

**RFP 1811**  
**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 1811, 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	BL/kl
____ Date	____ Date	____ Date	____ Date	BOE Mtg.: 02.28.18

**RFP 1811, LEARNING MANAGEMENT SYSTEM**  
**SCORING SUMMARY**

	STEP 1 EVALUATION	STEP 2 EVALUATION			BEST AND FINAL EVALUATION		
VENDOR	TECHNICAL SCORE 150 POINTS MAX	TECHNICAL SCORE 150 POINTS MAX	COST SCORE 80 POINTS MAX	TOTAL SCORE	TECHNICAL SCORE 150 POINTS MAX	COST SCORE 80 POINTS MAX	TOTAL SCORE
Schoology, Inc.	131	131	55	186	131	57	188
Instructure, Inc.	121	121	49	170	121	51	172
Blackboard, Inc.	85	85	80	165			
it'slearning, Inc.	104	104	44	148			
Kiddom Inc.	36						
OTUS Inc.	30						
Evotext, Inc.*							
PowerSchool Group LLC*							

\*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

**RFP 1811, LEARNING MANAGEMENT SYSTEM  
BID TABULATION**

**STEP 2 EVALUATION**

	BLACKBOARD			INSTRUCTURE			IT'S LEARNING			SCHOOLGY		
	UNIT PRICE PER STUDENT	# STUDENTS	ESTIMATED ANNUAL COST	UNIT PRICE PER STUDENT	# STUDENTS	ESTIMATED ANNUAL COST	UNIT PRICE PER STUDENT	# STUDENTS	ESTIMATED ANNUAL COST	UNIT PRICE PER STUDENT	# STUDENTS	ESTIMATED ANNUAL COST
BASE BID: YEAR 1	\$0.50	42,204	\$21,102.00	\$3.90	42,204	\$164,595.60	\$5.00	42,204	\$211,020.00	\$2.93	42,204	\$123,446.70
YEAR 2	\$1.00	42,204	\$42,204.00	\$3.90	42,204	\$164,595.60	\$4.80	42,204	\$202,579.20	\$3.33	42,204	\$140,539.32
YEAR 3	\$2.50	42,204	\$105,510.00	\$3.90	42,204	\$164,595.60	\$4.80	42,204	\$202,579.20	\$3.90	42,204	\$164,595.60
YEAR 4	\$4.00	42,204	\$168,816.00	\$3.90	42,204	\$164,595.60	\$4.80	42,204	\$202,579.20	\$3.90	42,204	\$164,595.60
YEAR 5	\$5.00	42,204	\$211,020.00	\$3.90	42,204	\$164,595.60	\$4.80	42,204	\$202,579.20	\$3.90	42,204	\$164,595.60
Integrations/Set-up	\$15,000.00		\$15,000.00	\$44,000.00		\$44,000.00	0		0	\$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	0		0
Total Years 1-5			\$563,652.00			\$916,355.17			\$1,021,336.80			\$816,772.82

**BEST AND FINAL EVALUATION**

					INSTRUCTURE/ Best and Final Offer							SCHOOLGY/ Best and Final Offer		
					UNIT PRICE PER STUDENT	# STUDENTS	ESTIMATED ANNUAL COST					UNIT PRICE PER STUDENT	# STUDENTS	ESTIMATED ANNUAL COST
BASE BID: YEAR 1					\$3.75	42,204	\$158,265.00					\$2.90	42,204	\$122,391.60
YEAR 2					\$3.75	42,204	\$158,265.00					\$3.33	42,204	\$140,539.32
YEAR 3					\$3.75	42,204	\$158,265.00					\$3.75	42,204	\$158,265.00
YEAR 4					\$3.75	42,204	\$158,265.00					\$3.75	42,204	\$158,265.00
YEAR 5					\$3.75	42,204	\$158,265.00					\$3.75	42,204	\$158,265.00
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