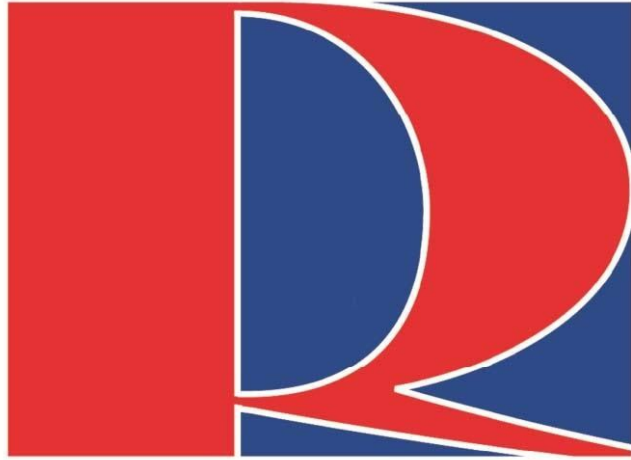


REQUEST FOR PROPOSAL



**RAYTOWN
QUALITY
SCHOOLS**

Expect the Exceptional

**FOR
Marketing**

TO BEGIN: March 10, 2020

Submittal Deadline: March 31, 2020

RAYTOWN C-2 SCHOOL DISTRICT
6608 Raytown Road
Raytown, MO 64133
816/ 268-7000

REQUEST FOR PROPOSAL

Marketing

Purpose

The Raytown C-2 School District is seeking a Marketing textbook for Principles of Marketing. The District seeks to retain the services of a company that will provide a comprehensive textbook that would include a digital component, training and professional learning opportunities for instructional staff.

Proposal Guidelines

Response:

The Raytown C-2 School District requires a Principles of Marketing textbook that is focused on foundational concepts that will meet the diverse needs of Tier I, Tier II, and Tier III students. The District also requires the textbook to include the support necessary for instructional staff to implement the textbook with competency and fidelity.

Cost:

Selection shall be made of the company deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposal (RFP), including price, if so stated in the proposal. Negotiations shall be conducted with the selected company. Price shall be considered, but need not be the sole determining factor. While we are not holding any company to a “not to exceed” amount, we do expect the company to be specific as to cost per item(s) and supports and to justify the expense of such items and supports.

Response Deadline:

To be postmarked *on or before* March 31, 2020 by

Mail delivery to the following address:

Raytown Quality Schools
10750 E 350 Highway
Raytown, Missouri 64138

OR

Electronically to the following email address:

victoria.denney@raytownschools.org

Selection Criteria:

The district is seeking a comprehensive Principles of Marketing textbook to support students enrolled in grades 9-12. The textbook must support and align with the Missouri Learning Standards and must support and align with the National Business Education Standards and be inclusive of our diverse learners and staff while preparing children for the rigorous expectations of 21st Century. The textbook needs to provide a strong foundation of Principles of Marketing standards instruction with an inclusive scope and sequence. It is also desired that the textbook include an electronic textbook option.

The professional learning package should include a systematic approach to improve teacher implementation with fidelity and ensure implementation and instruction at a high level. It should also include instructional methodologies and practices that can be embedded into units of instruction.

Award:

Selection shall be issued to the company meeting the global needs of the students in the Raytown School District. Award shall be made to the company meeting the established selection criteria, providing the most comprehensive professional learning plan, and containing the most progressive technological components established within the negotiated price. Selection shall be made of the company deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the RFP, including price, if so stated in the proposal. Negotiations shall be conducted with the company so selected and may include necessary changes to the company's Terms of Use and Privacy Policy for the digital learning components of the textbook including third party components to ensure alignment with District's data security guidelines. The company must meet the data security guidelines listed below. Depending on services provided, additional data security measures may be included in the final contract. Price shall be considered, but need not be the sole determining factor.

The District will withhold 20% from final payment as retainage until all online services are fully functional, as written in the proposal, in the educational setting. In the event that online services are not functioning prior to the date agreed upon in the contract, due in part or whole by vendor, the vendor will be assessed a penalty of \$1,000 per day.

Data Security Guidelines:

- Company must include their Data Governance Policies and Procedures.
- Company must provide a certification of Cybersecurity/Data Breach and Cyber Malpractice Insurance.
- Company must provide acknowledgement of District Data Governance policies and requirement.

Due to individual vendor processes and procedures, data governance expectations will be discussed during contract refinement. At a minimum, the final contract shall include the following data governance expectations:

1. The district owns all employee/district data that is shared, collected and/or generated through use of the system
2. Access to and use of district data is limited only to those that need to have access to perform required support of the system
3. District data cannot be used for marketing, advertising or data mining, or shared with 3rd parties unless allowed by law and authorized by the district
4. Vendor must disclose where and how confidential or critical information will be stored and ensure that all district information will only be stored on servers in the United States
5. All data will be maintained in a secure manner and appropriate technical, physical and

- administrative safeguards are in place to protect the data
6. Vendor must disclose how and when data will be destroyed
 7. In the event that the district and/or vendor terminates services, all data must be provided to the district in an agreed upon method and all data stored on vendor systems must be de-identified and/or deleted
 8. In the event of a data breach, vendor must immediately notify the district and assume liability of district costs resulting from the breach
 9. Vendor will ensure encrypted method of all data transactions with the district
 10. All employee data portals are secured through the use of verified digital certificates
 11. A data inventory and/or dictionary must be provided to the district Chief Information Officer

General District Information

Student Population:

The Raytown C-2 School District's enrollment is approximately 9,000 students Pre-Kindergarten through grade 12. There are three primary diverse populations: African American (49%), Caucasian (28%), and Hispanic (13%). The free and reduced lunch rate for the District is 65% with a mobility rate of approximately 20%. Currently, 15% of students receive special educational services.

Facilities/Technology Availability:

The district has a total of 2 high schools, 3 middle schools, 10 elementary schools, 2 pre-k schools, 1 career center, 1 school for students with exceptional needs, and 1 alternative school. The district provides students with access to the following technology devices for use in curricular activities: laptops with the Windows operating system for each student in grades 9-12, Chromebooks for all students in grades 6-8 and class sets of Chromebooks for elementary students grades 2-5. Students in K-1 are 3:1 with Chromebooks. The district also continues to move toward the use of web-based applications. All certified district staff has Windows 7 laptops as well as SMART Boards (or interactive whiteboard). All district buildings have complete wireless coverage.

Instructional staff:

The certificated staff is diverse in years of service and level of education with the average years of teaching experience at approximately 11 years. Approximately 57% of certificated staff hold a Master's degree or advanced Master's degree(s). It is necessary to provide a curricular resource that differentiates instructional strategies and techniques that will support the novice teacher as well as provide a menu of options for the veteran teacher.

Additional information on the District may be obtained by visiting the District's web site at www.raytownschools.org, and visiting the Department of Elementary and Secondary Education at www.dese.state.us.mo and reviewing school data and statistics.

Finances:

Raytown School District will require (PARTIAL or FULL) delivery of materials on or before August 1, 2020 to allow the Raytown Instructional Team to plan and prepare professional learning for the summer of 2020.

The contract award under this RFP is contingent upon a final purchase payment after July 1, 2020, the new fiscal year for Raytown School District.

Information Requested

1. Agency/Personnel Information:

A. Identify the name of the company or agency submitting this response and state the address of the business location from which the District account will be managed.

B. Provide a list of all personnel who will be working on the District account, including the primary contact person, and include the business location of each person, and a summary of each person's duties and responsibilities on the account.

2. School District Experience:

A. Provide a list of school districts in the state of Missouri, and specifically in the Kansas City area, for whom your company has been awarded a full Marketing textbook contract: (1) the name of the contact person with the district and their telephone number; (2) the names of those districts for whom your company has been awarded other instructional programs.

B. Provide the same information for districts outside the state of Missouri and, as additional information, include in your response the size of each such district by student and staff population.

3. Services and Fee for Professional Learning and Training:

A. Provide a summary and sample contract/fee agreement setting forth any additional support that your company will provide to the district in addition to the textbook materials. This would include professional learning and regular support throughout the first year of the award.

B. Provide a sample contract/fee agreements of support that you can provide in addition to what would be included in the first year of the award.

ACKNOWLEDGMENT

By signing this Acknowledgement, the Company is hereby agreeing to the terms and expectations outlined in this proposal package.

Signature _____

Print Name _____

Title _____

Entity Name _____

Date _____

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RFP Attachment #1

Company/Agency Information: Identify the name of the company or agency submitting this response and state the address of the business location from which the District account will be managed. This will be considered your company/agency approval for the RFP submittal information include as attachments.

I {We} are proposing in accordance with the general conditions and established specifications.

COMPANY: _____

ADDRESS: _____

TELEPHONE: _____ FAX NUMBER: _____

E-MAIL ADDRESS: _____

FEDERAL TAX ID #: _____

WEB SITE: _____

ADDITIONAL INFORMATION: _____

AUTHORIZED SIGNATURE: _____

Print/Typed

AUTHORIZED SIGNATURE: _____

Signed

DATE: _____

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Attachment #2

List of All Personnel who will be working on the District account, including the primary contact person, and include the business location of each person, and summary of each person's duties and responsibilities on the account.

Proposer's Name: _____

Proposer's Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Title/Responsibility: _____

Phone: _____ E-Mail: _____

Cell: _____ Fax: _____

Contact Person: _____

Title/Responsibility: _____

Phone: _____ E-Mail: _____

Cell: _____ Fax: _____

Contact Person: _____

Title/Responsibility: _____

Phone: _____ E-Mail: _____

Cell: _____ Fax: _____

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Attachment #3

School District Experience: Provide the attached list of company references within Missouri with an emphasis on the Kansas City area and/or any state.

#1 SCHOOL NAME _____

ADDRESS _____

CITY, STATE ZIP _____

CONTACT _____

PHONE _____ FAX _____

EMAIL _____

TIME WORKED _____

#2 SCHOOL NAME _____

ADDRESS _____

CITY, STATE ZIP _____

CONTACT _____

PHONE _____ FAX _____

EMAIL _____

TIME WORKED _____

#3 SCHOOL NAME _____

ADDRESS _____

CITY, STATE ZIP _____

CONTACT _____

PHONE _____ FAX _____

EMAIL _____

TIME WORKED _____

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Attachment #4

Services and Fee for Professional Learning and Training: Provide a summary and sample of contract/fee agreement setting forth any additional support that your company will provide to the district in addition to the materials.