

LAKEWOOD BOARD OF EDUCATION
200 RAMSEY AVE
LAKEWOOD, NEW JERSEY
COMMITTEE REPORT

CC 02-2627

NONPUBLIC PROFESSIONAL DEVELOPMENT AND PARENTAL INVOLVEMENT

Eight (8) responses were received on June 30, 2026 in response to CC 02-2627. The responses were evaluated and scored using a 100 point pre-determined weighted rubric consisting of 25 points for the Technical component, 25 points for the Management component and 50 points for the Cost component, by a committee consisting of Jane Gulics, Sydney Miller and Kevin Walters as follows:

COST COMPONENT	Tender Touch	Top Score Writing	Lakeshore Learning	Creative Coaching	Catapult	Encore Support	M2 Learning	Tree of Knowledge
MA/MS	\$650	\$650		\$625/\$3750	\$650	\$640	\$648	\$650
BA/BS	\$500	\$650		\$475/\$2850	\$500	\$490	\$497	\$500
TEACHER MENTORING/COACHING	\$150	\$150		\$145/\$7000	\$150	\$140	\$148	\$150
PARENT MENTORING/COACHING	\$125	\$125		\$140/\$1400	\$100	\$140	\$148	\$150
OPEN PD PER PERSON 3 HRS MAX	\$100	\$90		\$95/\$4750	\$100	\$90	\$100	\$100
OPEN PD PER PERSON 6 HRS MAX	\$175	\$175		\$190/\$9500	\$200	\$190	\$200	\$200
AVG COST PER VENDOR	\$283	\$307		\$278	\$283	\$282	\$290	\$292
COST POINT VALUE PER VENDOR	49.11	45.28	0	50	49.11	49.29	47.93	47.60

Scorer #1

	TECHNICAL MAX 25	MANAGEMENT MAX 25
Tender Touch	25	25
Top Score Writing	5	4
Lakeshore Learning	0	2
Creative Coaching	11	20
Catapult	25	25
Encore Support	22	25
M2 Learning	8	19
Tree of Knowledge	25	25

SCORER #2

	TECHNICAL MAX 25	MANAGEMENT MAX 25
Tender Touch	25	25
Top Score Writing	6	6
Lakeshore Learning	0	2
Creative Coaching	10	20
Catapult	25	25
Encore Support	25	25
M2 Learning	7	19
Tree of Knowledge	25	25

SCORER #3

	TECHNICAL MAX 25	MANAGEMENT MAX 25
Tender Touch	25	25
Top Score Writing	5	4
Lakeshore Learning	0	2
Creative Coaching	11	20
Catapult	25	25
Encore Support	22	25
M2 Learning	8	19
Tree of Knowledge	25	25

AVERAGE SCORES

	TECHNICAL AVERAGE	MANAGEMENT AVERAGE	COST MAX 50	TOTAL POINTS SCORE
Tender Touch	25	25	49.11	99.11
Top Score Writing	5.3	5.3	45.28	55.88
Lakeshore Learning	0	2	0	2
Creative Coaching	10.7	20	50	80.7
Catapult	25	25	49.11	99.11
Encore Support	23	25	49.29	97.29
M2 Learning	7.7	19	47.93	74.63
Tree of Knowledge	25	25	47.60	97.6

Lakeshore Learning did not provide the requested pricing information nor did they address most if not all of the required areas of the Technical and Management components of the RFP and was therefore disqualified.

Tender Touch, Catapult and Tree of Knowledge all presented responsive and responsible proposals each receiving perfect scores in both Technical and Management categories

Encore Support also provided a responsive and responsible proposal receiving an almost perfect score in the Technical component but failed to adequately provide evidence that activities will improve the knowledge of teachers, principals and other educational personnel. They also did not provide any evidence that all resumes, agendas, handouts and any PD files would be submitted to the district for approval 2 week prior to PD date.

Top Score Writing failed to provide most of the requested information in the Technical and Management Components and scored zero in many areas. Overall, they did not provide the evidence requested.

Creative Coaching did not provide the Technical evidence requested in the areas of understanding the similarities of coaching and PD. Their understanding of the Mentoring process was not addressed in their proposal and did not provide evidence that all resumes, agendas, handouts and PD files would be presented to the district for approval two weeks before the scheduled PD. Creative Coaching did not indicate that all services would be secular, neutral and non-ideological in nature and that all PD would be delivered by a live presenter. (no pre-recorded presentations). They did score well in the Management component but did not supply any documentation of at least 4 employees that hold a NJ Teachers Certificate.

M2Learning failed to provide much of the required Technical evidence requested in this proposal. They did not provide adequate evidence of their understanding that PD for private school teachers will only focus on how those teachers can serve Title I students. They did not fully provide evidence of Title III activities and their purpose. M2Learning received a score of zero in many categories related to Coaching and Mentoring. They did not supply evidence that any PD handouts, resumes, and agendas would be presented to the district 2 weeks prior to the scheduled PD date. They did not indicate their understanding and compliance that all areas of this solicitation must be secular, neutral and non-ideological in nature or that all PD is to be delivered by a live presenter and not pre-recorded.

Move to award Tender Touch with a total score of 99.11 points, Catapult with a total score of 99.11 points, Tree of Knowledge with a total score of 97.6 points, Encore Support with a total score of 97.29 points and Creative Coaching with a total score of 80.7 points.

Each of these proposals exceeded the requisite 75 points required for award. Any contracts issued will be based on Nonpublic School vendor selection and the Title I, IIA, III and IV allocations of these schools set aside for these services. Therefore, any vendor being part of this pool of awarded vendors does not necessarily indicate a contract will be issued. The final contract issuance is based on the vendor selection process.