

Marysville Joint Unified School
District

Request for Proposal
E-Rate Year 16 (2013-14)
In Direct Association with the applicable
USAC Form 470 Application

LEARNING MANAGEMENT SYSTEM (LMS) AND
CONTENT MANAGEMENT SYSTEM (CMS)

RFP # 13-1012

Response Due By:
2:00 p.m., February 28, 2013

DEADLINE TO SUBMIT RESPONSE IS 2:00 P.M. ON February 28, 2013.

IMPORTANT

All awards of scope of work under this request are contingent upon approved E-Rate application and/or receipt of E-Rate funding awarded by the Schools and Libraries Division and approved by the Federal Communications Commission. In addition, any award(s) of scope of work under this request may be contingent upon the District appropriating matching funds. At the sole discretion of the District, if one-hundred percent (100%) of the costs of the awarded scope of work is not E-Rate funded this quotation process and all related awards of scope of work under this request are null and void.

The District has full discretion to cancel or terminate the overall contract(s) (or Purchase Orders), or any portions, awarded. The successful vendor(s) will not be eligible to collect damages for cancellation of the contract under these conditions.

OVERVIEW

Marysville Joint Unified School District (District) is seeking proposals from qualified vendors of Learning Management System (LMS) and Content Management System (CMS) in support of the District's hybrid and blended learning environments. The District currently utilizes Blackboard LMS Version 9.1 and will move from its existing provider to a successful alternate provider of equivalent or better services at a lower cost. All alternate providers must provide for transition of existing content, courses and users, and transition support to the new solution.

This project is entirely contingent upon available funding from the Federal E-Rate Program (Schools and Libraries Division of the Federal Communications Commission). The District may or may not undertake the project at its sole discretion. The successful provider(s) will be required to participate in the Federal E-Rate program. The District may use this Request for Proposal (RFP) to issue purchase orders and pay for items on a purchase order that are not eligible for E-Rate discounts. The District will pay the successful vendor using District funds for these non-eligible purchases.

The prospective provider(s) are required to provide a list of successful implementations at educational institutions of similar size and complexity.

PROPOSALS MUST BE RECEIVED BY OUR OFFICE NO LATER THAN 2:00 p.m., February 28, 2013.

SCOPE OF PROJECT/REQUIREMENTS

The District is seeking proposals from qualified vendors of Learning Management System (LMS) and Content Management System (CMS) in support of the District's hybrid and blended learning environments. The District currently utilizes Blackboard LMS Version 9.1 and will move from its existing provider to a successful alternate provider of equivalent or better services at a

lower cost. All alternate providers must provide for transition of existing content, courses and users, and transition support to the new solution.

The District utilizes LMS and CMS in a variety of applications, including professional development, and regular K-12 instructional programs. Proposed LMS and CMS shall successfully integrate with the District's Aeries Student Information System (SIS), including automated creation of all users and courses contained in the SIS. Proposed LMS and CMS shall also provide Lightweight Directory Access Protocol (LDAP) integration allowing single sign on capabilities through a provided portal or a portal of the District's choosing.

General Feature Sets (all required components)

The successful LMS/CMS:

- Must be one-hundred percent hosted by the vendor.
- Must be able to support text, multimedia, html, blogs, wikis, etc. as a part of the learning environment.
- Must provide tools and support to facilitate migration from existing LMS/CMS.
- Must be SCORM and IMS compliant.
- Must support a variety of pedagogical approaches, and be responsive to the various learning styles of the student.
- Architecture must support group and collaborative activities.

Critical Features (note required and desired components)

The successful LMS/CMS must have the ability to:

- Fully interface with the District's SIS to facilitate the automated creation of users, course rosters, and grade books. Grade book integration should be bi-directional. (Required)
- Support multiple grading periods; i.e. quarters, semesters, trimesters, school year and non-standard pacing. (Desired)
- Support multiple section and large enrollment courses. (Required)
- Host non-credit courses. (Required)
- Easily archive courses with or without content (Required)
- Must integrate with external web 2.0 technologies such as iTunes U, learning response applications, streaming media, RSS feeds, webinar/conferencing software, plagiarism detection software, etc. Please list any partnerships with these or similar web 2.0 technologies. (Required)

Functional/Technical Requirements (note required and desired components)

Content:

- Must allow for content module linking within and outside of the course? (Required)
- Content modules must support .mov, .wmv, .mp4, .mp3, .wav, .wma, .jpeg, .gif, .bmp. (Required)
- Describe how the content module handles video, audio, and digital images. (Desired)

- Describe how the content module will integrate with services such as YouTube, TeacherTube, iTunes U, and other streaming video resources. (Desired)
- Can a faculty member create content pages within the LMS/CMS as well as upload pages created locally? (Desired)
- Do the web pages within the LMS/CMS adhere to HTML standards? (Desired)
- LMS/CMS must be fully functional from any browser. (Required)
- Can LMS support Java applets? Javascript? (Desired)
- LMS/CMS must provide for “selective release” of content based on student ID, group membership, date, grade book criteria, etc. Describe criteria and/or role options. (Required)

Communication:

Can the LMS/CMS:

- Support email outside the course as well as inside? (Desired)
- Must provide for randomly created groups and multiple group enrollments for students? (Required)
- Provide for self-selected groups via a sign-up sheet? (Desired)
- Must provide a discussion board? (Required) Does the discussion board support searching and anonymous response? (Desired)

Collaboration:

- Can students submit assignments for group and individual grades? (Required)
- Can students have a private group area to communicate and share files? (Desired)
- Can students change the status of their group from private to public when they are ready to share? (Desired)
- Can instructors give feedback to a whole group? (Desired) Individuals in the group? (Required)
- Does the LMS/CMS support combining sections of the same course? Different courses? (Required)
- Can departments create their own style, appearance or template? (Desired)

Assessments and Assignments:

- Must support assessments. (Required) Does LMS/CMS support objective, formative, subjective, summative assessments? (Desired)
- Does LMS/CMS allow for a variety of grading rubrics? (Desired)
- Are rubrics available for online essay grading? Are rubrics customizable? (Desired)
- Can LMS/CMS grade objective quizzes automatically (required), reveal results to students, and add score to grade book? (Desired)
- What question types are available for assessments/assignments? (Desired)
- Can the LMS/CMS convert text documents into assessment questions? (Desired)
- Can assessments/assignments be released selectively based on multiple criteria? What criteria? (Desired)

- Can students submit papers online and can instructors grade and provide feedback online? (Desired)
- Can discussion boards be graded? Describe this process. (Desired)
- LMS/CMS must offer student collaborative project options; i.e. blogs, wikis, ePortfolios, web sites. Describe available options. (Required)
- Can the grade book reveal all student data in a course at once? Can the grade book summarize student(s) data in a course(s)? (Desired)
- Can the grade book export/import grades to/from Excel? (Desired)
- Grade book must integrate with Aeries student information system. Describe integration process and support. (Required)
- Describe how LMS/CMS reporting supports statistical analysis of assessment results. (Desired)

Content Repository/Learning Objects:

- CMS must support content sharing between courses? Between instructors? (Required)
- CMS support storage and sharing of video/multimedia technologies; i.e. Flash, MPEG4, QuickTime, Windows Media, on the server or streaming? (Required)
- Does LMS/CMS interface with anti-plagiarism software such as Turnitin or Safe Assign? (Desired)
- Does CMS allow for permissions settings on individual and course folders based on role? (Desired)

Training and Staff Support:

- What are the support staff requirements or recommendations for your product?
- What training do you offer for support staff?
- Where would training occur? How much time would training take? What would the cost be if additional to product?
- Are training materials for faculty and students available? Where? Additional cost? (Desired)
- Is branding and modification of support documentation permissible?
- How much time is required to train users to different levels of proficiency if they are new to your product but experienced at using an LMS/CMS? If users are new to any LMS/CMS?

Compliance with Applicable Standards, Policies, Regulations and Laws:

- LMS/CMS must support SCORM and IMS Common Cartridge standards. What other standards do you use/support? (Required)
- Can courses easily maintain a series of linked web pages? (Desired)
- Define available roles, their capabilities and access and how they relate to FERPA requirements. (Required)
- How can we guarantee that courses are ADA/Section 508 compliant without support staff checking each course? (Desired)
- Describe your ADA and Section 508 compliance features. (Desired)

- How does your product protect confidential data and session activity within the application and in transit? (Desired)
- What types of data and activity are encrypted? What types are not encrypted? (Desired)
- Describe security elements such as encryption, password change requirements, password strength requirements, etc. (Desired)
- How does the product ensure student privacy based on FERPA requirements? (Desired)
- Does LMS/CMS support multiple levels of access/restriction? Can they be controlled at the level of the individual? (Desired)

Technology Standards/Open Standards:

- Describe in detail how the LMS/CMS supports the IMS standard and how that support impacts integration with other products and external content. (Required)
- Describe in detail how the LMS/CMS supports the Sharable Content Object Reference Model (SCORM) standard and how that support impacts integration with other products and external content. (Required)
- Describe how your product handles SCORM content; i.e. a user creates a learning object with Flash and wraps it in a SCORM wrapper, how would your LMS/CMS interact with it? (Desired)
- LMS/CMS must support LDAP authentication. (Required) Provide technical requirements for using an existing LDAP directory for authentication. (Desired)
- Does LMS/CMS simultaneously support internal and external authentication? (Desired)

System/Application Performance:

- Describe how your LMS/CMS delivers:
 - Availability
 - Reliability
 - Software redundancy and failover mechanism
 - Hardware redundancy and failover mechanism
 - Fault tolerance
 - Performance
 - Number of concurrent users supported
 - Response time
- List hardware/software specifications for users to access LMS/CMS including versions and patches including required plug-ins.
- List any software or browser incompatibilities.
- A performance guarantee will be required. The purpose of this guarantee is to ensure that adequate and timely services are consistently delivered to the District. In addition to the information described above regarding availability, reliability, and performance, please provide a proposed written performance guarantee.

Implementation Services:

Please describe:

- Project management/implementation process that you propose.
- Guaranteed service levels for the useful life of the product.
- Consulting services.
- Availability on demand (if needed).
- Services bundled into agreement.
- Deployment and implementation planning/services included in agreement.
- Vendor ability to assist District with implementation and customization of product including knowledge sharing with appropriate technical staff.

Technical Support/Problem Resolution:

Please describe:

- Access to vendor.
- Problem response and escalation process.
- Support plans.
- How data would be migrated from existing platform to new platform.
- Staffing requirements/suggestions based on vendor experience with similar implementations:
 - Content administrator: Full Time Equivalent (FTE) & skills required
 - Other Staff: FTE & skills required
 - Training
 - Functional/User Support

Third Party Tools:

Identify any third party tools that are integrated with your LMS/CMS and any known cost savings.

EVALUATION

Each proposal will be evaluated based on criteria and priorities defined by the District, with specific attention to those features, functional and technical aspects noted as required above. The District will award a contract based on the prospective vendor submission that best meets the needs of the District with regard to the current technology plan, future growth, and RFP specifications contained herein, not necessarily the lowest price even though price will be a priority factor. The selection process will include rubric based evaluation, public presentations, and discussions with an evaluation committee.

Proposals will first be evaluated upon the base requirements, which include, but are not limited to the following:

1. Prospective vendor's ability to meet all the requirements detailed in the RFP as a vendor that can supply hardware, installation, engineering and support services as required to implement and maintain the proposed application.

2. Prospective vendor's implementation team including but not limited to, qualifications, experience, certifications, and management capabilities.

Proposals will next be evaluated upon references, which, at a minimum, shall include at least three successful implementations at educational institutions for which the vendor's LMS/CMS solution:

1. Has been in production for at least one (1) year;
2. User authentication is to an LDAP directory; and
3. Is of similar size and complexity to that of the District (10,000 students and 750 faculty and staff).

Based upon the above references:

1. Prospective vendor's overall performance records.

Finally, proposals will be evaluated as to E-Rate eligibility. At a minimum:

1. Prospective vendor shall provide proof of registration with the Schools and Libraries Division for reimbursement as a Provider under E-Rate guidelines. If the successful vendor fails to file the appropriate forms with the SLD or fails to receive an SLD Vendor Number, the District is not responsible for the discounted portion of the successful vendor's bill. The successful vendor must generate an invoice for the USAC portion of the bill in accordance with SLD regulations and for filing the appropriate Form 474 for reimbursement.
2. Prospective vendor must be a valid E-Rate provider with an approved SPIN submitted with their proposal. The successful vendor must also include their FCCRN number and certification of their current FCC status in the form of a printout from the FCCRN site. Prospective vendors who do not currently have "green light status" will not be considered. The loss of "green light" status with the FCC shall render any contracts entered into with the successful vendor to be immediately null and void.

The District reserves the right to accept or reject any and/or all proposals or sections thereof when the rejection is in the best interest of the District. The District reserves the right to award without further discussion.

Responses must be submitted initially with the most favorable terms that the prospective vendor proposes. The District reserves the right to reject the proposal of a prospective vendor who has previously failed to perform properly or completed on time contracts of similar nature; and to reject the proposal of any prospective vendor who in the opinion of the District is not in a position to adequately perform the requirements of the contract.

The District reserves the right to reject any and/or all proposals; any part or parts of a proposal, waive any technicalities/informalities, increase or reduce quantities, make modifications or

specifications, and award any or all of the contract in a manner that is in the best interest of the District and/or its eligibility status for E-Rate.

A contract, if awarded, will be pursuant to California Public Contract Code 20118.2, which permits the District to competitively negotiate such contracts and to consider more than simply price in awarding the contract. In this case, price will be one of the most heavily weighted factors; though the District will also consider the prospective vendor's ability to meet the minimum technical specifications for the services as described in the RFP, as well as other relevant factors, including but not limited to performance reliability, standardization, life cycle costs, warranties and customer support.

CONTRACT MATTERS

Successful vendor shall submit a draft Licensing Agreement setting forth all terms and conditions for the vendor's proposed solution for the District's review. The District reserves the right to negotiate all terms and conditions. The District reserves the right to reject and all proposals and/or waive any irregularities in any proposal received.

TECHNOLOGY CLAUSE: The District anticipates the rapid advances in technology that have caused performance specifications and model numbers/equipment/items to change. It is the intent of this document to include enhancements and replacement models/equipment/items that may be developed in the future in an effort to have a well-defined path of upgraded and compatible equipment.

PRICING - TERM OF CONTRACT: Minimum contract term through June 30, 2014. Quoted prices may be extended upon mutual consent of District and vendor in accordance with provisions contained in the Education Code, Sections 17596 (K-12) and 81644 (Community Colleges). For work or services, or for apparatus or equipment, not to exceed five years; for materials or supplies, not to exceed three years. A maximum price increase of 5% per contract term may be negotiated subject to existing market conditions. In the event of a general price decrease the District reserves the right to revoke the bid award unless the decrease is passed on to the District.

PIGGYBACK CLAUSE: For the term of the Contract and any mutually agreed extensions pursuant to this request for bids at the option of the vendor, other school districts and community college districts, any public corporation or agency, including any county, city, town or public corporation or agency within the State of California, may purchase, lease-purchase, or rent the identical item(s) at the same price and upon the same terms and conditions pursuant to sections 20118 (K-12) and 20652 (Community Colleges) of the Public Contract Code.

The Marysville Joint Unified School District waives its right to require such other districts and offices to draw their warrants in the favor of the District as provided in said Code sections.

Information to Bidders

1. The district is participating in the Federal Universal Service Discount program for schools and libraries (E-rate), offered by the Federal Communications Commission (FCC), via the School and Libraries Division (SLD). This proposal and the contract negotiated implementing this proposal are conditional and subject to E-Rate funding by the SLD. The district reserves the right to cancel or in any manner reduce the scope of this procurement in the event the SLD does not completely fund the requests for funding submitted referencing this proposal.

For E-rate and CTF purposes, the Supplier is responsible for providing goods and services that are E-rate and CTF eligible. The E-rate Eligible Services List information may be found at www.s1.universalservice.org, and the CTF eligible services are resident at the California Public Utilities Commission.

2. Each vendor providing services to the district as part of the E-Rate program must have a Service Provider Identification Number (SPIN). Vendor is responsible to apply to and receive from the Schools and Libraries Division a valid SPIN. The vendor's pre-approved SPIN number shall be submitted with the proposal.
3. The awarded vendor will invoice the district only for the district's portion of the cost as applicable after SLD discount. Awarded vendors will be required to invoice the Schools and Libraries Division (SLD) direct for the SLD portion of cost as applicable to the district.

INSTRUCTIONS FOR SUBMITTING PROPOSALS

Four (4) copies of the proposal in response to this RFP MUST BE RECEIVED BY NO LATER THAN 2:00 p.m., February 28, 2013. If proposals are bound, at least one (1) unbound copy must be provided.

Proposals shall be submitted in writing to:

Marysville Joint Unified School District
Purchasing Dept. – Room 104
1919 B St.
Marysville, CA 95901

Any requests for information (RFI) should be made no later than February 21, 2013 using email to the District's contact at bwilliams@mjUSD.k12.ca.us. All known interested parties will be copied on the questions and responses.

All proposals received as part of this RFP become the property of the District upon submission. The cost to prepare and submit the proposals becomes the sole expense of each prospective provider. The District has the right to reject any or all of the proposals received as a result of this request.

All proposals should include a notarized and signed Noncollusion Affidavit

Proposals shall provide a means for the evaluation team to efficiently perform their evaluation. **The emphasis of your proposal should be on completeness and clarity of content.** There is no prescribed format; however, prospective vendors may want to follow the format shown below.

A. General

1. Executive Summary - The Executive Summary should contain an outline of your services along with a brief summary of your firm's qualifications to engage in a professional relationship with the District.
2. Narrative - Provide a Comprehensive Narrative of the services offered by your firm. The narrative should include the following:
 - a. Experience - Describe your experience with (3) projects of similar size and complexity.
 - b. Project Team – Identify and describe your proposed Project Team.

B. Technical

1. Using the outline of feature sets, critical features and functional/technical requirements outlined in this RFP, address each with respect to the features and functions of the proposed solution.
2. Proposed performance guarantee agreement.

C. Professional Fees – Provide the fee schedule for each of the services that you are proposing. Be thorough and specific as this will form the basis of any contract for services. Fees shall identify term, perpetual/term, etc. Include:

1. Software license fees (to include automatic upgrades, cancellation penalties)
2. Software maintenance fees
3. Software integration fees
4. Additional fees (plug-ins, custom alterations, etc.)

D. References - Include the scope of projects, description, and costs. Provide contact names and phone numbers for references.

E. Additional Data - Provide additional information about the company, product and/or proposed solution as it may relate to this RFP that may assist the evaluation team in understanding your qualifications and expertise.

This document and any attachments are available on the Marysville Joint Unified School District web site at www.mjUSD.k12.ca.us/erate.

NONCOLLUSION AFFIDAVIT

State of California)
) ss.
County of _____)

_____, being first duly sworn, deposes and says that he or she is of _____, the party making the foregoing bid, and that the bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the bid is genuine and not collusive or sham; that the bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding; that the bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other bidder, or to secure any advantage against the public body awarding the contract or anyone interested in the proposed contract; that all statements contained in the bid are true; and, further, that the bidder has not, directly or indirectly, submitted his or her bid price or a breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

**NONCOLLUSION AFFIDAVIT TO BE EXECUTED
BY BIDDER AND SUBMITTED WITH BID**

The undersigned:
_____(Name) the _____ (Title)

of _____(Contracting Firm Name) says that he/she has read the foregoing statement and attests under penalty of perjury to the fact that the enclosed bid is in no way collusive, a sham bid or fixed bid as described above.

Subscribed and sworn to before me this _____ day of _____, 20____.

My commission expires _____

Notary