

NOTICE OF SOLE SOURCE PROCUREMENT

Date: July 21, 2016

Vendor/Contractor: NoRedInk Preium

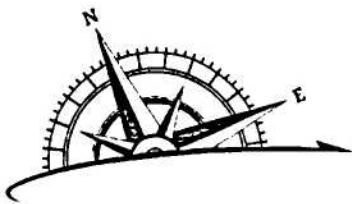
Contract Amount: \$324,025.00

Description of Services: Adaptive, web-based grammar and writing curriculum.

Sole Source Determination: Unique product with unique features not available in any other know grammar and writing curriculum.

Date of Award: TBD

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


VIRGINIA BEACH CITY PUBLIC SCHOOLS
CHARTING THE COURSE

Department of Teaching and Learning

MEMORANDUM

TO: J. Kevin Beardsley, Director
Office of Purchasing Services

FROM: Amy E. Cashwell, Ed.D., Chief Academic Officer 
James M. Pohl, Ph.D., Executive Director, Secondary Teaching and Learning
Cameron L. Vadersen-Jacob, Secondary English Coordinator

SUBJECT: SOLE SOURCE JUSTIFICATION- NoRedInk Premium

Date: July 21, 2016

REQUISITION #: TBD

TOP DOLLAR AMOUNT: \$324,025

JUSTIFICATION OF SOLE SOURCE:

This memorandum is to certify that NoRedInk Corp. is the sole provider of NoRedInk Premium. NoRedInk Premium is an adaptive, web-based grammar and writing curriculum for students. NoRedInk provides online grammar and writing practice for students using a variety of assessment formats, paired with immediate individual feedback based on student response. The company, in contract with Virginia Beach City Public Schools, is to be the provider of this resource to support grades 6-12 writing instruction. The following factors also play a role in being unable to compare NoRedInk with other products on the market:

- NoRedInk Premium generates personalized passages based on students' interests, allows them to edit and manipulate language in non-multiple-choice formats and adapts to their abilities with differentiated feedback and instant remediation. The platform allows teachers to create diagnostics to assess students' initial performance, monitor their progress through differentiated assignments and administer both formative and summative assessments to track growth. Students work through over 50 learning paths manipulating language in authentic contexts, mastering topics along the program's scope and sequence and verifying understanding through "checkpoints" and multi-paragraph challenge passages.
- The NoRedInk Writing Platform (included in this premium purchase) helps students create compelling and individualized writing where they receive feedback on thesis statements, clear topic sentences, persuasive arguments, and evidence-based reasoning. Students submit their own writing and learn to evaluate the quality of arguments, evidence and language through highly engaging and scaffolded exercises. It uses a

proven framework to evaluate their own writing and the writing of their peers. Students can submit multiple revisions and reflect on their work as they progress through each module. NoRedInk offers a suite of diagnostic and growth-tracking assessments that allow teachers to track both absolute and relative student growth over the course of a unit.

This resource directly supports Goal 1 of Compass to 2020 by supporting the acquisition of literacy skills and the use of digital resources in everyday curriculum and Goal 2 by providing teachers with another outlet for personalizing learning for students.

Approved: J. Kevin Beardsley Date: 7/21/16
J. Kevin Beardsley