


Expect great things.



**Online Enrollment, Program Application,
and Lottery Management System
Request for Proposal (RFP)**

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1 Introduction

Pittsburgh Public Schools (PPS) is the 2nd largest public school district in Pennsylvania providing a plethora of program supports for students in from early childhood through grade 12.

2 Purpose

The purpose of this document is to solicit proposals for online student enrollment, program application and lottery management software for Pittsburgh Public Schools (PPS). This is not an RFP for a student information system or data warehouse.

3 Scope of Services

PPS desires to purchase a software product that:

- Manages online applications for student enrollment
- Manages student program(s) applications
- Manages multiple independent student program offerings and lottery selections.
- Integrates with eSchoolPLUS SIS and ChildPlus Head start Management Software.

4 Existing Environment

4.1 District Information

Pittsburgh Public Schools (PPS) is located in Pittsburgh Pennsylvania.

PPS serves over 23,000 students in Pre-Kindergarten through grade 12 in over 50 schools. Our schools configurations include 23 elementary schools (grades K-5), 11 K-8 schools, 7 middle schools (grades 6-8), 4 high schools (grades 9-12), 5 grade 6-12 school, 4 special schools (i.e. Alternative Ed, PSE, and an online learning school). Every student is assigned to a neighborhood school based on the student's address and grade level. Not all schools have neighborhood school status. Some schools provide full or partial program offerings that accepts student enrollment based on program need/approval. Examples of programs: special education, English language learners, Magnet, CTE, alternative education, and online learning.

4.1.1 Student Enrollment

- a. The entire process for enrollments is still paper driven with staff doing a large volume of information validation and data entry.
 - i. There have been some improvement to digital/electronic forms due to COVID19.
 - ii. Students enrolling into PPS for grade K-12 must have a completed enrollment packet and required documents: proof of child's age, 2 proofs of address, and immunization records.
 - iii. Many families with students in grades K-12 enroll have options as to where/how their enrollment packets are submitted:
 1. Prior to COVID19
 - a. Most families travel to their neighborhood school, where school staff review the necessary documents and enter the information into the SIS.

- i. Note – the practice in summer months has limitations due to school staff ability.
 - b. Families also have the option to submit enrollment documents at the administrative office building. A central office staff may enter the completed information into the SIS or relay it to the school for completion.
 - 2. During COVID19
 - a. Limitations for the public to access school staff in the buildings have changed some of the processes.
 - b. More options for families to submit documents through mail, fax, an online form, and/or support desk ticket.
 - c. The work flow has led to more packets to be reviewed by central staff as a tier 1 review.
- b. Every student is assigned to a neighborhood school based on the student's address and grade level.
 - i. The SIS has all street assignments and validates using these rules.
 - 1. The enrollment process needs to use the same rules to validation prior to entering into the SIS.
 - ii. Exceptions to neighborhood school assignment go through various departmental review processes for approval. Enrollment data includes an override reason representing the approval and reason for the placement.
 - 1. Some overrides include program placements mentioned above/below as well as other accommodations, like (but not limited to) students experiencing homelessness, open enrollment, and/or tuition waiver/paid students.
 - iii. Pittsburgh Public Schools is also in a contractual agreement with a neighboring LEA to educate their students in grades 7-12.
 - 1. The street assignments are also in the SIS for validation procedures similar to that of students that reside within the boundaries of Pittsburgh Public Schools
- c. Students requiring additional program support that is not offered by their neighborhood school are required to complete standard enrollment packets and documentation in addition to other program applications/forms.
 - i. Students assigned to schools other than the student’s neighborhood school are managed by each department, for example: K-12 Magnet, Homeless Services, the Career and Technical Education (CTE) department, the ESL department, the Program for students with exceptionalities (PSE).
- d. Student enrollments include students:
 - i. who have never been in our system
 - ii. who are in our system with an inactive status
 - 1. i.e. they moved out of the district and are returning
 - iii. who are active in our system in another LEA/program
 - 1. i.e. enrolled in a private, parochial, charter school

4.1.2 Immediate Student Program Management and Lotteries

- a. Early Childhood Education (ECE) Programs
 - i. ECE provides educational services for children from birth to five.

- ii. There is an annual fee for the Early Childhood Program. Depending a family's income, they may qualify for a Head Start or State funded scholarship. In most cases, these scholarships cover all of the costs.
- iii. Unlike students in Grade K-12, ECE programs do not have neighborhood assignments but the student's address is used to verify city residency.
- iv. ECE manages student program enrollments for both the current year and the next school year at the same time.
- v. ECE's process for enrollment include managing seat counts and availability for eligible students.
- vi. The ECE enrollment process has been managed all through interactive online forms.
- b. K-12 Magnet
 - vii. 9 of the K-5/K-8 schools contain magnet programs, 4 of the 6-8 schools contain magnet programs, and 9 of the 6-12/9-12 schools contain magnet programs.
 - viii. Some locations have more than one magnet offering and seat availability is managed for each grade level.
 - ix. Each magnet program has its own list of requirements. Some program may have the additional final requirements: Student attendance rates, student assessment requirements, essays, auditions, previous language experience
 - x. The lotteries are weighted
 - xi. The application process exists for both pre and post lottery runs.
 - xii. The magnet department manages ranked wait lists for programs with more acceptances than seats available
 - xiii. The magnet applications are prepopulated with student data contained in the SIS.
 - 2. This ensures that the enrollment process has been completed independently of the application process.
- c. Summer Programming:
 - xiv. Our summer programs serve children at several sites across the district (number of sites and grade levels served fluctuate based on funding).

4.1.3 Additional Online District Information

Magnet programs: <https://www.pghschools.org/magnet>

Early Childhood programs: <https://www.pghschools.org/earlychildhood>

CTE programs: <https://www.pghschools.org/CTE>

Summer Programs: <https://www.pghschools.org/summerdreamers>

5 Response Information

5.1 Terms and Conditions

All submitted information shall become Public Record after receipt by Pittsburgh Public Schools. Submission of information in response to this RFP is an official waiver of confidentiality, notwithstanding any statements to the contrary that may be contained within the Response submitted.

5.1.1 Information Access

The information provided within this, or any other document supplied by PPS, is to be considered strictly confidential and shall be considered proprietary to PPS. This information is not to be shared with individuals outside of your organization unless PPS has specifically provided either written or verbal consent allowing said individuals access to this information

5.1.2 Proposals and Presentation Costs

PPS will not be liable in any way for any costs incurred by any information provider in the preparation of its submittal in response to this RFP, nor for the presentation of its information and/or participation in any discussions.

5.2 Delivery

The Company must submit five (5) original copies of the proposal in a sealed envelope plainly and an electronic version of the proposal formatted as a single Adobe PDF file (on USB drive). The original proposal cannot be submitted via email.

5.3 Deadline

All RFP responses must be submitted no later than January 14th 2021 by 3:00 PM EST.

The District is not responsible for lateness or non-delivery by the US Postal Service or any other carrier to the District. The time and dated recorded by the District shall be the official time of receipt.

5.4 Please submit to

School District of Pittsburgh
c/o Lorraine Marnet
341 S. Bellefield Avenue
Pittsburgh, Pennsylvania 15213
Lmarnet1@pghschools.org
(412) 529 -3871

5.5 Formal Presentation

Based upon an evaluation of all of the proposals received, PPS expects to invite up to three vendors to make a formal presentation regarding their proposal to a team of PPS representatives. These meetings will be arranged in advance by PPS.

5.6 Evaluation Criteria and Selection Process

An evaluation committee will review proposals. The evaluation criteria specified below will be used to identify formal presentation recommendations by the evaluation committee.

The District anticipates using the following evaluation criteria:

- Diversity Inclusion
- Implementation Process
- Technical Specifications
- Data management
- Functionality
- Training and Support
- Cost

The evaluation criteria combined with the results from the formal presentation and feedback from references will guide the committee to the final recommendation. THE CONTRACT WILL BE AWARDED TO THE QUALIFIED BIDDER WHOSE PROPOSAL IS MOST ADVANTAGEOUS TO THE DISTRICT. Thus, while the points in the evaluation criteria indicate their relative importance, the total scores will not necessarily be determinative of the award. Rather, the total scores will guide the District in making an intelligent award based upon the evaluation criteria.

5.7 Submission Requirements

5.7.1 Letter of Transmittal

The Proposal shall include a Letter of Transmittal that provides an introduction to the Company that includes an expression of the Company's ability and desire to meet the requirements of the RFP. The Letter of Transmittal should be under the signature of a Company Officer.

5.7.2 Company & Primary Contact Information

Provide primary contact information pertaining to the proposal:

- Company Name
- Mailing Address
- Physical Address
- Primary Contact Names
- Primary Contact Title
- Phone Number
- Fax
- Email

5.7.3 Portfolio of Answers to RFP Questions

The proposal should include answers to all questions as formatted and listed in the section "RFP Questions". If a question is not applicable, please provide the answer "Not Applicable". Avoid using listing solely website pages as an answer. Additional supplemental documentation is welcomed, but each question posed below must be responded to within the original format provided.

5.8 RFP Questions

The proposal should include answers to all questions listed below. If a question is not applicable, please provide the answer "Not Applicable". Avoid using listing solely website pages as an answer. Additional supplemental documentation is welcomed, but each question posed below must be responded to within the original format provided.

5.8.1 Company Information

- A. Company Name and Headquarters Mailing Address.
- B. Contact Name, telephone, fax and email.
- C. Company Website URL.
- D. Do you have support options including toll-free telephone support?
- E. Type of Organization (Corporation, Partnership, etc.).
- F. How long has the company been in business in its current form?
- G. Do you develop your own permitting software solutions, or does your firm re-sell/integrate solutions?
- H. Identify any existing partnerships your company has developed relevant to this project.
- I. Submit a bulleted list of qualifications, achievements, and accomplishments/awards that demonstrates the quality and experience of the provider as it relates to the implementation plan.

5.8.2 References and Prior Work with PPS

- A. Provide up to three (3) references. Please include name, title, and organization, relationship to Proposer, email address, and phone number for each reference. The District reserves the right to request additional references and to contact these references.
- B. Please list and describe any past work history with Pittsburgh Public Schools, including the specific project(s), if applicable.

5.8.3 Organization Diversity Inclusion/Equal Employment Opportunity

- A. Describe your organization's equal employment opportunity policies and programs.
- B. What is the % of women and ethnic minorities in your organization?

5.8.4 Criminal and Legal Disclosures

- A. Has your organization or any of its employees, or anyone acting on its behalf, ever been convicted of any crime or offense arising directly or indirectly from the conduct of your organization's business or have any of your organization's officers, directors or persons exercising substantial policy discretion ever been convicted of any crime or offense involving financial misconduct or fraud? If so, please describe any such convictions and surrounding circumstances in detail.
- B. Has your organization, or any of its employees, or anyone acting on its behalf, been indicted or otherwise charged in connection with any criminal matter rising directly or indirectly from the conduct of your organization's business which is still pending or have any of your organization's officers, directors or persons exercising substantial policy discretion been indicted or otherwise charged in connection with any criminal matter involving financial misconduct or fraud which is still pending? If so, please describe any such indictments and surrounding circumstances in

detail.

- C. Please describe (i) any material financial relationships that your organization or any organization employee has with any financial advisory firms, investment banks or law firms or other persons or entities that may create a conflict of interest in acting as a Provider to the School District; (ii) any family relationship that any employee of your organization has with any public servant that may create a conflict of interest, or the appearance of a conflict of interest in acting as a Provider to the School District and (iii) any other matter that your organization believes may create a conflict of interest or the appearance of a conflict of interest in acting as a Provider to the School District. Please describe any procedures your organization either has adopted, or would adopt, to assure the School District that a conflict of interest would not exist for your organization in the future.
- D. List and describe any and all legal actions for the past three (3) years in which the organization has been a defendant in a lawsuit for inadequate performance under a contract or agreement, a debtor in bankruptcy, or a defendant in a criminal action, if applicable.

5.8.5 Product Information

- A. Clearly identify if you provide solutions for each of these items separately:
 - 1. Online Student Enrollment Software
 - 2. Program Management and Application Software
 - 3. Lottery Management Software
- B. For each product, complete the following information:
 - 1. Solution task, i.e. Online student enrollment, program management, lottery management
 - 2. Software product name.
 - 3. Solution module/component if it is part of a larger software solution
 - 4. Complete Product Description.
 - 5. What is the current release version and how long has this product been on the market? If you are presenting multiple products to meet our business requirements, please specify for each product.
 - 6. Are there earlier versions of your product that are no longer supported?
 - 7. How many customer sites are currently using the current version of the product, particularly with a client of our size?
 - a. How many integrate this product with their student information system or data warehouse?
 - 8. What is your product licensing structure?
 - a. If you offer more than one solution, can they be purchased separately?

5.8.6 Implementation Process

- A. Describe your process for documenting client business processes.
- B. Describe the number and types of staff dedicated to the implementation.
 - 1. For each, provide length of assignment for the implementation
- C. Describe your approach to glean business rules from end users to facilitate product configuration.
 - 1. Who is responsible for entering the configurations, setups, and program definitions into the software?
 - 2. If there is an option for a vendor resource to enter all of the configurations, is this included in the base contract and cost or is this an extra fee for service?
 - 3. Include specific examples of tools that facilitate this process between client and vendor, if available.
- D. Describe your internal and client-facing QC testing process.
 - 1. Include specific examples of tools that facilitate this process between client and vendor.
- E. Describe your process for iterating change, both annually and ad-hoc updates to the application and lottery process.
 - 1. Include specific examples of tools that facilitate this process between client and vendor, if available.
- F. How much time do you advise customers to allow for implementing your system? What are the key variables or obstacles affecting implementation schedule?

5.8.7 Technical Specifications

- A. Is the tool hosted on premise or in the cloud?
 - 1. If on premise, what hardware is needed?
 - 2. If on premise, does the tool require physical servers or virtual servers?
- B. Is external access required?
- C. What ports does the application/website use?
- D. What needs to be backed up and with what frequency?
- E. What Operating System does the application use?
 - 1. What are the Recommended/Required hardware and operating system platforms for deployment?
- F. How many environments are needed?

1. Production, test, development, etc.
- G. Are there any other services used by the application? If so, please describe.
- H. If vendor hosted, what is the application up-time based upon the SLA?
- I. What is your disaster recovery plan?
- J. When was the last time you tested your disaster recovery plan?
- K. How frequent are system back-ups created?
- L. Does your software offer translated pages?
 1. Describe how pages are translated and any additional costs.

5.8.8 Data Management

- A. Have you previously completed a successful integration between your product and eSchoolPLUS?
 1. Did the integration include reading/receiving data from the product?
 2. Did the integration include sending/writing data to the product?
 3. Describe the type of integration, i.e. flat files, APIs, direct access via databases?
- B. Have you previously completed a successful integration between your product and ChildPlus?
 1. Did the integration include reading/receiving data from the product?
 2. Did the integration include sending/writing data to the product?
 3. Describe the type of integration, i.e. flat files, APIs, direct access via databases?
- C. Have you previously completed a successful integration between your product and a data warehouse?
 1. Please list the data warehouses.
 2. Did the integration include reading/receiving data from the product?
 3. Did the integration include sending/writing data to the product?
 4. Describe the type of integration, i.e. flat files, APIs, direct access via databases?
- D. What database does the application use?
 1. What is the recommended/Required Relational Database Management System for deployment?
- E. What data is needed from other district systems?
 1. Student demographic data, staff demographic data, class rosters, etc.
- F. During and after an application is submitted, can district staff make modifications to an application?
- G. Is there change management tracking, i.e. logging the user and time stamp of changes?
 1. Please answer if this exists for all user types or only for specific user types, i.e. Families and

staff.

- H. What data will be provided to other district systems?
- I. How often does data need to be exchanged?
- J. How are changes in the data handled?
 - 1. Changes in building location, changes in program acceptance status, etc.
- K. How can we ensure the security of the data during exchange?
- L. Is there a mitigation process established?
- M. Is there any existing metadata, definition, or classifications of the data elements?
- N. Is there an existing data dictionary?
- O. What is the Right to Know procedure?
- P. Are we, as the client able to retrieve a full data extraction at the end of each school year?
- Q. What happens to the data when the district switches to a new school year?
 - 1. Are historical results available to query or review through the interface for prior years?
- R. If there comes a time where we no longer continue our relationship with your company, how would we access and retrieve our data?

5.8.9 Functionality

- A. Please describe the core functionality of this application.
- B. Is there an ad-hoc report writing capability? Briefly describe.
- C. Does the solution include a web browser based query and reporting capability?
- D. Does the solution include the ability to store and view electronic documents and images within the application?
- E. Does the solution allow for communication with applicants directly from the software based on filterable criteria?
 - 1. Please describe different communication options.

5.8.10 Training and Support

- A. Describe the recommended start-up training program, schedule, materials provided, number and length of courses, etc.
- B. Do you provide 1 or more dedicate trainers to the client?
 - 1. For what duration?

- C. Outside of COVID19 limitations, would the trainer be available onsite?
 - 1. How many hours is the trainer onsite?
- D. Describe the training cost model for trainers.
- E. Where are your support services located?
- F. What are the hours of operation and response times of support services? Do you have a service-level-agreement (SLA)?
- G. What is your Helpdesk escalation procedure?
- H. Do you have a searchable knowledgebase?
- I. Do you offer an interactive case/ticketing system for the client to submit new and search old cases?
- J. Does support include product updates as well as bug fixes?
- K. How are software and/or database updates transmitted to customers (for locally hosted applications)?
 - 1. How is technology informed of changes to the application?
- L. Will you utilize test/staging environment to test and audit upgrades before version updates?
- M. Beyond the first year of implementation, describe the process review program configurations for future School Years.
- N. Post implementation, describe the process review program configurations for future School Years.
- O. Post implementation, are there support staff dedicated/assigned to us the client?

5.8.11 Cost

- A. What is the entire cost of implementation? You may attach a separate budget sheet if you prefer.
 - 1. One time cost?
 - 2. Ongoing yearly cost?
 - 3. Customization rate?
 - 4. Reports development costs?
 - 5. Is there additional cost for training?
 - 6. Is there additional cost for support?
 - 7. What is the cost associated with integrating other third party providers (student information systems, data warehouse, human resource system, learning management system)?
- B. If your solution is a cloud-based service, is there a service-level-agreement and uptime guarantee? If not, do you provide any discount to the customers?
- C. Do you provide any contractual flexibility and price discount if either party decides to terminate?