



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: 7/6/2020
Vendor/Contractor: Ensenar Educational Services, Inc.
Contract Amount: \$80,000
Description of Services: Training staff psychologists and other staff to correct deficiencies in providing instruction to students with disabilities as identified by the Virginia Department of Education (VDOE).
Sole Source Determination: Company has unique qualifications and expertise to provide this service.
Date of Award: TBD

J. Kevin Beardsley
Director of Purchasing
7/6/2020 5:15PM





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
CHARTING THE COURSE

MEMORANDUM

TO: J. Kevin Beardsley
Office of Purchasing Services

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

Roni Myers-Daub, Ed.D., Executive Director ^{DS} 
Office of Programs for Exceptional Children

Alveta Green, Ed.D., Executive Director ^{DS} 
Office of Student Support Services

VENDOR: Enseñar Educational Services, Inc.

DOLLAR AMOUNT: \$80,000.00

DATE: June 16, 2020

The Department of Teaching and Learning seeks to continue the services of Enseñar Educational Services, Inc. in the 2020-2021 school year to provide continued expertise and support with the transition of using the response to intervention (RTI) method to identify students with learning disabilities instead of relying solely on the discrepancy model.

The expertise and support from Enseñar Educational Services, Inc., particularly from Robert H. Pasternack, Ph.D., will be used to assist in training psychologists on evaluation practices; developing a policies and procedures manual related to evaluation and reevaluation, including use of the RTI process; developing and providing professional learning opportunities to staff groups on using the response to intervention (RTI) method to identify students with learning disabilities; and working with Special Education Advisory Committee to execute the special education plan.

Enseñar Educational Services, Inc. is the only company in the United States serving Local Education Agencies (LEAs) and State Education Agencies (SEAs) led exclusively by Dr. Robert Pasternack. Dr. Pasternack's expertise in the area of critical need (special education) for our school division comes as a result of his having served as Assistant Secretary for the Office of Special Education and Rehabilitative Services (OSERS) at the U.S. Department of Education. Serving in that capacity, he was directly responsible for the reauthorization of the Individuals with Disabilities Education Act (IDEA) and the implementation of No Child Left Behind which provides the foundation for special education law. He also served previously as a State Director of Special Education and Superintendent. Dr. Pasternack is a nationally certified school psychologist, a certified educational diagnostician, a certified school administrator, and a certified teacher (K-12).

Enseñar Educational Services' uniquely qualified team works with the learning community, education leaders, and families of students with disabilities to improve outcomes while also working to reduce inappropriate referrals to special education through the implementation of an intervention framework. Enseñar Educational Services, Inc. is also the only company in the United States serving school communities with a team member who was the former Director of the National Center on Special Education Accountability and Monitoring (NCSEAM).

The Department of Teaching and Learning evaluated the services offered and determined that the knowledge, experience, and expertise of the team members of Enseñar Educational Services, Inc., especially those of Dr. Pasternack, would be invaluable in meeting our needs to support and improve evaluation and eligibility practices. 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 Enseñar Educational Services, Inc. is fair, reasonable, and commensurate with other educational service providers.

The impact of not having immediate access to this locally-based, customized resource will potentially delay the transition of using the response to intervention (RTI) method to identify students with learning disabilities instead of relying solely on the discrepancy model.

Approved

Disapproved

DocuSigned by:

J. Kevin Beardsley

7/6/2020

J. Kevin Beardsley
Director of Purchasing

Date

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