RFP 18I1
LEARNING MANAGEMENT SYSTEM

FACT SHEET

A. **Overview:** This recommendation is to establish a contract for a Learning Management System (LMS) for Frederick County Public Schools (FCPS). Bids were opened on December 14, 2017.

1. **Bid participation:**
   - 95 bids downloaded
   - 8 companies submitted a bid

2. **Bids were received from:**
   - Blackboard, Inc. (Washington, DC)
   - Evotext, Inc. (Burlington, MA)
   - Instructure, Inc. (Salt Lake City, UT)
   - it’slearning, Inc. (Newtown, MA)
   - Kiddom, Inc. (San Francisco, CA)
   - Otus, LLC (Chicago, IL)
   - PowerSchool Group LLC (Folsom, CA)
   - **Schoology, Inc. (New York, NY)**

3. **Other facts:**
   - The contract term will be effective for a five-year period, from the date of award through June 30, 2023, contingent upon funding allocation on a fiscal year basis.
   - A robust Learning Management System provides a variety of functionalities and features, allowing the school district to support personalized learning. It is integrated so that all the functions and services are provided from a single access point rather than being separate components. This integration allows a seamless experience for students, teachers and parents and improves data security for the digital ecosystem.
   - Vendor selection is based on the total score of each vendor’s technical and cost proposals, including a demonstration and a request for best and final pricing by the two companies identified as finalists.
   - The finalists presented their platforms to various stakeholder groups: students in grades K-12; parents from each level; teachers from each level; and multiple central office teams. Stakeholder feedback was used to inform the final recommendation.
   - Project planning, integration and training costs will be implemented in FY18.
   - This contract will be administered by Kevin Cuppett, Executive Director, Curriculum, Instruction and Innovation.

4. **Source of funding:** FY18 Approved Operating Budget and contingent upon Board approval of FY19, FY20, FY21, FY22 and FY23 Operating Budgets.

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B. **Recommendation:** Staff recommends the contract for RFP 18I1, Learning Management System, be awarded to Schoology, Inc. (New York, NY), per the attached bid tabulation.

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C. **Action taken by the Board (Purchasing use only):**

- [ ] Approved
- [ ] Denied
- [ ] Deferred
- [ ] Other

- [ ] Date
- [ ] Date
- [ ] Date
- [ ] Date

BOE Mtg.: 02.28.18
## RFP 18I1, LEARNING MANAGEMENT SYSTEM
### SCORING SUMMARY

<table>
<thead>
<tr>
<th>VENDOR</th>
<th>STEP 1 EVALUATION</th>
<th>STEP 2 EVALUATION</th>
<th>BEST AND FINAL EVALUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TECHNICAL SCORE 150 POINTS MAX</td>
<td>TECHNICAL SCORE 150 POINTS MAX</td>
<td>COST SCORE 80 POINTS MAX</td>
</tr>
<tr>
<td>Schoology, Inc.</td>
<td>131</td>
<td>131</td>
<td>55</td>
</tr>
<tr>
<td>Instructure, Inc.</td>
<td>121</td>
<td>121</td>
<td>49</td>
</tr>
<tr>
<td>Blackboard, Inc.</td>
<td>85</td>
<td>85</td>
<td>80</td>
</tr>
<tr>
<td>it'slearning, Inc.</td>
<td>104</td>
<td>104</td>
<td>44</td>
</tr>
<tr>
<td>Kiddom Inc.</td>
<td>36</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTUS Inc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evotext, Inc.*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PowerSchool Group LLC*</td>
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</tbody>
</table>

*Their platform did not meet all of the required functionalities

**TECHNICAL -- 150 points assigned as follows:**

- **Required Functionalities and Features:**
  - Supports learning tools interoperability
  - Compliance with Rehabilitation Act, FERPA, IMS Global Standards
  - Interoperability support
  - Supports all devices and internet browsers
  - Grading pass-back by assignment level
  - Role based permissions

- **Preferred Functionalities and Features:**
  - Technical integration / Data Security
  - Content management
  - Online learning environment
  - Feedback, communication and grading
  - Reporting and Analytics
  - Assessment

- **Other:**
  - Business structure
  - Financial strength
  - Experience of staff assigned to project
  - References
  - Understanding of scope and project implementation
### STEP 2 EVALUATION

<table>
<thead>
<tr>
<th>BLACKBOARD</th>
<th>INSTRUCTURE</th>
<th>IT’S LEARNING</th>
<th>SCHOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE BID: YEAR 1</strong></td>
<td>$0.50</td>
<td>42,204</td>
<td>$21,102.00</td>
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<tr>
<td></td>
<td>$3.90</td>
<td>42,204</td>
<td>$164,595.60</td>
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<tr>
<td><strong>YEAR 2</strong></td>
<td>$1.00</td>
<td>42,204</td>
<td>$42,204.00</td>
</tr>
<tr>
<td><strong>YEAR 3</strong></td>
<td>$2.50</td>
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<td>$105,510.00</td>
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<tr>
<td><strong>YEAR 4</strong></td>
<td>$4.00</td>
<td>42,204</td>
<td>$168,816.00</td>
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<tr>
<td><strong>YEAR 5</strong></td>
<td>$5.00</td>
<td>42,204</td>
<td>$211,020.00</td>
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</tbody>
</table>

Integrations/Set-up $15,000.00 | $15,000.00 | $44,000.00 | $44,000.00 | $59,000.00 | $59,000.00 |

Base Package Support Services 0 | 0 | $16,459.05 in year 1, $8,229.53 in years 2-5 | $49,377.17 | 0 | 0 |

Total Years 1-5 $563,652.00 | $916,855.17 | $1,021,336.80 | $816,772.82 |

### BEST AND FINAL EVALUATION

<table>
<thead>
<tr>
<th>INSTRUCTURE/ Best and Final Offer</th>
<th>SCHOLOGY/ Best and Final Offer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE BID: YEAR 1</strong></td>
<td><strong>UNIT PRICE</strong></td>
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<tr>
<td></td>
<td>$3.75</td>
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<tr>
<td><strong>YEAR 2</strong></td>
<td>$3.75</td>
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<tr>
<td><strong>YEAR 3</strong></td>
<td>$3.75</td>
</tr>
<tr>
<td><strong>YEAR 4</strong></td>
<td>$3.75</td>
</tr>
<tr>
<td><strong>YEAR 5</strong></td>
<td>$3.75</td>
</tr>
</tbody>
</table>

Integrations/Set-up $44,000.00 | $44,000.00 | $59,000.00 | $59,000.00 |

Base Package Support Services $15,826 in year 1, $7,913.25 in years 2-5 | $47,479.00 | 0 | 0 |

Total Years 1-5 $882,804.00 | $796,725.92 |