



PHARR-SAN JUAN-ALAMO ISD

Purchasing Department

Larry Doeppenschmidt CTSBS, *Director of Purchasing*
Emily Garza, *Director of Purchasing*

MEMORANDUM

TO: All Campuses and Department

FROM: Emily Garza, Director of Purchasing

SUBJECT: **REQUEST FOR PROPOSALS (RFP'S) FOR INSTRUCTIONAL & CURRICULUM CONSULTANT SERVICES DISTRICT-WIDE # 17-18-016 "C"**

The Board of Education on January 14, 2019 awarded the Request for Proposals (RFP's) for Instructional & Curriculum Consultant Services District-Wide # 17-18-016 "A" for the 2018-2019 school year. The bid was awarded to the following consultants:

Abydos Literacy Learning
Hal Bowman, Inc.
Simon Silva
Zulmaris Diaz

Please review tabulations for contact name, address, telephone numbers and services offered.

If you have any questions on the approved consultants listed above, please feel free to contact me at (956) 354-2000.

Sincerely,

Emily Garza

Director of Purchasing

START COLLEGE NOW! COMPLETE EARLY! GO FAR!

601 E. Kelly St., Pharr, TX 78577 P: (956) 354-2000 F: (956) 354-3019 www.psjaisd.us
It is the policy of Pharr-San Juan-Alamo ISD not to discriminate on the basis of sex, disability, race, color, religion, national origin or age.

PHARR-SAN JUAN-ALAMO I.S.D.
REQUEST FOR PROPOSALS (RFP'S) FOR INSTRUCTIONAL CURRICULUM CONSULTANT SERVICES DISTRICT-WIDE # 17-18-016 "C"
RFP OPENED: SEPTEMBER 24, 2018 @ 2:30 P.M.

	VENDORS		
	<i>Abydos Literarcy Learning</i>	Anna Laura Ruiz	Cengage Learning, Inc.
Consultant/Company Name:	<i>Abydos Leterarcy Learning</i>	Anna Laura Ruiz	Cengage Learning, Inc.
Address:	<i>29011 Northcrest Dr. Spring, TX 77389</i>	3803 Burr Dr. Edinburg, TX 78542	5191 Natorp Blvd. Mason, OH 45040
Contact Person:	<i>Edward Wilson</i>	Anna Laura Ruiz	Beverly M. Jones
Telephone Number:	<i>713-824-3851</i>	956-393-0176	800-543-0487
Fax Number:	<i>N/A</i>	N/A	513-229-1017
Email Address:	<i>ewilson@abydoslearning.org</i>	<i>analaauraruizedu@gmail.com</i>	<i>bev.jones@cengage.com</i>
QUESTIONS:			
1. What is your proposed consultant fee based on daily rate?	<i>\$3,600</i>	\$1,500	\$2,500
2. What is your proposed consultant fee based on half-day rate?	<i>\$3,600</i>	No Response	\$1,500
3. What is your proposed consultant fee based on an hourly rate?	<i>\$450</i>	No Response	N/A
4. Would your fee be the same for all campuses? If no, please explain.	<i>Yes</i>	Yes	Yes

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	VENDORS		
	<i>Abydos Literarcy Learning</i>	Anna Laura Ruiz	Cengage Learning, Inc.
QUESTIONNAIRE:			
1. Have you provided consultant services to a district with a student population similar to that of PSJA ISD? If so, name the districts.	<i>La Joya and Donna</i>	As an independent consultant I have worked with Valley View, Progresso, Vanguard, Rio Grande City, Donna and McAllen.	Yes, I have conducted numerous consultant services nationally to districts such as Dallas ISD, L.A. USD, San Antonio ISD, San Diego USD, School District of Palm Beach County, Miami-Dade Public Schools including an all-day dual language training with PSJA K-5 teachers a few years ago.
2. How long were your previous contracts with the district? (Provide explanation)	<i>Summer or P.D. days</i>	Average 2-3 years.	The contracts were one to two-day trainings depending on the needs of the district.
3. Describe your educational experience and career.	<i>In business 40 years.</i>	EC-12 6 years ECISD District trainer 2 years	I was an ESOL teacher for ten years, then became Assistant Principal for five years at a Title I middle school and then Principal of a K-5 Elementary Dual Language School for 9 years in South Florida.
4. Describe your experience as a consultant in public schools.	<i>Done P.D. in most districts.</i>	2013- began consulting on weekends 2014 - full time consulting - update sessions TEKS aligned.	My experience as a consultant in public schools has been very positive because I provide trainings that are geared towards student achievement and teacher success.

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	VENDORS		
	<i>Abydos Literarcy Learning</i>	Anna Laura Ruiz	Cengage Learning, Inc.
5. How many years have you been providing consultant services to school districts?	40	5 years	I have been providing consulting services since 2012.
6. While under contract with a school district, have you ever been asked to stop providing consultant services?	No	Never	No, I have never been asked to stop providing consultant services.
7. Have you been hired by PSJA ISD in the past to provide consultant services? If so, what was the extent of these services.	Yes, P.D.	No	I have done trainings at PSJA ISD through services contracted with Houghton Mifflin Harcourt.
8. Explain briefly why PSJA ISD should consider you as an education consultant.	<i>We have the best writing training.</i>	I research everything I present on also based on my personal and piloted classroom experience. Results driven and innovative sessions.	I should be considered as an educational consultant because my role in the education system supports the schools and district curriculum. It is my job to work alongside administrators and educators in an effort to identify student needs, discuss interventions, strategies and methods of differentiated instruction in order to achieve student success. My goal in every training is to provide the educators with methods of instruction that will improve schools overall programs.
9. List the professional development and/or training you have received in the STARR and EOC Assessments.	<i>ATTS and Exponitory.</i>	I do the unpacking of the TEKS and TEKS statements.	I have received professional development through TEA on design and format of the STAAR and EOC assessments. Trainings focused on the measures through the TEKS and the student expectations. I have also attended trainings on performance standards, conversion tables and reviewed released test questions in reading, writing and math.

PHARR-SAN JUAN-ALAMO I.S.D.
REQUEST FOR PROPOSALS (RFP'S) FOR INSTRUCTIONAL CURRICULUM CONSULTANT SERVICES DISTRICT-WIDE # 17-18-016 "C"
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	VENDORS		
	Cognitive Development LLC	Customer Experience Solutions	Hal Bowman, Inc.
Consultant/Company Name:	Cognitive Development LLC	Customer Experience Solutions	Hal Bowman, Inc.
Address:	P.O Box 903 San Juan, TX 78589	1300 S. 16th Ave. Edinburg, TX 78539	851 Azalea St. Houston, TX 77018
Contact Person:	Fernando Castillo	Marco E. Garza	Georgia Lister
Telephone Number:	956-998-6936	956-240-4544	713-264-8227
Fax Number:	N/A	N/A	866-814-0540
Email Address:	fcastillo14@icloud.com	marco.e.garza@me.com	georgia@halbowman.com
QUESTIONS:			
1. What is your proposed consultant fee based on daily rate?	\$500	Pricing Varies; <u>Childcare Workers (39-9011)</u> Childcare Workers Preparation Program 36 class hours 7 modules Industry Credentialed: TX Dept of Family & Protective Svs: min. Standards for Child Care Center Workers as outlined in Subchapter D, Division 4, Professional Development 746.1301 \$300 (per participant) <u>Retail Salespersons (41-2031)</u> Retail Industry Fundamentals 36 class hours 16 modules Industry Credentialed: NRF Retail Industry Fundamentals Credential \$250 (per participant) \$50 (testing fee)	\$8,500
2. What is your proposed consultant fee based on half-day rate?	\$250	See contract	\$8,500
3. What is your proposed consultant fee based on an hourly rate?	\$62.50	See question # 1	N/A
4. Would your fee be the same for all campuses? If no, please explain.	Yes	Yes	Yes

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	VENDORS		
	Cognitive Development LLC	Customer Experience Solutions	Hal Bowman, Inc.
QUESTIONNAIRE:			
1. Have you provided consultant services to a district with a student population similar to that of PSJA ISD? If so, name the districts.	Yes, PSJA, Laredo United, Laredo I.S.D., Rio Grande City I.S.D., Texas International University, San Marcos I.S.D., Edcouch Elsa I.S.D. and Hidalgo I.S.D.	Yes, PSJA E. Ballew ECHS	Victoria ISD Ysleta ISD Alamogordo ISD El Paso ISD San Angelo ISD
2. How long were your previous contracts with the district? (Provide explanation)	Contracts were for specific tasks from a few days to several months; once tasks was achived the contract was deemed completed. For example program evaluation, program design, staff development and proposal writing.	1 month - It was a pilot training to prepare student participants the opportunity to earn National Retail Federations Retail Industry Fundamentals Certification.	Each contract was for a one or two day event.
3. Describe your educational experience and career.	<ul style="list-style-type: none"> • Superintendent for 18 years. Progreso ISD, La Villa ISD, retired • Junior High and Elementary Principal 3 years Monte Alto ISD • Texas A&M International University Assistant Professor (Tenure Track) Laredo, Texas for 3 years • Region One ESC Dual Language and General Education Consultant for 3 years • Federal Programs Director. Valley View ISD 3 years • Bilingual Education Director Mercedes ISD 5 years • Computer Assisted Instruction and Reading Teacher for 2 years PSJA ISD • Earned Ed.D. degree in 1990 from Texas A&I University 	Dr. Marco Garza brings leadership industry experience in human resources, health care administration, customer experience strategy development and center operations. He earned his PhD in Human Resource Development from Texas A&M University and serves as a Faculty in the UTRGV Vackar College of Business & Entrepreneurship, Management Department where he teaches in Management, Leadership and Human Resources.	With certifications in science and ELA, Hal was a classroom teacher & instructional coach for over 20 years. For the decade, Hal has been on the road presenting Professional Development events to hundreds of schools and thousands of educators across the nation.
4. Describe your experience as a consultant in public schools.	Program Design and Evalutaiton. Texas A&M International University designed and implemented Teacher Preparation Program which included 7 Universities in Texas. This model is currently being implemented in all public Universities in Texas. Conducted School Superintendent Searches for Santa Maria ISD and Hidalgo SD. Conducted School Board Training (TEAM of 8) for PSJA, and Monte Alto. Program Evaluation and Alignment in Special Education. Edcouch Elsa ISD. Program Evaluation and Alignment in Career and Technology Hidalgo ISD. Reading Comprehension Systems Roma ISD. Dual Credit Alignment Hidalgo ISD, Edcouch Elsa ISD and PSJA. STEM Program Development and Alignment Edcouch Elsa ISD. Dual Language Design and Alignment Rio Grande City ISD, Monte Alto ISD, Pan American University and Region One ECS.	Provided industry retail training to above mentioned school.	Since 2008, Hal has consulted with hundreds of public schools nationwide to provide professional development events, convocations, keynotes, and 1/2 & full day events to teachers and school leaders. Hal has also worked with district and school leadership teams to design and implement strategies for improving campus culture.

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	VENDORS		
	Cognitive Development LLC	Customer Experience Solutions	<i>Hal Bowman, Inc.</i>
5. How many years have you been providing consultant services to school districts?	Since 1990	1 year to School districts (8 years to higher education school systems; 15 to healthcare systems)	<i>Hal has been providing professional development for 12 years, but our business was incorporated in 2008.</i>
6. While under contract with a school district, have you ever been asked to stop providing consultant services?	No	No.	No
7. Have you been hired by PSJA ISD in the past to provide consultant services? If so, what was the extent of these services.	Yes, School Board Training, Engineering Program Design and Alignment with current PSJA C & T program and existing PSJA Dual Credit Program and STC Associates Degree in Engineering.	Yes, please see #2 above.	No
8. Explain briefly why PSJA ISD should consider you as an education consultant.	PSJA should consider my proposal based on my experience and commitment to the school district as it relates to assist, support and contribute to achieve student success to their full extent of their potential as set forth by the PSJA school district.	As PSJA continues to grow into the next phase of its program offerings, it has recognized the need to support this growth through the successful planning and implementation new and innovative demand occupational program delivered in a concise and targeted approach designed to equip its students with job ready skills needed by local employers. I bring current and executive leadership and educational perspectives to assist PSJA continue to serve as the leader in student preparation.	<i>Hal has documented success with a variety of schools across the nation. Many of whom mirror the demographics and challenges faced in PSJA ISD. More importantly, Hal has personally taught in similar schools and has faced these same challenges himself. Therefore, he is able to customize presentations from actual, real-life experiences not just from theoretical perspective.</i>
9. List the professional development and/or training you have received in the STARR and EOC Assessments.	As of 2014 attended the Region One ESC trainings on the STARR and EOC.	N/A	<i>Since Hal speaks and consults in dozens of states across the nation, he has not focused solely on STARR and Texas EOC Assessments. However, while attending and speaking at conferences in Texas (TEPSA, TASA, TASSP, ESC's, etc...) Hal regularly attends breakouts and training sessions on both topics.</i>

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	VENDORS		VENDORS	
	Leadership Empowerment Group	<i>Simon Silva</i>	Vision Ed	<i>Zulmaris Diaz</i>
Consultant/Company Name:	Leadership Empowerment Group	<i>Simon Silva</i>	Vision Ed College 1st	<i>Zulmaris Diaz</i>
Address:	805 S. Missouri Mercedes, TX 78570	42900 Normandy Lane Lancaster, CA 93536	3004 Santa Monica Mission, TX 78572	Edinburg, TX 78539
Contact Person:	Dr. Barbara Baggerly -Hinojosa	<i>Simon Silva</i>	Ernesto Villarreal	<i>Zulmaris Diaz</i>
Telephone Number:	956-565-2425	909-260-8086	956-451-5966	956-223-8670
Fax Number:	956-565-2570	N/A	N/A	N/A
Email Address:	barbara@leadershipempowermentgroup.com	simonsilvacreative@gmail.com	ernesto@college1st.org	zdiaz6@gmail.com
QUESTIONS:				
1. What is your proposed consultant fee based on daily rate?	\$1,000	\$3,500	Varies on student capacity. Estimated cost per student is \$68 to \$100. All additional students participating over the capacity established will be at no additional cost to the school district.	\$1,000
2. What is your proposed consultant fee based on half-day rate?	\$500	N/A	Varies on student capacity.	\$500
3. What is your proposed consultant fee based on an hourly rate?	\$100	N/A	Varies on student capacity.	N/A
4. Would your fee be the same for all campuses? If no, please explain.	Yes	Yes	Yes	Yes

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	VENDORS		VENDORS	
	Leadership Empowerment Group	<i>Simon Silva</i>	Vision Ed	<i>Zulmaris Diaz</i>
QUESTIONNAIRE:				
1. Have you provided consultant services to a district with a student population similar to that of PSJA ISD? If so, name the districts.	Yes, I have provided consultant services to PSJA, South Texas ISD, Santa Maria ISD, McAllen ISD, Mission CISD, Sharyland ISD and others.	<i>Yes, hired by Region One and worked with various districts.</i>	Yes, La Joya ISD, Rio Grande City CISD, Harlingen CISD, Mission CISD, McAllen ISD and others.	<i>I have been working with PSJA for the past 5 years. I have also provided services to McAllen, Harlingen, La Joya.</i>
2. How long were your previous contracts with the district? (Provide explanation)	Our previous contracts were for one year each and many were renewed.	<i>The contracts typically were for one or two days.</i>	Previous contracts were from 1 day to 2 years.	<i>5 years or more.</i>
3. Describe your educational experience and career.	PhD in Leadership Studies, MAed in Educational Supervision, BA in Interdisciplinary Studies, AA in Education Career: Professor, Migrant Education Director, Principal, Asst. Principal, Dean of Instruction, Teacher, Teacher Assistant.	<i>Bachelor's degree in art but I've been doing public speaking for the last 25 years at conferences and at many school districts.</i>	I have over 15 years of experience working with students and paretns on college and career success.	<i>Ph.D. in bilingual education since 2004. Previous year, bilingual teacher.</i>
4. Describe your experience as a consultant in public schools.	I have over 10 years working as a consultant in public schools. My areas of focus are soft skills, leadership, curriculum and program evaluations.	<i>I've been working at public shoools as a consultant at public school for over 25 years. Working with parents, students and teachers.</i>	We have been able to work as consultants in public schools for the past 10 years with the College 1st Program and other initiatives.	<i>Since 2010 I have been providing teacher training in the area of bilingual education; more specifically Spanish language (writing and reading).</i>

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	VENDORS		VENDORS	
	Leadership Empowerment Group	<i>Simon Silva</i>	Vision Ed	<i>Zulmaris Diaz</i>
5. How many years have you been providing consultant services to school districts?	10+ years	26 years	We have experience working with students, teachers, administrators and parents for over 10 years.	For 8 years.
6. While under contract with a school district, have you ever been asked to stop providing consultant services?	No	No	No.	Never
7. Have you been hired by PSJA ISD in the past to provide consultant services? If so, what was the extent of these services.	Yes, Leadership training for teachers at Drs. Mock and Reed Elem. and Doedyn Elem. Student Leadership Academy at Ballew ECHS.	<i>I don't believe I have but not entirely sure.</i>	Yes, we implemented college and career success camps and family engagement sessions.	<i>Yes, I have provided Spanish writing training.</i>
8. Explain briefly why PSJA ISD should consider you as an education consultant.	I am an expert in leadership development and I believe we have a gap in our education. In order for our students to be ready for the workplace we must equip them with academic preparation but we must also prepare them with the necessary "soft skills".	<i>With over 25 years experience as an artist, speaker, author I've become an expert in the area of art/creativity. My experiences and expertise is quite unique and extensive.</i>	We provide students a life-changing experience on college and career success through the implementation of academic-enrichment activities and mentorship opportunities. All activities are aligned to STAAR and EOC assessments.	<i>Associate Professor in the College of Education at UTRGV, with more than 25 years of experience. Research focuses on teacher training in the area of bilingual education and the development of children's biliteracy with special focus in Spanish. Lead author of the book Teaching Content to Latino Bilingual-Dual Language Learners: Maximizing their Learning. She has also published numerous articles.</i>
9. List the professional development and/or training you have received in the STARR and EOC Assessments.	Extensive development in both STARR and EOC.	N/A	We have received training on social studies, ELA and science.	N/A

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CRITERIA	Max Points	Abydos Literacy Learning	Anna Laura Ruiz	Cengage Learning, Inc.	Cognitive Development LLC	Customer Experience Solutions	Hal Bowman, Inc.	Leadership Empowerment Group	Simon Silva	Vision Ed	Zulmaris Diaz
1. Have you provided consultant services to a district with a student population similar to that of PSJA ISD?	20	20	15	15	15	15	20	15	20	15	20
2. How long were your previous contracts with the district?	4	4	3	3	3	3	4	3	4	3	4
3. Describe your educational experience and career.	10	10	8	8	8	6	10	7	10	8	10
4. Describe your experience as a consultant in public schools.	4	4	2	2	3	2	4	3	4	2	4
5. How many years have you been providing consultant services to school districts?	4	4	3	3	2	3	4	3	4	3	4
6. While under contract with a school district, have you ever been asked to stop providing consultant services?	4	4	3	3	3	3	4	3	4	3	4
7. Have you been hired by PSJA ISD in the past to provide consultant services? If so, what was the extent of these services.	4	4	3	3	3	3	4	3	4	3	4
8. Explain briefly why PSJA ISD should consider you as an educational consultant.	30	30	10	15	15	15	30	15	25	20	30
9. Fee rate	20	20	15	15	15	15	20	15	20	10	20
Grand Total of ALL Points	100	100	62	67	67	65	100	67	95	67	100