

## **NOTICE OF SOLE SOURCE PROCUREMENT**

**Date:** Wednesday, March 01, 2006

**Vendor/Contractor:** Coastal Training Technologies Corp.

**Contract Amount:** \$92,000/00 (Over two year)

**Description of Services:** Develop on-line safety training.

**Sole Source Determination:** The only company that can develop all seven needed test.

**Date of Award:** TBD

MAR01'06 PM 4:16 VBPS



# VIRGINIA BEACH CITY PUBLIC SCHOOLS

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

## MEMORANDUM

**TO:** Kevin Beardsley, Office of Purchasing Services, Director

**FROM:** John S. Kalocay, Assistant Superintendent, Administrative Support Services *JK*  
Richard Ponti, Director of Safe Schools and Risk Management *RP*  
Steve M. LePock, Occupational Safety / Loss Control Specialist, Office of Safe Schools and Risk Management *SML*

**DATE:** February 28, 2006

**SUBJECT: Sole Source Letter Request**

This memo serves as a request for a sole source purchase of an interactive multi-media training and administrative documentation from Coastal Training Technologies in the amount of \$46,000.00 (two year commitment).

Annual orientation and safety training for employees of Virginia Beach City Public Schools (VBCPS) is extremely difficult to conduct and track. Interactive web-based training provides an effective solution. This training eliminates all travel and provides employee input and questions, and allows course content to be updated almost immediately. It enables VBCPS to facilitate collecting and tracking information on employee progress and allows us to receive instantaneous feedback on examinations. The courses can be customized to meet the needs of particular departments. The following is a list of orientation / safety training topics that is required by either the Occupational Safety and Health Administration or by School Board Policy:

1. Hazard Communication
2. Fire Safety
3. Sexual Harassment
4. Diversity
5. Americans with Disabilities Act
6. Workers' Compensation Procedures
7. Asbestos Hazardous Emergency Response Act (AHERA)

Quotes have been submitted by three different vendors and only Coastal Training Technologies can supply VBCPS with all seven (7) training topics. To the best of our knowledge, no other vendor can provide VBCPS with all of these training topics.

Please let me know should you need further details.

Attachments

cc: Sammy Cohen, Director of Business Services



*Proposal for Interactive Training and Administrative Documentation*

To:



*February 8, 2006*

**Presented to:** **Steve LePock**  
Virginia Beach City Public Schools  
2925 North Landing Road  
Virginia Beach, VA 23456

**Presented by:** **Aron Davis**  
Coastal Training Technologies Corp.  
500 Studio Drive  
Virginia Beach, VA 23451  
(800) 767-7703 ext. 137  
[around@coastal.com](mailto:around@coastal.com)



February 8, 2006

Steve LePock  
Virginia Beach City Public Schools  
2925 North Landing Road  
Virginia Beach, VA 23456

Dear Steve,

Coastal Training Technologies is pleased to present this proposal to Virginia Beach Public Schools to provide interactive multi-media training and administrative documentation for Virginia Beach Public Schools employees.

Thank you for the opportunity to present our proposal, and we look forward to working with you to effectively accomplish your training goals.

Best regards,

Aron Davis  
Digital Services Manager

Cc: Phil Price  
Cc: Sandra Greene



## Virginia Beach Public Schools Training Requirements

Virginia Beach Public Schools has approximately 12,000 employees involved in Education, Facilities, Transportation, and Human Resources. All of these highly skilled employees are a major asset to Virginia Beach Public Schools and must be continually updated and trained in evolving skills and safety topics. Classroom and other forms of training are expensive, in many instances require travel, and do not have a standard for documenting employee scores and records. The solution provided by Coastal Training Technologies will enable Virginia Beach Public Schools to better meet the needs of its employees.

Interactive Web-based training provides an effective solution. This training eliminates all travel and per diem costs associated with traditional classroom-based courses. In addition, it provides employee input and questions, and allows course content to be updated almost immediately. With the Clarity Net™ Administrator, the Virginia Beach Public Schools can facilitate collecting and tracking information on employee progress, and will be able to receive instantaneous feedback on examinations. Most importantly, our Clarity Net™ Web-based training has powerful capabilities to customize courses unique to Virginia Beach Public Schools needs. In cases where online material is not feasible, Coastal's Clarity Multimedia™ provides the same course content and functionality in an offline CDROM format.

## Overview of Coastal Training Technologies

Coastal Training Technologies Corp. is a privately held, cutting-edge company dedicated to creating world-class training resources that improve the quality of employees' lives around the world. Coastal's mission is to provide workplace-training videos, CD-ROM's, web-based courses and handbooks that set the industry standard. With our corporate office in Virginia Beach, Virginia and offices in Spain, Brazil, Mexico, Holland, and India, we are well equipped to provide Virginia Beach Public Schools with on-line training products to cover all of its global training needs. From various languages, localized content, to custom applications we are committed to being Virginia Beach Public Schools one-stop on-line training solution. Coastal currently has over 200,000 customers world-wide and over 5,000 customers utilizing our Clarity CD-ROMs and ClarityNet™ training courses.

## Statement of Work

Virginia Beach Public Schools has requested a proposal from Coastal Training Technologies to develop and deliver interactive Web-based training courses in the area of Environmental Health and Safety and Human Resources which meet specific Virginia Beach Public Schools requirements, and which include material provided by Virginia Beach. These courses will be deliverable via the Internet to any employee with Internet access and authorization or via the School's Intranet. Additionally, all courses will be made available in an offline CDROM format, allowing for employees to be trained at in-service events by a facilitator. Virginia Beach Public Schools will have the ability to track all employee training using the ClarityNet™ Administrator, which will also export training results to other Virginia Beach computerized systems as required. Coastal Training Technologies retains ownership rights of all content developed, with the exception of proprietary material provided by Virginia Beach Public Schools.



## The Clarity™ Solution

Coastal's Clarity Multimedia™ and ClarityNet™ courseware is designed to deliver highly interactive, multimedia training via the computer. These courses feature high-end graphics, text, audio and hands-on exercises that test the employee's knowledge and improve decision-making skills. In addition, our highly interactive courseware comes with CustomEase™, which allows full and complete customization of all training titles. This functionality will allow Virginia Beach Public Schools to modify courses delivered as training needs evolve.

Clarity Net™ will allow Virginia Beach Public Schools to immediately deliver training to all of its locations and employees instantaneously. All of Virginia Beach Public School's record keeping will be kept in one database that Virginia Beach Public Schools can access from anywhere in the world. By utilizing ClarityNet™, Virginia Beach Public Schools will be able to standardize its training, help reduce incident rates, reduce production downtime for training, free-up instructor time, and ultimately stay in compliance with evolving technical changes and regulatory requirements. In addition to Coastal Training Technologies 20 years of experience, ClarityNet™ courses:

- ❑ Are AICC and SCORM compliant.
- ❑ Are produced in-house by Coastal with instructional designers, graphic artists, video editors and programmers assuring that all of the courses are consistently delivered in a format Virginia Beach Public Schools employees can learn from and be familiar with.
- ❑ Are written and reviewed by our in-house experts.
- ❑ Are consistently updated as part of our Extended Service Plan (ESP) plan as standards change so Virginia Beach Public Schools will always be in compliance.
- ❑ Come with an available team of dedicated implementation specialists to help assist with implementation and return on investment.

## Training Suites and Customization

Virginia Beach Public Schools has unique education needs specific to individual locations, employees and their skill and mastery levels. In turn, each individual Virginia Beach Public Schools employee's specific needs must be addressed – not with “off the shelf” courseware. Customization is made simple with CustomEase®.

With this tool, Virginia Beach Public Schools can easily:

- ❑ Customize content anywhere in the ClarityNet course allowing for the inclusion of site-specific policies and procedures.
- ❑ Add storyboards anywhere in the course, including Virginia Beach Public Schools audio, video, text and graphics.
- ❑ Modify storyboards in the course to include Virginia Beach Public Schools audio, video, text and graphics.
- ❑ Delete/hide any storyboards from the courses.
- ❑ Add Virginia Beach Public Schools specific test questions and answers.
- ❑ Add hyperlinks to other websites, PowerPoint presentations, etc. within a course.
- ❑ Create different customized versions of the same course for delivery at different locations throughout the world.



## Administration and Reports

The ClarityNet™ Administrator allows Virginia Beach Public Schools to assign various levels of administrative capability to the system so that various management levels within Virginia Beach Public Schools can have appropriate administrative and managerial authorities.

- Level 0 – employee
- Level 1 – can view reports
- Level 2 – can view reports, edit courses and some administrative
- Level 3 – full administrative capabilities

The ClarityNet™ reports that can be generated include:

- Users
- OSHA Training Report
- User Planned vs. Completed
- User Certified
- User not Certified
- Expiring Certification Report
- User Certified Certificates
- Module Completion Check Mark
- Courses License Status
- Test Scores
- Most Missed Questions

Some Other Administrator capabilities:

- Email Notification
- Remote Asset Sourcing
- Mastery Level flexibility
- Enable Open Registration at Login
- Safety Record Keeper Program

## Scalability

ClarityNet™ courses come in three scalable versions to accommodate possible limitations in available bandwidth. The versions are:

- Graphics and text version
- Graphics, text and audio version

For employees without access to the internet, we will also provide an offline CDROM version of each course. These CD's can be utilized on individual workstations on an as needed basis or in a facilitator led in-service training session.

## Specific Virginia Beach Public Schools Course Requirements

Hazard Communication, Fire Safety, Sexual Harassment, Diversity, Americans with Disabilities Act, Workers Compensation Procedures, and Asbestos Hazardous Emergency Response Act. These courses include only modules/objectives specified by Virginia Beach (Appendix A) as well as PowerPoint slides which outline specific VBPCS procedures.



## Costs

The following is a description of the exact costs involved in implementing our ClarityNet courses into your ongoing training program:

**Development of 7 Courses to Virginia Beach Public Schools specifications in Web and CD, delivered to approximately 12,000 employees annually.**

### **ClarityNet and Clarity Multimedia**

Development of custom courseware from a combination of existing material, new footage, and VBPCS PowerPoint slides	\$40,000.00
Annual Content License for VBPCS Employees	48,000.00
ClarityNet Administrator	included
Hosted Site Setup	included
Extended Service Plan (ESP)	included
1 day of training for administrators (at Coastal)	included
CDROM versions of all courses	included
Import/Export of employee data	included
Login integration with existing VBPCS systems	included
<b>Subtotal</b>	<b>\$88,000.00</b>
Discount for 2 year commitment	\$42,000.00
<b>Grand Total (annual)</b>	<b>\$46,000.00</b>

**Pricing expires April 0, 2006. Payment terms to be negotiated**



## Extended Service Plan (ESP)

ESP is an annual maintenance and support fee that is included in the purchase of your **ClarityNet** and **Clarity Multimedia** software (content) purchase.

ESP includes the following:

- Toll free access to Technical Support 24hours/day, 365 days/year
- Free upgrades to ClarityNet courses due to content updates and revisions
- Free upgrades to ClarityNet courses due to software version releases
- Free ClarityNet Administrator version upgrades
- Access to special internet-based technical support page (<http://support.coastal.com>) for support and file downloads
- Special Coastal and Clarity/ClarityNet promotions

## Summary of Benefits for Virginia Beach Public Schools

By converting to interactive multi-media training offered by Coastal Training Technologies, Virginia Beach Public Schools will realize innumerable benefits, including:

- Delivering more training to more employees at less cost
- Reduction of travel and per diem costs
- Better tracking of employees
- Almost immediate courseware updates
- Uniform employee conformance to Virginia Beach Public Schools training requirements

Coastal Training Technologies is appreciative of the opportunity to present this proposal, and we look forward to working with Virginia Beach Public Schools on this project.

## Appendix A – Virginia Beach Public Schools course outline

- 1 Hazard Communication
  - Pre-Quiz
  - Introduction
  - Hazards of Chemicals
  - Training Requirements
  - Warning Labels
  - Material Safety Data Sheets
  - VBCPS MSDS On-Demand Program (PowerPoint slides)
  - Summary
  - Post Quiz
2. Fire Safety
  - Pre-Quiz
  - Introduction
  - Fire Triangle
  - Prevention Methods
  - Classifications of Fire
  - Types of Fire Extinguishers
  - P.A.S.S. Method
  - Summary
  - Post Quiz
3. Sexual Harassment
  - Introduction
  - Prompting Appropriate Behavior
  - Employee Responsibilities
  - Supervisor Responsibilities
  - Work Events
  - Reporting Procedures
  - Summary
4. Diversity
  - Introduction
  - Understanding Diversity
  - Recognizing Barriers to Change
  - Integrate Diversity
  - Summary
5. American with Disabilities Act
  - Introduction
  - What is a Disability?
  - Who is protected?
  - Reasonable Accommodations
  - Summary
6. Workers' Compensation Procedures
  - Introduction
  - Reporting Procedures (PowerPoint Slides)
  - Summary
7. Asbestos Hazardous Emergency Response Act (AHERA)
  - Introduction
  - What is EPA doing to keep children safe? (PowerPoint Slides)
  - How do schools comply with AHERA? (PowerPoint Slides)
  - Where can I learn more? (Powerpoint Slides)