

## **NOTICE OF SOLE SOURCE PROCUREMENT**

Date: August 31, 2009

Vendor/Contractor: Kaplan Virtual Education

Contract Amount: \$136,600.00

Description of Services: On-line middle and high school curriculum for alternative education.

Sole Source Determination: Only know comprehensive on-line instructional program for alternative education.

Date of Award: TBD



# VIRGINIA BEACH CITY PUBLIC SCHOOLS

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

Department of School Administration  
Alternative Education

## MEMORANDUM

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

FROM: Byron N. Williams, Executive Director of Alternative Education  
Renaissance Academy

SUBJECT: **SOLE SOURCE JUSTIFICATION**

DATE: August 28, 2009

**NAME OF COMPANY: KAPLAN VIRTUAL EDUCATION**

**REQUISITION #: CONTRACT FOR SERVICES**

**TOTAL DOLLAR AMOUNT: \$136,600**

### **JUSTIFICATION FOR SOLE SOURCE:**

Alternative education implemented the Novel™ online learning middle and high school curriculum during SY 2000-01 and added NovaNET® courseware options in SY 2003-04. In January 2007, coordinators from the Department of Technology, Instructional Technology Services reviewed additional online learning programs and recommended eCollege. During the consultation period, Kaplan Virtual Education (KVE) acquired the assets of eCollege and Virtual Sage online curriculum publishers.

In addition to added course offerings, this comprehensive system provides online instructors certified in their respective subject area. KVE certified instructional staff pace students appropriately, grade assigned coursework, and initiate communication with students via telephone, instant message, electronic mail, and web-based discussions. The high-touch contact provided by highly qualified instructors in the KVE learning environment provides enhanced support to meet the needs of the division and students in our alternative education and homebound programs. Our VBCPS online lab facilitators are Virginia certified teachers, but have only been able to provide students with instructional support for courses in their individual content area. Homebound services provides tutors to supervise eligible students as they work from home and often has difficulty finding appropriately licensed instructors.

The Department of Curriculum and Instruction decided to implement KVE in February 2008 with a limited number of students in alternative education, juvenile detention, and homebound programs. The implementation was successful and, with additional funding, VBCPS increased course enrollments during SY 2008-09. Access to this instructional delivery method is critical to the academic success of students as we transition to Renaissance Academy during SY 2009-10. Many students need courses to meet the requirement for sequential elective credit that are no longer being offered in the instructional program and are not provided by either of the other online vendors.

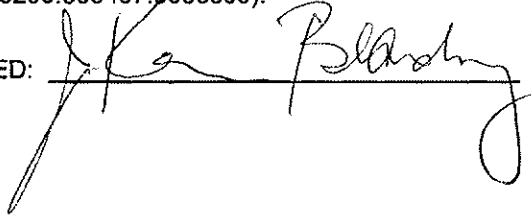
This letter is to certify that Kaplan Virtual Education (KVE) retains ownership of all rights whatsoever including copyright and other proprietary rights to all materials developed by KVE, its employees, agents, and subcontractors. Rights include all updates and enhancements, reproductions and corrections thereof and all related patent rights, copyrights, trade secrets, trademarks, service marks, related goodwill and intellectual property, including but not limited to, source code, programming code, software license, and joint software development agreements. KVE has the sole and exclusive right to license such materials for use by other school districts or customers or to modify and/or sell such material to other school districts and customers.

KVE is a leader in the growing field of virtual high school instruction and online curriculum development. Kaplan Virtual Education is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools and the Commission on International and Trans-Regional Accreditation.† Kaplan Virtual Education is a subsidiary of Kaplan Higher Education Corporation, which is a subsidiary of Kaplan,

Inc. KVE provides flexible solutions to core, specialized or supplemental high school curriculum, and virtual learning needs. KVE's accredited programs offered through internet or web-based delivery provide comprehensive administrative, coaching, educational, and technical support to address the needs of students assigned to alternative education, homebound, and Juvenile Detention Center (JDC) educational programs.

KVE will receive three-hundred and sixteen dollars (\$316.00) per ½ credit core and elective semester course enrollment for each VBCPS alternative education student. KVE will receive two-hundred and forty eight dollars (\$248.00) per semester credit recovery course for each VBCPS alternative education student enrollment. The fee will be billed after the student has remained in the semester course for more than 15 (fifteen) calendar days. KVE will receive one-hundred and sixty two dollars (\$162.00) per course enrollment per month for each enrollment in homebound services and the JDC education program. For billing purposes, a census will be taken on the fifteenth (15<sup>th</sup>) day of each month for students enrolled in homebound services and the JDC education program. The number of students currently active within the program at each monthly census date will determine the total billing for the monthly period. Fees for homebound services are not to exceed \$40,480 for the 2009-10 school year. The homebound services local budget is the funding source for this project (115.52500.603407). Fees for alternative education and the JDC education program are not to exceed \$96,120 for the 2009-10 school year. Funding sources for alternative education and the JDC education program include the alternative education local budget (115.53200.603407) and Title I, Part D FY09 Carryover and FY10 budgets (116.53200.603407.0061400 and 116.53200.603407.0065600).

APPROVED:



DATE:

8/31/09