

# VIRGINIA BEACH CITY PUBLIC SCHOOLS

## CHARTING THE COURSE

OFFICE OF PURCHASING SERVICES  
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### PUBLIC NOTICE SOLE SOURCE PROCUREMENT

Date:	December 15, 2020
Vendor/Contractor:	Panorama Education
Contract Amount:	\$49,638.00
Description of Services:	Universal social emotional learning screener and web-based platform supporting students and staff.
Sole Source Determination:	Unique product of its kind.
Date of Award:	TBD


**J. Kevin Beardsley**  
Director of Purchasing  
12/15/2020 2:53PM



***Department of Teaching and Learning***

**MEMORANDUM**

**TO:** J. Kevin Beardsley, Director of Purchasing

**FROM:** Kipp D. Rogers, Ph.D., Chief Academic Officer   
Alveta J. Green, Ed.D., Executive Director of Student Support Services

  
Alveta J. Green (Dec 14, 2020 19:35 EST)

**VENDOR:** Panorama Education

**DOLLAR AMOUNT:** \$49,638.00

**Funding from CARES Act ESSER Set-Aside grant**

**DATE:** Nov. 17, 2020

The Department of Teaching and Learning is requesting to procure a universal social emotional learning screener and web-based platform with features to support students and staff. Panorama Education is the sole source supplier of its proprietary platform for measuring social-emotional learning (SEL) and providing educators with actionable data and resources to support students' well-being and improve student outcomes.

Panorama's unique product includes research-backed, proprietary SEL measures for students and teachers, secure online survey administration functionality, interactive online and paper reports, and the Playbook resource library for educators. Panorama's services include implementation support, customer service, and professional development for teachers, school leaders, and division leaders.

Panorama currently supports 10 million students annually across more than 1,500 school districts nationwide, and we proudly serve as a thought partner and de facto provider for student survey programs with a focus on social-emotional learning, school climate, and equity. Panorama is the sole provider for such programs for the following reasons:

1. Panorama's proprietary social-emotional learning product is the only tool for gauging students' social-emotional development that is research-backed, includes valid and reliable measures from students and teachers, has been used at scale, and is available across grades K-12.
2. Panorama's social-emotional learning surveys are translated into 9 different languages, including Spanish, Chinese and Arabic, and can be administered online, via mobile devices or tablets, and on paper. Such flexible administration options allow for maximum response rates and representative data.
3. No other platform provides the same comprehensive reporting capabilities across division, school-, and student-level social-emotional learning data. Tools such as role-

based permissions, national and peer benchmarks, disaggregation by groups (including demographic groups and other groupings of stakeholders), and free-response analytics are unique to Panorama's SEL product.

### **Virginia Beach City Public Schools Essential Functionality that is Unique to Panorama**

The following criteria are essential to a successful social-emotional learning program as envisioned by Virginia Beach City Public Schools, and Panorama is the sole source of a product and service that meets all of these needs.

#### **Survey Content and Design**

- Research-backed, valid and reliable social-emotional learning instruments for students and teachers, aligned to the CASEL framework, that have been used at scale across the country (>500,000 responses per year)
- Social-emotional learning surveys can be customized to match Virginia Beach City Public Schools' needs by selecting scales (topics) while retaining validity and reliability and including custom survey content to deepen CASEL alignment; legacy survey items can be included for longitudinal analysis
- SEL measures translated and validated in nine languages, to ensure an inclusive and accessible program

#### **Implementation and Administration**

- Access to a large, responsive customer service team with experience supporting more than 30 of the 100 largest divisions in the country in successfully implementing and administering SEL measurement
- Ability to track response rates in real-time across schools and the division in order to inform decision-making throughout the administration process
- Ability to respond to the survey online using a computer or mobile device in 9 languages
- Ability to collect data on students' social-emotional skills and competencies from both students and teachers
- Ability to share comprehensive documentation, guidance, and support for administrators and educators through an online resource library

#### **Reporting**

- Ability to compare in-division survey results with national benchmarks from a data set larger than 2,000,000 respondents to put results in context
- Ability to use peer benchmarks to refine comparisons based on school level (elementary, middle, high), school setting (urban/non-urban), and percentage of students receiving Free and Reduced-Price Lunch
- Ability to protect survey reporting by secure role-based permissions, designed to ensure authorized users are able to access their data and only the data to which they are authorized
- Ability to view responses through an equity lens by quickly and easily disaggregating data by meaningful demographics, including but not limited to students' race, FRPL, ELL, participation in afterschool programs, and SPED
- Ability to identify key themes in free response survey data by automatically highlighting and grouping comments from "free response" or "open-ended" survey questions
- Ability to monitor in-division, year-over-year trends and integrate historical survey data

- Ability to compare results across all schools and survey topics and allow users to filter survey results from strongest to weakest scores
- Ability to bookmark key findings and save, annotate, and export any of the charts and data points from Panorama reports to share and plan next steps with colleagues and stakeholders
- Ability to view social-emotional learning data at the student level, so that teachers and school leaders can personalize support, celebrate areas of strength, and target competencies that need improvement
- Ability to drive action via recommended mini-lessons and practices from trusted SEL partners, such as Open Circle, Second Step, and Character Lab, that can be used in class or virtually

### Professional Development

- Ability for school leaders and teachers to access recommended actions and practices related to SEL survey topics that they can use in their schools and classrooms from within the platform
- Ability to provide tailored professional development to build buy-in among school administrators and empower principals to identify building-level insights and to respond to differentiated needs across groups of students
- Ability to provide tailored professional development to school leadership teams with orientation towards action planning by aligning their unique SEL data to schoolwide goals, and using their results to build targeted support for students

Using Panorama’s proprietary social-emotional learning product, Virginia Beach City Public Schools’ educators will have a rich and centralized space for measuring, understanding, and acting on social-emotional learning data across the division in order to ensure the success of each and every VBCPS student. As a result, the Department of Teaching and Learning is requesting Panorama Education be approved as a sole source provider for this holistic, customizable approach to understanding social-emotional learning at the division, school, classroom, and student level makes Panorama, to the best of our market knowledge, the only product of its kind. The platform and associated resources support Compass to 2025 Goal 1: Educational Excellence and Goal 5: Mutually Supportive Partnerships.

Of the estimated \$49,638 purchase price, \$49,638 is being funded by the FY21 CARES ESSER Universal Screener Grant which has a FY21 budget of \$50,311.78.

**Approved**

**Disapproved**

J. Kevin Beardsley  
J. Kevin Beardsley (Dec 15, 2020 13:17 EST)

**J. Kevin Beardsley**  
**Director of Purchasing**

**Date**