

NOTICE OF SOLE SOURCE PROCUREMENT

Date: Thursday, July 14, 2005

Vendor/Contractor: Educational Testing Service

Contract Amount: \$ 202,625.00

Description of Services: On-Line Training

Sole Source Determination: Exclusive distributor for Criterion On-Line Training

Date of Award: Thursday, July 14, 2005



VIRGINIA BEACH CITY PUBLIC SCHOOLS



A H E A D O F T H E C U R V E

*Department of Curriculum and Instruction
Office of Secondary Instructional Services*

MEMORANDUM

TO: Kevin J. Beardsley, Director
Office of Purchasing Services

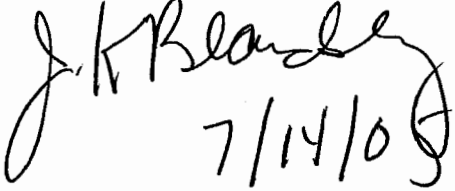
FROM: Christine W. Caskey, Assistant Superintendent
Department of Curriculum and Instruction

Lorna S. Roberson, Director 
Robin L. Hoffman, Coordinator 
Office of Secondary Instructional Services

SUBJECT: SOLE SOURCE JUSTIFICATION FOR CRITERIONSM ONLINE TRAINING

DATE: June 16, 2005

This memorandum is to certify that CriterionSM Online Training is at all times exclusively distributed by Educational Testing Service (ETS).

Approved for sole source. 
7/14/05



VIRGINIA BEACH CITY PUBLIC SCHOOLS

A H E A D O F T H E C U R V E

Department of Curriculum and Instruction
Office of Secondary Instructional Services



TO: Kevin J. Beardsley, Director
Office of Purchasing Services

FROM: Robin L. Hoffman, Secondary English/language arts Coordinator
Office of Secondary Instructional Services

SUBJECT: JUSTIFICATION FOR SOLE SOURCE REQUEST

DATE: June 16, 2005

There are two major online writing programs available for secondary English, *Criterion Online Writing* and *MyAccess*. The English team reviewed both programs and determined that *Criterion Online Writing* is superior to *MyAccess* in that *Criterion* allows teachers to design writing prompts. However, *MyAccess* only functions if the teacher uses the prompts in the system. Although both programs have similar features (overview included below), *Criterion Online Writing* ensures that teachers may adapt the program to fit the needs of the VBCPS curriculum, whereas the curriculum would have to adapt to the *MyAccess* materials.

	<i>Criterion</i> from ETS	<i>My Access</i>
Online Tools	<ul style="list-style-type: none"> Contains a handbook in addition to a variety of online tutorials. Web-based with access from home. 	<ul style="list-style-type: none"> Contains a variety of online tutorials. Web-based with access from home.
Writing Prompts	<ul style="list-style-type: none"> Prompts reflect what the majority of states require of their state writing assessments. Modes of expression were selected to reflect national trends in writing assessment, i.e., persuasion and exposition. Teachers may submit their own prompts. 	<ul style="list-style-type: none"> Separate prompts may be made available for students in order to differentiate.
Rubrics	<ul style="list-style-type: none"> Rubric is aligned well with the VDOE rubrics Teachers may select a more general 4-point rubric or a more detailed 6-point rubric. 	<ul style="list-style-type: none"> Rubric is aligned well with the VDOE rubrics Teachers may select a holistic rubric or may have a paper scored for key areas. Allows the teacher to determine how many revisions may occur prior to submitting for evaluation.
Reports	<ul style="list-style-type: none"> Offers a variety of reports for teachers, students, and parents. Provides for an administrator at the district, school, and classroom levels. 	<ul style="list-style-type: none"> Offers a variety of reports for teachers, students, and parents.
Course-Portfolio Organization	<ul style="list-style-type: none"> Each course section is downloaded into the system, and a portfolio is created for each student. Provides peer models for instruction and support. 	<ul style="list-style-type: none"> Teacher may determine groups for common assessments, but also may establish a portfolio for each student.

PURCHASE REQUISITION



VIRGINIA BEACH CITY PUBLIC SCHOOLS
SCHOOL ADMINISTRATION BUILDING
2512 GEORGE MASON DRIVE
VIRGINIA BEACH VA 23456

Entered Date: 06/15/2005	FY 06	Requisition No. INST-6-0046401
Required Date:		



Justification: INSTRUCTIONAL MATERIALS	Vendor: EDUCATIONAL TESTING SERVI Phone: (609) 771-7070 e
VIRGINIA BEACH CITY PUBLIC SCHOOLS DEPT OF CURRICULUM & INSTRUCTION SCHOOL ADMINISTRATION BUILDING 2512 GEORGE MASON DRIVE VIRGINIA BEACH VA 23456	VIRGINIA BEACH CITY PUBLIC SCHOOLS OFFICE OF BUSINESS SERVICES P.O. BOX 6038 VIRGINIA BEACH VA 23456

Requesting Department		Requestor		Phone #		Requisition Type	
INSTRUCTION AND CURRICULUM		MURRAY, LEE ANN		(757) 263 - 1145 ext.		ST	
Item	Class-Item and Description	Quantity	Unit	Unit Price	Total		
1.0	SITE LICENSES FOR MIDDLE SCHOOL STUDENTS	18500.00	EA	\$10.75	\$198,875.00		
2.0	TRAINING MANUALS PLEASE MARK BOXES: ATTN ROBIN HOFFMAN, SECONDARY ENGLISH COORDINATOR	150.00	EA	\$25.00	\$3,750.00		
					Subtotal:	\$202,625.00	
VBCPS Accounting Information 115.51700.603407					TOTAL:	\$202,625.00	

Request submitted by: Bobi A. Holt Eng. Coor.
Name Title

Request approved by: [Signature] Dir. 7/11/05
Name Title

Purchase authorized by: _____

I, the undersigned, by approving this requisition, certify that to the best of my knowledge and belief the requisition complies with the provisions of the Code of Virginia, Title 2.8, Chapter 1, Article 1.

Purchase action taken by: _____

OBS/Purchasing Division
INST-6-0046401



CriterionSM Online Writing Evaluation Elementary and Secondary Education

**CRITERIONSM CLIENT TRAINING
2005 PRICING MODEL**

Criterion On-Site Training is structured as a two-day workshop.

- o The first day is a six-hour out-of-class workshop for up to 15 participants
- o The trainer spends the second day in-class, helping as many participants as possible to start using Criterion with their students.

Teacher-oriented training will cover the basics for creating classes and assignments, and using aggregate reports within the *Criterion* Online Writing Evaluation service.

A qualified Criterion Trainer, one trainer per workshop, will conduct training on-site in a computer lab. For a session to be most productive, training groups should be limited to the size of the lab – one trainee per computer.

Suggested workshop size: 12 trainees or less (with a maximum not to exceed 15 trainees). Each trainee will be required to have Internet access.

The workshop is designed to present instructional information that participants may want to share with other *Criterion* users in their school/district. Note: It is the district's sole responsibility to screen and examine district participants prior to allowing any participant to "train" other *Criterion* users in their district.

The trainer spends the second day in class with teachers. The Criterion trainer will help as many teachers as the school schedule permits for that day, typically 4-6 classes. To accommodate all teachers for the in-class portion, it is recommended that extra teachers observe the class sessions of the teachers and Criterion trainer. Up to 2 extra teachers may observe one class.

Preview the *Criterion* online tour at www.ets.org/Criterion/tour/index.htm to familiarize yourself with the *Criterion* On-Line Writing Evaluation Service.

Criterion Client Training Pricing

Two-day Instructor Workshop* \$3,500

Additional Training Manuals \$25.00 each**

Criterion On-Line Training is an alternative for up to 4 participants when on-site training is not an option.

Three 60-90 minute On-Line Criterion Training sessions cover just the basics. Session 1 gets teachers started, Session 2 adds important additional skills about instructor assignments and feedback options and session 3 covers a wider range of topics such as feedback analysis, scoring and reporting. Sessions may be purchased individually or as a package. Sessions use a fully integrated audio and web conferencing solution for delivery by a qualified Criterion trainer. Training manuals are available for purchase or download.

**On-line Criterion Training Sessions \$300/session or
\$900/package of 3**

*All training costs include trainer travel expenses.

** Up to 15 manuals will be supplied for each scheduled workshop.

Additional on-site out-of-class Instructor Training Workshops may be scheduled for consecutive days at \$1,500.00 per additional session.

Additional on-site in-class Instructor Training Workshops may be scheduled for consecutive days at \$1,000 per additional day.

The above pricing applies to Instructor Training Workshop dates scheduled no less than four weeks after the receipt of a purchase order. Due to added expense, special pricing may apply to requests for training less than four weeks from the date of the purchase order.

Special pricing will also be in effect for workshops calling for non-consecutive days.

Note: Criterion training may qualify as credit toward a teacher's professional development or technical certification program.



Criterion Online Writing Evaluation Elementary and Secondary Education

Contact Information

Name _____
 Title _____
 District or School _____
 Address 1 _____
 Address 2 _____
 City _____
 State _____
 Zip _____
 Phone _____
 Fax _____
 eMail _____
 Signature _____

Billing Information (if different)

Name _____
 Title _____
 District or School _____
 Address 1 _____
 Address 2 _____
 City _____
 State _____
 Zip _____
 Phone _____
 Fax _____
 eMail _____
 PO Number _____
 Order Date _____

Service Start Date (required)

Service Stop Date (required)

Subject to all terms and conditions outlined on the reverse side of this contract.

Administrator Information (required)

Criterion Administrator _____
 Administrator Email _____
 Administrator Phone _____

Internal use only:

Region _____
 ETS Representative _____

Standard Topics (unlimited use)

Unlimited Use – Per Student Subscription

Number of Students	Price Per Student	Number of Students	Total
1-1000	\$15.00		
1001-5000	\$14.00		
5001-10,000	\$13.00		
10,001-40,000	\$12.00		
40,000+	\$11.00		

Minimum Order \$1000.00. Additional fees may apply.

Topics

4 th – 12 th Grade (circle each grade level to be used)	4	5	6	7	8	9	10	11	12
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Training Workshops

Training Workshop

Description	Cost Per Day *	Quantity	Total
On-Site Instructor Training Workshop, 4.0 hours	\$2,500.00		
Instructor Training Workshop, Consecutive Same Day Session	\$1,000.00		
On-Site "Train the Trainers" Workshop, 6.0 hours	\$3,000.00		
Additional Training Manuals**	\$12.50 ea.		
Training Date(s) (please indicate choice of training dates)			

* All training costs include trainer travel expenses.

** 15 manuals will be supplied for each workshop scheduled.

Additional on-site Instructor Training Workshops can be scheduled for consecutive same day session at \$1,000.00 per additional session.

Order Total

For assistance in placing your order
call (800) 241-5393 OR email nationalaccounts@ets.org.

For technical assistance or questions about using Criterion
call Criterion Customer Support at (877) 909-6442 OR email criterionsupport@ets.org.

July 2005- June 2006 C & I BUDGET										
ACCOUNT NUMBER: 115-51700-603407 / OBJECT CODE NAME: Other Purchased Services										
Secondary Budget										
6/7/2005	MS/HS	46124	C & I	Roberson	Scatron Sheets - Annual order for General Purpose Answer Sheets	Delivery after July 1, 2005			27,135.00	
6/15/2005	MS/HS	Contract	English	Hoffman	Contract services with The College Board for two-day trainings	August 8 & 9, 2005			4600	
6/20/2005	MS/HS	Contract	English	Hoffman	Contract services with Educational Testing Service ETS for two Out-of-Class Criterion Training Sessions at \$2000. each each and two online 90-minute Criterion training sessions at \$300 each.	TBA			4600	
6/24/2005	MS/HS	Contract	Art	Wolcott	Contract services for Dr. Sydney Walker	1-Jul-05			175	
7/8/2005	MS/HS	46401	English	Hoffman	Educational Testing Services - Sit Licenses for MS students for Criterion Online Training	603407			202,625.00	



July 8, 2005

Mrs. Robin Hoffman
English Coordinator
Virginia Beach City Public School District
P.O. Box 6038
Virginia Beach, Virginia 23456

Dear Mrs. Hoffman:

This letter is being sent to confirm that ETS is the sole source provider for *Criterion*SM Online Writing Evaluation, which uses two ETS proprietary tools, e-raterTM and CritiqueTM. I look forward to receiving your order. Please contact us directly if any additional information is required.

Sincerely,

Catherine Bell-Jackson, M.Ed.
ETS, National Accounts
800-241-5393 or 301-351-2285

For additional information on ETS products and services
Please visit www.ets.org/nasp/