



**VIRGINIA BEACH CITY PUBLIC SCHOOLS**  
**CHARTING THE COURSE**

**MEMORANDUM**

**TO:** Carla A.B. Smith, CPPO, CPPB  
Director, Office of Procurement Services

**FROM:** Kipp D. Rogers, Ph.D., Chief Academic Officer   
Lorena L. Kelly, Ph.D., Executive Director, Elementary Teaching and Learning 

**VENDOR:** Scholastic, Inc.

**DOLLAR AMOUNT:** \$394,095.61

**DATE:** May 22, 2023

This memorandum is to certify that Scholastic, Inc. is the sole provider of the My Big World, Storywork 1-5, Let's Find Out, and Super Science magazines.

This purchase would provide every student, in grades PreK-5, magazines to bring home throughout the school year. Scholastic, Inc. provides a highly customized order process where magazines will be delivered directly to the schools to be distributed to individual students. These magazines will support content integration with a focus on science. Dual Language Immersion Schools will be provided titles in Spanish in addition to copies in English. Scholastic provides an Extra Mile Service that includes a dedicated sales representative for continued support throughout the duration of the contract as well as live web chat support available during the day. Digital access will also be provided to the number of students quoted. Additionally, an initial Getting Started Training Session will be scheduled with additional new teacher training opportunities.

These magazines are designed to promote engagement between students and their family by increasing opportunities to interact with literacy at home. Increased reading in the home setting will help support student reading improvement which is necessary due to learning loss. These materials support Compass to 2025 Goal 1: Educational Excellence and Goal 5: Mutually Supportive Partnerships.

*Of the estimated \$394,095.61 purchase price, \$394,095.61 is being funded by the FY21 ARP ESSER3 grant award, which has an FY23 budget of \$70,717,815.83.*

Should you need additional information, please email Cari A. Hall at [Cari.Hall@vbschools.com](mailto:Cari.Hall@vbschools.com).

  
Carla Smith (May 25, 2023 10:22 EDT)

May 25, 2023

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**Carla A.B. Smith, CPPO, CPPB**  
**Director of Procurement**