

NOTICE OF SOLE SOURCE PROCUREMENT

Date: June 8, 2017

Vendor/Contractor: Education Elements

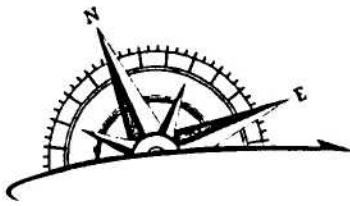
Contract Amount: \$175,000.00

Description of Services: Professional development to assist in developing student-centered, personalized learning environments for all students.

Sole Source Determination: Unique services and experience helping transform other school divisions.

Date of Award: TBD

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VIRGINIA BEACH CITY PUBLIC SCHOOLS
CHARTING THE COURSE

Department of Teaching and Learning

MEMORANDUM

TO: Kevin Beardsley, Director of Purchasing Services

FROM: Amy E. Cashwell, Ed.D., Chief Academic Officer
William Johnsen, Director, Instructional Technology

SUBJECT: SOLE SOURCE JUSTIFICATION FOR EDUCATION ELEMENTS

Date: Jun. 6, 2017

TOP DOLLAR AMOUNT: \$175,000

JUSTIFICATION OF SOLE SOURCE:

This memorandum is to certify that the Education Elements is the sole provider of unique services that are needed to help move the instructional program forward.

Virginia Beach has made significant progress to transform instruction in our schools as we move toward a student-centered, personalized approach. Work done by the Digital Learning Anchor Schools in transforming instruction with the addition of technology for every student, and the work done by the Design Fellows in the area of personalized learning have created pockets of excellence throughout the school division. The issue now is how to expand these pockets of excellence to all schools, classrooms, teachers and students.

In order to expand this work, assistance is needed in creating a strategic plan to expand the knowledge and skills to all schools, and the needed accompanying professional development for the division's Instructional Technology Specialists (ITS). ITSs will then work within their schools to implement this plan with support from the Department of Teaching and Learning staff along with the vendor's staff. In addition, there is a need to provide additional emphasis and support to the division's high school program. This will be accomplished by dedicating resources to four high schools.

Education Elements is uniquely qualified to perform services for VBCPS due to its proven track record, and design-thinking based approach to helping schools. Their focus is to help transform schools by creating student-centered, personalized and engaging learning environments for all students through a design thinking process. Education Elements builds on the work done by VBCPS rather than introducing a new product. They collaboratively develop a plan for the work to be done and then provide small group professional learning to support this plan. In keeping with good professional learning principles, they provide initial professional leaning and then

conduct follow-up sessions and support throughout the school year. Based on its experiences with hundreds of other schools, and with a consulting staff of mostly former teachers and principals, Education Elements shares best practices, rubrics and other resources in order to develop each schools' capacity to succeed as it introduces these new teaching and learning environments.

Education Elements has the ability to work with school divisions through the entire process of developing a strategy, design, implementation and on-going professional learning. They believe these main tenants are among the keys to success across a district. In the area of training, they argue that districts should invest in design process that provide comprehensive understanding of personalized learning that builds on the district and classroom context. This aligns with VBCPS's direction.

In addition, Education Elements believes that building capacity is key to ensure long-term sustainability. This then sets the stage for VBCPS to be able to support the ongoing development and classroom-wide implementation of personalized learning without the need of additional support.

The work that will be done with Education Elements is in full support to a program of personalized learning.

/s

Approved: J. Kevin Beardsley Date: 6/8/17
J. Kevin Beardsley