

## **NOTICE OF SOLE SOURCE PROCUREMENT**

**Date:** September 16, 2016

**Vendor/Contractor:** Imagine Learning

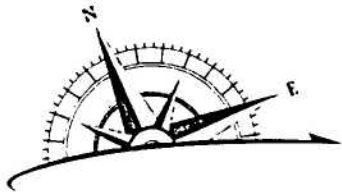
**Contract Amount:** \$243,000.00 (Three-years)

**Description of Services:** Interaction literacy instruction.

**Sole Source Determination:** Expansion of an existing program.

**Date of Award:** TBD

SEP 16 2016 AM10:39



**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 *AC*  
Lesley L Hughes, Ed.D, Executive Director, Office of Elementary Teaching and Learning

**SUBJECT:** SOLE SOURCE REQUEST

**DATE:** September 14, 2016

**NAME OF COMPANY:** IMAGINE LEARNING

**REQUISITION #:** *TBD/CONTRACT*

**TOTAL DOLLAR AMOUNT:** \$243,000 (paid over 3 years)

**JUSTIFICATION FOR SOLE SOURCE:**

This memorandum is to certify that Imagine Learning is the sole source provider of the Imagine Learning software, licenses and training. This program has been used in Title I schools the past three years. The interactive online tool was selected because it enhances Virginia Beach City Public Schools students' overall academic performance by providing interactive lessons, customized feedback and instruction, and provides the teachers with automatic performance reports. This program also supports the division application of balanced assessment.

To our knowledge this is the only program that offers an interactive oral language recording component for literacy in which the teacher can then preview the child's reading of different materials, furthermore, that aligns with the materials and training Virginia Beach City Public Schools uses in our kindergarten and first grade classrooms for oral language. Furthermore, from my knowledge this is the only program that provides first language support that is scaffolded until the student is able to reach English language proficiency.

Imagine Learning is a unique program that incorporates all of the following into a comprehensive program:

- 1) Combines all of the following types of instruction into one single program.
  - a. Explicit instruction across the five essential components of reading and literacy (Vocabulary (Oral and Reading), Phonemic Awareness, Phonics, Fluency (including oral reading), Comprehension).
  - b. Basic Interpersonal Conversational Phrases
  - c. Cognitive Academic Language Proficiency

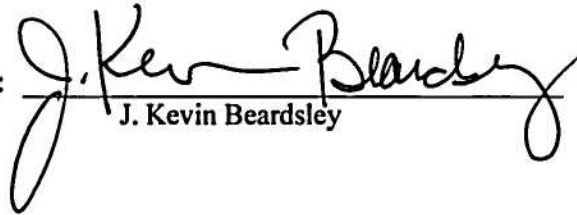
- 2) Provides strategic first language support to students in 14 different languages.
- 3) Oral Language Recording for echo reading development.
- 4) Concepts such as rhyme are initially taught in the student's first language to build background knowledge, then the skill is transferred to English.
- 5) Over 2,000 peer to peer videos with multiple context instruction.
- 6) Detailed student reports for Individualized Education Programs for Students with Disabilities.
- 7) Academic language taught through multiple contexts for robust understanding.
- 8) Certificates, progress reports, and letters to parents are available in 14 languages.

This service supports Strategic Plan objectives 1 and 5. If you need additional information, please contact Cristina N. Alsop at 263-1426 or email [Cristina.Alsop@vbschools.com](mailto:Cristina.Alsop@vbschools.com).

Attachments

/ct

APPROVED:

  
\_\_\_\_\_  
J. Kevin Beardsley

DATE:

9/16/16