

## **NOTICE OF SOLE SOURCE PROCUREMENT**

**Date:** September 27, 2017

**Vendor/Contractor:** Lead Higher and Equal Opportunity Schools

**Contract Amount:** \$54,000.00

**Description of Services:** Uncover causes of disparate rates of AP course participation by race and income and develop strategies for removing barriers.

**Sole Source Determination:** Unique program specifically designed to address this challenge and develop strategies to increase the representation of historically underrepresented groups in AP classes.

**Date of Award:** TBD

**SEP 27 2017 PM01:36**



**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 of Secondary Teaching and Learning

**SUBJECT: SOLE SOURCE JUSTIFICATION—LEAD HIGHER AND EQUAL OPPORTUNITY SCHOOLS**

**Date:** Sept. 25, 2017

**TOP DOLLAR AMOUNT:** \$54,000

**JUSTIFICATION OF SOLE SOURCE:**

Virginia Beach City Public Schools (VBCPS) intends to enter into a partnership with the Lead Higher Initiative and non-profit, Equal Opportunity Schools, starting in the 17-18 school year. At the White House in November 2015, the Lead Higher Initiative formally launched a 3-year effort to transition 100,000 low-income students and students of color into success at the highest academic levels in K-12 education – the largest ever effort of its kind. Led by the national non-profit Equal Opportunity Schools, the Lead Higher consortium includes The College Board, International Baccalaureate and the Jack Kent Cooke Foundation, the Raikes Foundation, Google, and Tableau Inc., and is supported by senior leadership at the US Department of Education.

Since September, more than 650 schools across the country have participated in the application process for support from Lead Higher and EOS next year. EOS has selected 120 of the strongest applicants, including a sizable cohort of schools. These districts will be supported through direct technical assistance from Equal Opportunity Schools in a year-long effort to (1) uncover school-specific causes of disparate rates of AP participation by race and income, (2) identify which historically underrepresented students are most likely to benefit from access to these courses, (3) develop strategies for systematically and permanently removing barriers to accessing the AP program, and (4) implement those strategies such that participating schools will, by Fall 2017, fully reflect the diversity of the student population in their AP programs. In addition, schools will work with EOS to create a set of support plans to ensure students and teachers have what they need to be academically successful once enrolled in AP.

The EOS change management process described above is aided by their field-leading analytics of student academic potential, a partnership with Stanford University's Project for Educational Research that Scales (where Carol Dweck has developed her groundbreaking work on Growth Mindset), and funding support from the Jack Kent Cooke Foundation, Tableau, Inc., Google and others.

As Virginia Beach City Public Schools (VBCPS) demographics have shifted, we are seeking ways to ensure all students are included in a culture of high expectations and high achievement. We are looking forward to EOS and The Lead Higher Initiative providing a transformational set of data, tools, and in-person support to fully reflect our rich student diversity at the highest academic levels. Virginia Beach City Public Schools (VBCPS) was selected to join the Lead Higher Initiative based on the strength of our application, our firm commitment to educational equity for underrepresented students, and the leadership vision of our team.

No other organization in the United States provides the type of the support that EOS and the Lead Higher Initiative do, meaning that no other organization was capable of bidding for the services that we seek. EOS has developed proprietary research and practice methods, and data analytics capabilities that are unique and have not been replicated by other organizations. EOS provides a number of services and tools that are proprietary, including but not limited to the Student Insight Cards, Equity Pathways report, Supports Report and Client Portal. EOS is the only organization that has successfully worked with high schools to fully close race and income gaps in AP/IB in the United States. In addition, the Lead Higher Initiative, which is spearheaded by EOS, has brought together supporting organizations like The College Board, International Baccalaureate, and the US Department of Education. Until now, these organizations have never before collaborated in unison on the goal of equitable participation and success in AP/IB.

EOS's unique tools enable schools to evaluate student interest and academic potential for succeeding in AP/IB courses by considering a range of highly personalized and student-differentiated measures that are developed through scalable data collection methods enabling each student's educational assets to be more fully examined. In addition, EOS is able to uncover the school-specific factors that influence disparate rates of participation in AP/IB courses by looking at highly sophisticated trend-level analyses across the school, disaggregated by race, income, grade-level, and AP/IB participation status. The combination of school-wide trends and student-level analyses equip school leaders to develop, with hands-on, in-person support from EOS, a set of customized strategies for increasing AP/IB participation and success that are unique to each school and each school's students.

EOS is also collaborating with researchers at the Education Innovation Laboratory at Harvard University (EdLabs) to conduct the first-ever experimentally designed study measuring the impact of AP/IB success in high school on long-term college-completion. Further, partnerships with organizations such as Stanford University, The College Board, International Baccalaureate, Google, Tableau, Inc., and the US Department of Education enables EOS to increase its effectiveness by leveraging the experience, funding, and research of these other organizations.

/ctb

Approved: J. Kevin Beardsley Date: 9/27/17  
J. Kevin Beardsley