



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: 7/8/2020
Vendor/Contractor: Ellevation Education
Contract Amount: \$30,403.75
Description of Services: Program management platform organizes English learner (EL) student data, supports digital meetings, planning, and monitoring processes.
Sole Source Determination: Ellevation Education is the copyright holder and sole provider of the Ellevation Education program.
Date of Award: TBD

J. Kevin Beardsley
Director of Purchasing
7/8/2020 1:17 PM



VIRGINIA BEACH CITY PUBLIC SCHOOLS CHARTING THE COURSE

Department of Teaching and Learning

MEMORANDUM

TO: J. Kevin Beardsley, Director Office of Purchasing Services
FROM: Kipp D. Rogers, Ph.D., Chief Academic Officer
Nicole M. DeVries, Ph.D., Director K-12 and Gifted Programs
SUBJECT: **SOLE SOURCE JUSTIFICATION – Ellevation Education**
DATE: June 25, 2020

REQUISITION #: DTAL-21-0364269

TOP DOLLAR AMOUNT: \$30,403.75

JUSTIFICATION OF SOLE SOURCE:

This memorandum is to certify that Ellevation Education is the copyright holder and sole provider of the Ellevation Platform. The use of this platform is essential to the provision of English as a Second Language (ESL) services within Virginia Beach City Public Schools.

Ellevation is a program management platform that organizes English learner (EL) student data, supports digital meeting, planning, and monitoring processes, and supports school divisions in meeting federal and state mandates regarding reporting and notification requirements for ELs and their parents. Ellevation is aligned with World-class Instructional Design & Assessment (WIDA), which is the consortium that provides Virginia English language development standards and assessments, and it enables data to be disaggregated and analyzed by teachers and staff to help drive instruction.

Moreover, the platform allows for English learner team meetings to be conducted virtually, including the creation of uniform, customized English learner plans. Ellevation also permits teachers to collaborate virtually in order to complete monitoring documents (as required for former ELs for two years after exiting ESL services), and it serves as a digital folder for ELs, allowing information to be uploaded in a document storage tab. Furthermore, Ellevation provides federally-mandated letters, translated in over 35 languages, such as the parent notification letter of EL program placement and the annual parent notification letter of EL program continuation.

The purchase and use of the Ellevation Platform will further support the mission and goals of the Virginia Beach City Public Schools and K-12 and Gifted Programs.

/kcn

Attachment

Approved: J. Kevin Beardsley

J. Kevin Beardsley

Date: 7/8/20