



VIRGINIA BEACH CITY PUBLIC SCHOOLS

CHARTING THE COURSE

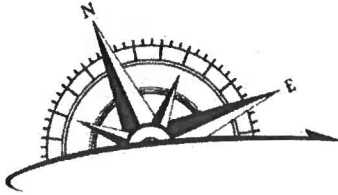
OFFICE OF PURCHASING SERVICES
2512 GEORGE MASON DRIVE
VIRGINIA BEACH, VA 23456
(757) 263-1175

PUBLIC NOTICE

SOLE SOURCE PROCUREMENT

Date:	05/27/2022
Vendor/Contractor:	Association of Supervision Curriculum Development Training
Contract Amount:	\$90,000
Description of Services:	Research-based professional learning in Central Office Leadership.
Sole Source Determination:	Sole provider of ASCD Professional Learning Frameworks and delivery and the ASCD Activate Professional Learning Network.
Date of Award:	TBD


J. Kevin Beardsley
Director of Purchasing
5/27/2022 9:19 AM



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MEMORANDUM

TO: J. Kevin Beardsley
Office of Purchasing Services

FROM: Kipp D. Rogers, Ph.D., Chief Academic Officer 
Department of Teaching and Learning

VENDOR: Association of Supervision Curriculum Development Training

DOLLAR AMOUNT: \$90,000

DATE: May 26, 2022

The Department of Teaching and Learning is requesting to secure the services of faculty of the Association of Supervision Curriculum Development (ASCD) to provide research-based professional learning on best practices in Central Office leadership in an effort to attract, retain, and support central office leaders in the Department of Teaching and Learning. (DTAL). Currently, 38% of DTAL leaders are new to their roles (three years or less). Most of the 38% have had little to no leadership training prior to entering into their positions. This pattern has been taking place for the last four years. The services provided by ASCD would assist in attracting, retaining, and supporting novice leaders in DTAL.

ASCD is the sole provider of ASCD Professional Learning Frameworks and delivery and the ASCD Activate Professional Learning Network. The ASCD framework is delivered exclusively by ASCD trained staff. ASCD will customize, structure, and design the professional learning for Virginia Beach City Public Schools (VBCPS) with adult learners' needs in mind.

The work will commence with an opening session which sets the vision, followed by full cohort onsite professional learning sessions. Participants, instructional specialists, coordinators and directors will leave each session with actionable items to equip participants with the depth of learning and coaching skills needed to bring the critical functions of leadership to life. Central Office Leaders will work in small groups to collaborate in small professional learning groups with the facilitation of a personal ASCD faculty member. These groups will meet either onsite or virtually for small group sessions which will allow the opportunity for small group discussion, question and answer with the faculty member, and support of the new VA Beach Central Office mentorship program. This professional learning experience will assist with developing a plan to build leader capacity to support the district's mission and vision.

Expertise and support from three qualified ASCD faculty will be used to assist in training Executive Directors, Directors, Coordinators, and Instructional Specialists on working with adult learners and focusing on roles and responsibilities, adaptive leadership, providing reflective feedback and professional learning best practices, and

central office mentorship. The Department of Teaching and Learning evaluated the services being proposed and determined the knowledge, experience, and expertise of ASCD faculty would be invaluable in meeting our needs to attract, retain, and support central office leaders. We have found no other source with this vendor's level of expertise that is practically available during the timeframe with which we need to address these needs.

The costs associated with the specialized, customized nature of services we are requesting from ASCD is fair, reasonable, and commensurate with other educational service providers.

Approved

Disapproved

J. Kevin Beardsley
J. Kevin Beardsley (May 27, 2022 08:49 EDT)

May 27, 2022

J. Kevin Beardsley
Director of Purchasing

Date