

## NOTICE OF SOLE SOURCE PROCUREMENT

Date: Friday, April 02, 2010

Vendor/Contractor: Scholastic, Inc.

Contract Amount: \$99,176.25

Description of Services: Summer reading program.

Sole Source Determination: Copyrighted materials purchased from the publisher.

Date of Award: TBD



# VIRGINIA BEACH CITY PUBLIC SCHOOLS

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

## *Office of Programs for Exceptional Children*

### MEMORANDUM

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

FROM: Sheila S. Magula, Deputy Superintendent  
Office of the Deputy Superintendent

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

SUBJECT: **SOLE SOURCE JUSTIFICATION FOR SCHOLASTIC, INC.**  
**Requisition # OPEC-10-0118866, \$99,176.25**

DATE: March 29, 2010

This is to certify that Scholastic Publishing Company is the copyright holder of "The Scholastic Summer Challenge." All elementary principals within the division have reviewed the available books and wish to participate. 3,975 students will benefit from this worthwhile program, each receiving 4 Fiction and 4 Nonfiction books to take home over the summer. No other company has developed a summer reading packet comparable to Scholastic's.

Purchase of these packages will support the instructional program of Virginia Beach City Public Schools and will advance our efforts to improve student achievement by keeping students interested in reading during the summer months. Additionally, the literacy skills targeted in these books align with the Virginia Standards of Learning for each grade/reading level.

With parent participation featured as a critical aspect of this offering, these packets support the division's Compass to 2015 Strategic Objective #4 directed at parent involvement as actively engaged partners. The home activities and logs will keep the parents involved on a daily/weekly basis with their child's literacy skill development and growth over the summer and thus, help the division to optimize each student's learning.

DBW/kg

approved: 