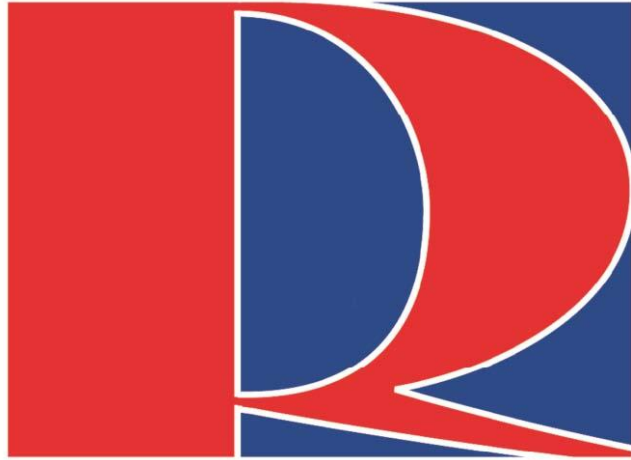


# **REQUEST FOR PROPOSAL**



**RAYTOWN  
QUALITY  
SCHOOLS**

*Expect the Exceptional*

**FOR**

**High School American History**

**TO BEGIN: December 13, 2022**

**Submittal Deadline: January 13, 2023**

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

## **REQUEST FOR PROPOSAL**

### **High School American History**

#### **Purpose**

The Raytown C-2 School District is seeking an American History textbook for High School Social Studies. 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 an American History 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 January 13, 2023* 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](mailto:victoria.denney@raytownschools.org)

**Selection Criteria:**

The district is seeking a comprehensive American History 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 American History standards and be inclusive of our diverse learners and staff while preparing children for the rigorous expectations of the 21st Century. The textbook needs to provide a strong foundation of High School American History 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 2:1 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](http://www.raytownschools.org), and visiting the Department of Elementary and Secondary Education at [www.dese.state.us.mo](http://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 April 15, 2023 to allow the Raytown Instructional Team to plan and prepare professional learning for the summer of 2023. The contract award under this RFP is contingent upon a final purchase payment after July 1, 2023, 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 American History 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. Technology Requirements**

A. Provide acknowledgements to the Data Security Guidelines above.

B. Detail services used for student accessed streaming media. Note, by YouTube's Terms of Service, YouTube is not allowed for students under the age of 13. In addition, most mainstream streaming media hosts are blocked by the district's content filter. If your product utilizes YouTube or other mainstreamed streaming media platform for student accessed streaming media, detail how you will ensure access to content designed for students in grades PK-8.

C. Detail the product's ability or process of the following:

1. Account authentication and student/staff rostering process: the District supports Single Sign On through Google or Clever. The district requires nightly rostering through Clever or SFTP. The district may elect to send all active students and staff, the vendor must detail how they will manage the nightly process.
2. Data Exports: The district requires the ability to export rosters and performance data from the vendor product in a manner that can be imported into a data dashboard solution.
3. Account administration, including district access vs building access and management of individual access to data.
4. District technology resource requirements: What technology resources/specifications are required to fully implement the proposed solution?
5. Technical support and training features:
  - a. The ability to impersonate staff and students to assist in troubleshooting and training.
  - b. Status page for outages or issues.
  - c. Dedicated support person and same day response time for issues.
  - d. Digital or in person training resources for staff.

**4. 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 \_\_\_\_\_

# High School American History RFP

## 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: \_\_\_\_\_

## High School American History RFP

### 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: \_\_\_\_\_



# High School American History RFP

## 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 \_\_\_\_\_

## **High School American History RFP**

### **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.