



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 
Angela L. Seiders, Executive Director, Secondary Teaching and Learning 
Charity Zellmer, Grants Manager

VENDOR: Newsela, Inc.

DOLLAR AMOUNT: \$284,900

DATE: May 23, 2023

The Department of Teaching and Learning is requesting to purchase Newsela Social Studies, Newsela Science, and professional development from Newsela, Inc.

Newsela, Inc. is an Instructional Content Platform that brings together engaging, accessible content with integrated assessments and insights to supercharge reading engagement and learning. The instructional content is published daily using a proprietary system and includes current events, primary sources, didactic overviews, famous speeches, and more, leveled at 5 reading levels, alongside embedded formative assessments, close reading tools and instructional tools. Newsela provides leveled, licensed content, through a truly unique set of partnerships with such well known and trusted names in publishing as the Associated Press, the Washington Post, National Geographic, Scientific American, the Smithsonian Institution and numerous others listed here: <https://newsela.com/partners/>. The unique set of content and instructional resources can only be accessed on the Newsela platform. Newsela's offerings are protected by copyrights, trademarks and service marks.

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Of the estimated \$284,900 purchase price, \$284,900 is being funded by the FY21 ARP ESSER3 grant award which has an FY23 budget of \$70,717,815.83


Carla Smith (Jun 1, 2023 11:35 EDT)

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Director of Procurement