

## **NOTICE OF SOLE SOURCE PROCUREMENT**

**Date:** Wednesday, January 16, 2008

**Vendor/Contractor:** Scholastic Publishing Company

**Contract Amount:** \$74,981.75

**Description of Services:** Read 180 Reading Program

**Sole Source Determination:** Copyrighted materials purchased from publisher.

**Date of Award:** TBD

**JAN16'08 PM 3:14 VBPS**

---



# 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 Programs for Exceptional Children*

## MEMORANDUM

TO: Kevin Beardsley, Director  
Office of Purchasing Services

FROM: Robert L. Mitchell, Director  
Office of Programs for Exceptional Children

SUBJECT: **SOLE SOURCE JUSTIFICATION FOR SCHOLASTIC INC., RED ON LINE COURSES  
REQUISTION OPEC-8-0076341, \$74,096.25 and OPEC-8-0076830, \$885.50**

DATE: January 15, 2008

This is to certify that Scholastic Publishing Company is the copyright holder and sole provider of the Read 180 reading program/Scholastic Red Professional Development, a combination of online learning and in-person training that is proven to improve teacher practice and raise student reading achievement.

Scholastic online reading courses feature keynote addresses by leading researchers and video modeling of best practices by master teachers in real classrooms. The RED Model also includes an onsite, collaborative element. Scholastic trains your literacy coaches (or other instructional leaders) as RED course facilitators, who lead a series of structured study groups for RED participants during the course experience.

Purchase of this package will support the instructional program of the Virginia Beach City Public Schools and will advance our efforts to improve student achievement.

RLM/jg

pc: Christine Caskey

*Approved for sole source.*

*J. Kevin Beardsley*

*1/16/08*