrevocable offer to contract on the terms and conditions contained in this Request for Proposal for ninety (90) days after opening. Contracts entered based on submitted proposals are revocable if contrary to law.
- j. All project participants, consultants, engineers, contractors, and subcontractors must comply with all applicable federal, state, and local laws pertaining to contracts entered by governmental agencies. All participants must comply with the Americans with Disabilities Accessibility Guidelines (ADAAG).
- k. The respondent hereby certifies that this Request for Proposal has been carefully and thoroughly reviewed and the nature and scope of work to be done is understood. The respondent acknowledges the response is based upon the terms, specifications, requirements, and conditions of the Request for Proposal documents. The respondent further agrees that the performance time specified is a reasonable time, having carefully considered the nature and scope of the project as aforesaid.
- l. It will be understood that any submittal and/or all referencing information submitted in response to this Request for Proposal will become the property of Park Hill School District and will not be returned. As an educational entity, PHSD is subject to making records available for disclosure after Board of Education approval of the recommendation.
- m. PHSD will not be responsible for any expenses incurred by any respondent in the development of a response to this Request for Proposal including any onsite (or otherwise) interviews and/or presentations, and/or supplemental information provided, submitted, or given to Park Hill School District and/or its representatives.
- n. By submission of a response, the respondent agrees that at the time of submittal, he, or she: (1) has no interest (including financial benefit, commission, finder's fee, or any other remuneration) and will not acquire any interest, either direct or indirect, that would conflict in any manner or degree with the performance of the respondent's services, or (2) benefit from an award resulting in a "conflict of interest". A "conflict of interest" will include holding or retaining membership, or employment, on a board, elected office, department, or committee sanctioned by and/or governed by the Park Hill School District Board of Education. Respondents will identify any interests, and the individuals involved, on separate paper with the response and will understand that PHSD may reject their proposal. The respondent certifies that this proposal is submitted without collusion, fraud, or misrepresentation as to other respondents, so that all proposals for the project will result from free, open, and competitive proposals among all respondents.
- o. Park Hill School District will issue a purchase order/contract for the acquisition of services specified because of an award made in reference to this document. Contract documents will be subject to any regulations



governed by the laws of the State of Missouri and any local resolutions specifically applicable to the purchase.

- p. Any dispute arising out of the contract documents, or their interpretation will be litigated only within the courts of the State of Missouri.
- q. All associated costs required to complete project as specified should be included in your final proposal.

2.3 EVALUATION CRITERIA

Park Hill School District will review all responses submitted by the due date. The evaluation will include, but is not limited to:

- Provider's qualifications
- Provider's ability to meet or exceed the requirements
- Pricing
- Completeness and quality of response
- Provider's services -- Implementation, consultancy, training, and technical support
- Presentation, if selected for demonstration
- System flexibility and quality
- References

2.4 SELECTION PROCESS

The proposals will be evaluated by a selection committee comprised of selected district personnel. The overall process may consist of two steps: the first being a review and evaluation of all responsive proposals and the second being the demonstration/interview phase for the short list of respondents selected.

2.5 ADDENDUMS

Any addendum(s) will be posted to the Park Hill School District Requests for Proposal and Bids page on our district website at <https://www.parkhill.k12.mo.us/requests-for-proposals>. Respondents are responsible for checking the website and acknowledging any addendums in their response.



3. PROVIDER QUALIFICATIONS

3.1 ABOUT THE PROVIDER

Please supply a brief description of your company, including the number of years in operation and the number of employees directly supporting your college and career readiness application.

3.2 INDUSTRY EXPERIENCE

Please describe and provide examples to demonstrate your industry experience and long-term viability providing college and career readiness solutions for K-12 education. Include the number of K-12 schools and school districts using your college and career readiness application, as well as the focus and commitment to K-12 clients.

Describe what you think differentiates your organization from other industry providers.

3.3 PROPOSED PROJECT TEAM

Please provide information about the implementation team and departments involved in delivering the proposed solution to Park Hill School District and reference their industry experience.

3.4 CUSTOMERS

Please supply a sample list of your active K-12 educational clients and provide examples of the best use of your product. Please list any Missouri or Kansas districts currently using your product. Provide links to example districts with a district population of at least twelve thousand students.



3.5 REFERENCES

Please supply the names of three K-12 references with a district population of at least twelve thousand students.

3.6 PARTNERING

Provide the names of any partners relevant to this RFP. Please describe their role in the response and any products and/or services the partner might supply.



4. PROPOSED SOLUTION

4.1 PRODUCT

- a. Product Name:
- b. Brief Description:
- c. Current Version:
- d. Year Released:

4.2 REQUIREMENTS AND RESPONDENT CAPABILITY

Response Key

Please insert the applicable answer into the 'Response' column of the table below.

- YES Yes, this feature is available as part of the standard package.
- YES-P Yes, only partially (please describe in detail, or we reserve the right to change this response to NO)
- YES-C Yes, this feature is available but requires customization
- FR This feature will be available in a future release (within the next six months)
- NO This feature is not available in the system
- N/A Not applicable

REQUIREMENTS

Requirement	Response	Details
Defined disaster recovery process		
Accepts PHSD data privacy agreement (Found at http://bit.ly/phsddataprivacy)		



Hosted in the United States		
At least four district support contacts		
Support hosted in the United States		
Ability to get support via email and phone		
Defined SLAs		
Uptime guarantees and liquidated damages		
Timely notification of service interruptions and scheduled maintenance		
Online help documents		
Built-in language translation (Specify for which languages translation is available)		
Built-in accessibility tools to ensure access by people of all abilities. Please describe the tools available		
Built in analytics and reports to track usage, assessment/inventory completion and results		
Access for parents/parent accounts. Please describe the process for parents to get access		



Ability to communicate with (email) students and parents from within the system		
Students can complete career interest, skills and strengths inventories or assessments that tie to Holland codes and career clusters/pathways		
Robust career exploration tools that connect to the student's career inventory assessment results		
Ability to schedule college representative visits		
Ability to create a local scholarship database that allows students to search and apply for scholarships		
Ability to create, disseminate and track completion of student surveys		
Students can build a portfolio that encompasses all their activities within the platform, which provides a snapshot of the student and is available to the student, counsellors, teachers, and parents		
Enhanced and dynamic college search engine that allows students to search by interest, skills, and other categories with filter and sort capabilities to identify the best school matches		
Post-secondary exploration tools include two- and four-year trade/technical schools, traditional colleges, and military pathways		
Ability to upload our own documents and resources (i.e., resumes)		



Ability to send official transcripts to post-secondary institutions		
The platform is easy and intuitive for students to use; all their important information, resources and assessment results are in one place		
SSO/SAML authentication (LDAP) for students and counsellors		
Ability to assign role-based permissions		
Use HTTPS/TLS		
Uses static IP Address		
Session timeout for logged-in users (specify the time)		
Student information integration options with our SIS (Infinite Campus)		
Secure file transfer		
Maintenance/updates during non-peak hours (outside 7 a.m. – 5 p.m. CST)		
Dedicated account manager		
Onsite, in-person initial training for all counsellors, administrators, and support personnel		



Training tutorials/videos/webinars available year-round		
Supports any number of concurrent users		

REQUESTS

Request	Response	Details
Periodic penetration testing		
Chat support, with the ability to screenshare		
Integration with the National Student Clearinghouse with the ability to generate post-secondary outcome reports based on PHSD graduates		
Standardized test preparation tools for the SAT, ACT, ACT WorkKeys, and Pre-ACT tests (Please specify which tests)		
Letters of recommendation repository and remittal – Ability for students to request letters of recommendation, store in the platform, and send to colleges and universities		
Social-emotional learning resources		
Diversity, equity, and inclusion resources		
SSO authentication (LDAP) for teachers and other staff		
Audit logging/analytics		



Service status page		
Integration with the Common App		



4.3 CUSTOMIZATIONS OR CONFIGURATIONS

If your system requires any customizations or configurations to meet our requirements (and you can provide this service), please describe in detail what customizations need to be made, the benefits and any additional costs. Please describe the level of complexity proposed with considerations for ongoing support after implementation. What kind of post-implementation support is offered for back-end administration?

4.4 MIGRATION

Describe the migration options available for moving our current college and career readiness data into your product.

4.5 REPORTING

Attach a sample of the reporting available in your product for:

- Student usage – Number of students and frequency of usage of various tools/features within the platform
- Completion reports for career inventories, tasks assigned, etc.
- Career clusters/paths of interest identified by students
- Transcript requests (if applicable)
- College application tracking

4.6 SECURITY

Detail any data leaks, security breaches, etc. experienced in the last five years. If such events transpired, describe what happened and your response.

What current security practices do you have in place (i.e., penetration testing, vulnerability assessments)?



4.7 VARIED OR ADDITIONAL OPTIONS

Describe any proposed additions or variations to the solution presented. Detail all costs associated with additional options and variations in the pricing section.



5. IMPLEMENTATION

5.1 IMPLEMENTATION PLAN

Provide a plan outlining the likely timeline for implementation, including regular meetings to discuss progress.

5.2 ENGAGEMENT PROCESS

Please describe your communication/engagement process after the implementation has been completed.

5.3 TRAINING

Please describe the training procedures for the solutions proposed. Be sure to include any additional costs in the pricing section of this document. Detail what training looks like for each group of users.

5.4 SUPPORT SERVICES

Please describe the technical support processes and options available for your proposed solutions. Include higher levels of support available and their associated costs. Outline your escalation process and typical response times. Attach your Service-Level Agreement (SLA) to the supporting documents section. If you offer liquidated damages when SLAs are not met, please describe this process.

Detail all unplanned outages your college and career readiness application has experienced over the last 12-18 months, and time to resolution on those outages.



6. PRICING

6.1 COSTS

Please supply all costs related to implementation of your product, including any available discounts. Proposals should be as detailed as possible and include all deliverables listed as separate line items. Supplemental pricing documentation will be accepted but must be formatted like the chart included below. At a minimum, all deliverables below must be identified with their associated yearly costs for three years.

Deliverable	Costs Year 1	Costs Year 2	Costs Year 3
Annual license fees			
Implementation fees			
Software support fees			
Software maintenance fees			
Training fees (Specify mandatory or optional; on-site or remote)			
Other costs (Please list all other costs associated with your proposal including any customization costs)			
TOTAL			
Optional additional components			

6.2 MULTI-YEAR AGREEMENTS

Please include any benefits that may be available for both parties regarding payment cycles and multi-year agreements.



7. SUPPORTING INFORMATION

Please attach the following information to your response:

Mandatory

- Service Level Agreement (SLA)
- Pricing documentation
- Reporting samples

Optional

- Additional information relevant to the response if all sections of the response are complete



8. CLOSING

In submitting a response to this document, respondent acknowledges acceptance of all sections of this document, including addendums, and has clearly delineated and detailed any exceptions.

The undersigned, on behalf of the respondent, certifies that: (1) this offer is made without previous understanding, agreement or connection with any person, firm, or corporation making a bid on the same project; (2) is in all respects fair and without collusion or fraud; (3) the person whose signature appears below is legally empowered to bind the firm in whose name the proposal is entered; (4) they have read the complete Request for Proposal and understand all provisions; (5) if accepted by Park Hill School District, this proposal is guaranteed as written and amended and will be implemented as stated; and (6) mistakes in writing of the submitted proposal will be respondent responsibility.

Name of Respondent: _____

Primary Contact: _____

Email Address: _____

Address: _____ **City:** _____ **State:** _____

Zip: _____ **Phone Number:** _____

Fax Number: _____

Signature: _____ **Title:** _____

Printed Name: _____ **Date:** _____