



Request for Proposals

for

CSCOPE Alignment/Correlation

Responses to Questions

Issued by:

The Texas Education Service Center Curriculum Collaborative
through their fiscal agent, Education Service Center Region XIII
5701 Springdale Road
Austin, Texas 78723

RFP: CSCOPE Alignment/Correlation

Submittal Deadline and Proposal Opening:

Tuesday, June 28, 2011 – 5:00 p.m. CST

Question 1: Can we receive a list of which districts are current CSCOPE subscribers to better understand the opportunity?

Response: *This list will be provided only to selected vendors. CSCOPE is currently used by over 750 Texas school district, charter school, and private school customers, representing more than 70 percent of the school systems in the state. CSCOPE is used to support the education of over 1.5 million students or approximately one-third of Texas K-12 enrollment.*

Question 2: What are your expectations for flat fees or royalties?

Response: *There are no dollar or percentage expectations regarding flat fees or royalties. Vendors providing financial proposals that have higher fees/royalties will receive higher evaluation scores for that component of the evaluation. Descriptions of how vendors will track revenues subject to royalties should be included in the vendor response.*

Question 3: Can you outline specific CSCOPE promotion opportunities for your partners beyond the value of your logo on partner products?

Response: *See 5.0 Proposal Format – Section 5: Financial Proposal of the RFP. Selected vendors will be invited to promote their products at the CSCOPE annual conference, which attracts 4,000 to 6,000 teachers and administrators at no extra cost. In addition, each selected vendor will have summary information about the alignment posted on the CSCOPE website as a certified alignment partner. Additional communications about our vendor partners and products will be distributed by TESCCC through our member Education Service Centers, their staff who market CSCOPE to Texas school districts and charter schools, and directly to our customer base.*

Question 4: Is there an opportunity to equip and train CSCOPE staff on the use of partner products?

Response: *CSCOPE staff members focus their efforts on the development, refinement and customer support of the CSCOPE curriculum. TESCCC is not interested in having CSCOPE staff trained on the use of partner products. Individual Education Service Centers that are members of TESCCC may independently decide to have their staff trained, but this type of service offering will not be subject to evaluation in this RFP.*

Question 5: Would the sales staff of the partner have access to a CSCOPE subscription to promote the use of the two products together?

Response: *No.*

Question 6: Would you consider a phased approach for implementation of content alignment?

Response: *Yes. For larger scale alignments of multiple products, this approach is encouraged.*

Question 7: Does CSCOPE foresee joining IMS-Global Learning Consortium for standards compliance in the following areas? 1- Common Cartridge interfacing, for sharing of standardized resources across multiple Learning Management Systems, 2- QTI integration, for a formative assessment standardized model that works across multiple Learning Management Systems, 3- LTI integration of district resources in a cloud model for sharing LMS resources.

Response: *CSCOPE does not foresee joining at this time.*

Question 8: In Section 1, you are asking for Gross Annual Revenues, do you want full financial statements or just the amount?

Response: *The amount. As stated in 5.0 Proposal Format – Section 8: Financial Stability, additional financial information may be requested of finalists at a later date.*

Question 9: In Section 2, Product Description you are asking for the number of schools systems using our products. Almost every school in the nation uses our products, are you looking for specific numbers?

Response: *Please provide the number of school systems, not the number of individual schools that use your products – both in Texas and in the entire U.S.*

Question 10: In regards to Section 5, Financial Proposal, is there a guideline in place or a standard amount that is being paid for these license and trademark agreements?

Response: *No. Also see response to Question 2.*

Question 11: Would a flat yearly fee be acceptable? If you are considering a percentage of net sales, how would these sales be tracked? Would those PO's only come through your ESC to identify those sales are a result of this contract?

Response: *Yes. A yearly flat fee would be acceptable. Vendors would bear the responsibility of tracking applicable sales under a royalty arrangement. POs would not come through the ESCs.*

Question 12: In Attachment B, it is noted Section 3 that the vendor will also participate as a sponsor at the annual conference. What are the average costs associated with being a sponsor?

Response: *There will be no additional fees for being a sponsor. The value of this opportunity should be incorporated into vendor financial proposals.*

Question 13: Part of the standard trademark agreement attached to the RFP says that TESCCC will "present on the CSCOPE website [VENDOR]'s name and [VENDOR] Products approved by TESCCC;" how is this done?

Response: *Please see www.cscope.us to view descriptions of current CSCOPE vendor alignments.*

Question 14: Please clarify the meaning of the phrase "alignment/correlation materials" in the context of section 4 of the proposal format (page 9 of the RFP PDF). In particular, does this phrase mean "educational products that are being aligned," or does it mean "informative materials showing alignments," or does it mean "marketing materials that do not show specific alignments but identify the vendor as CSCOPE-approved"?

Response: *Information materials showing alignments.*

Question 15: If the phrase refers to "materials showing the correlations," does it refer to how the vendor proposes to integrate those alignments into its own materials (e.g., how the alignments are displayed on its website)? Or does it refer to how the vendor proposes that CSCOPE integrates the alignments into its curriculum documents (e.g., how alignments are embedded within an IFD)?

Response: *The former. TESCCC may consider integrating the alignment as part of the CSCOPE system in the future, but for purposes of responding to this RFP, the vendor will show the alignment on its system or product offering. CSCOPE customers should be able to go to vendor products and easily find those products that are applicable to a specific CSCOPE curriculum component.*

Question 16: In the same paragraph, bidders are directed to samples of IFDs on CSCOPE's website. Is it assumed or expected that bidder's sampled submitted as part of the RFD will be based on those specific units? For example, a provider of math education solutions would give examples of items from its product lines that align to Grade 5-Unit 6 or would show how alignments to this unit would be displayed.

Response: *Yes. CSCOPE will post additional examples on the website. See response to Question 21.*

Question 17: In general is the purpose of these (correlation material) examples to allow TESCCC to evaluate:

- the bidder's ability to choose products that correlate with a specific IFD
- the bidder's proposed method of using specific correlations for marketing or to enhance their user's experience
- the bidder's proposed method of labeling itself as a CSCOPE-approved vendor

Response: *The purpose of the sample alignment/correlation materials is to demonstrate the quality and relevance of the alignment of vendor products to CSCOPE. TESCCC will evaluate sample alignment/correlation materials as well as review the process described by vendors as to how these materials are developed. It is the intention of TESCCC to rely on vendor alignment/correlation processes once it is determined a high quality process exists. TESCCC will maintain the rights to spot-check individual alignments to ensure that the alignment/correlation quality continues throughout the term of the agreement.*

Question 18: On page 6, it is noted that TESCCC will not consider vendors who are competitors of CSCOPE or ETA Cuisenaire. Would you be able to provide an example of a CSCOPE competitor? Are you also able to provide an example of an ETA Cuisenaire competitor?

Response: It is up to individual vendors to determine if they are a competitor of CSCOPE based on the information in the RFP and on the CSCOPE website at www.cscope.us. In general a CSCOPE competitor would be a company that develops and sells curriculum content or a system that hosts curriculum content for Texas school districts and charter schools. With respect to ETA Cuisenaire, vendors may be competitors of ETA Cuisenaire, but selected vendors will not be able to align any competing products covered under the agreement with ETA Cuisenaire. See reference to the vendor partner arrangement with ETA Cuisenaire on the CSCOPE website at www.cscope.us.

Question 19: Please define "teacher tools" and expand on the definition if possible?

Response: *Teacher tools are defined as any product or system that supports a more efficient identification of student needs or delivery of instruction to meet student needs.*

Question 20: Please define "digital content" and expand on vendor provided content or integration of district owned digital content.

Response: *Digital content is product content provided through a computerized or online system. This RFP does not address the integration of any (school) district owned digital content. TESCCC does not expect to integrate (via computer programming) any vendor's digital content into the CSCOPE system, or vice*

versa, during the term of this agreement. However, this possibility exists in the future as CSCOPE pursues technological advances in its product.

Question 21: Can we have access to sample middle school mathematics, high school mathematics, and high school science Instructional Focus Documents and/or Year at a Glance documents to prepare the 3 sample alignment/correlation materials, since the ones currently on the site are not in the right subjects/grade levels for the programs we are proposing?

Response: *CSCOPE will post additional examples on the website.*

Question 22: May we submit a program that is still in development?

Response: *Yes.*

Question 23: If approved, what is the due date for the complete alignment/correlation?

Response: *The due dates for completed alignments/correlations will be negotiated based on the number of vendors selected and the number, range and types of correlations pursued.*

Question 24: How will documents be delivered on the CSCOPE website and can we post to our website, as well?

Response: *Vendors will be provided applicable CSCOPE documents in electronic format through a secured file sharing arrangement. Selected vendors may advertise the partnership arrangement on their website, but may not post any CSCOPE materials or intellectual property to their website without specific approval by TESCCC.*

Question 25: Can you share the timing for announcing the vendors who are selected as part of this RFP? Will the companies who are selected be able to exhibit at the 2011 show in August? If this is a little tight on timing, when do you estimate the paperwork and contracts will be finalized in 2011?

Response: *We expect to finalize all contract awards by August 31. It is unlikely that contracts will be awarded in time to exhibit at the 2011 conference in August.*

Question 26: When will the revised science curriculum be completed by CSCOPE? If a company is selected as one of the vendors as a result of this RFP, when will the company receive the curriculum and

be able to start the correlation? Our question is one of timing – if the completed curriculum and awards are finalized by September 1, 2011. Does CSCOPE need to review the completed correlation before it is shared with customers? How long will this review process take?

Response: *CSCOPE has completed all primary curriculum components for 2011-12 and they will be available to vendors as applicable. CSCOPE staff will need to review the completed correlations before it is shared with customers. The length of the process will depend on the number and type of correlations and the quality of the vendor's alignment/correlation materials. Once the vendor is able to establish that the alignment process can be relied upon, CSCOPE review of alignments/correlations will take less time.*

Question 27: When will the companies who are selected as part of the RFP award receive the curriculum for alignment to other core areas besides science? Does CSCOPE need to review the completed correlation before we share with customers as a sales tool?

Response: *See response to Question 26. CSCOPE staff will need to review the completed correlations before they are marketed or shared with customers. However, CSCOPE will announce and vendors may communicate the partnership to current and prospective customers within a month after contract award, regardless of whether or not the alignment/correlation process is complete.*

Question 28: Other than the addition of the partner company logo on your website and allowing the company partner to use “approved CSCOPE partner” in promotional efforts, are their other benefits as part of the flat fee and/or royalty commitment? Will company awardees as part of this RFP use the CSCOPE logo on printed and online collateral?

Response: *See response to Question 3. Awarded vendors will be permitted to use the CSCOPE logo on printed and online material in a manner approved by TESCCC.*

Question 29: Will the CSCOPE districts and school database be shared with awardees along with contact information?

Response: *Yes.*

Question 30: How many booth spaces would a partner company receive as part of the RFP Award? Are there other annual expenses involved with the conference (decorating, sponsorship, furniture rental, etc.)?

Response: *The arrangement is not an exhibit hall. Space in common areas will be set aside for each vendor partner, and specific parameters of the space and signage will be negotiated based on the facility layout and the number of vendors.*