

## EXECUTIVE SUMMARY

### Recommendation to Approve Agreement 18-097E - Professional Development Management Software System and Services

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This contract is for a professional development management system and enables Broward County Public Schools (BCPS) to be in compliance with **Rule 6A-5.07, Master Inservice Plan Requirements**, Master Inservice plan records shall be maintained, and data shall be reported as follows:

- I. Each school district shall report data information for all approved professional development components as required by the Florida Department of Education (FLDOE) Information Data Base Requirements: Volume II Staff Information System in accordance with Section 1008.385(2), F.S.
- II. The information shall be maintained for each component to include the following:
  - Dates the component was delivered;
  - Names of component leaders;
  - Names of participants and performance records;
  - Evaluation of the component;
  - Criteria for successful completion; and,
- III. The information shall be maintained for each component participant to include the following:
  - Title and number of the component;
  - Dates of participation;
  - Satisfactory or unsatisfactory completion; and,
  - Number of in-service points to be awarded, the eligibility of the points to be used for certification, and expiration date of certificate(s) if applicable.

In addition to compliance with 1012. 98, F.S. and Rule 6A-5.07, all BCPS employees need access to search and register for learning opportunities that meet the identified needs of their learning plan and/or compliance mandates. This system must be in accordance with the FLDOE Information Data Base Requirements to generate reports on participation in professional development, continuing education, compliance mandates, and certification; and comply with State Survey 5 Annual Report reporting decrees.

The contract being brought forth today is for a comprehensive, dedicated professional development management system that will provide:

- Personalized online search and registration experiences for all users, both internal (certified and non-certified employees) and external, including private and charter schools (Fiscal Year 2016/2017 = 43,351 users managed)
- Access to search for appropriate and/or pre-determined learning activities (Fiscal Year 2016/2017 = 4,251 learning activities managed)
- Access to registration, both onsite and online deliveries (Fiscal Year 2016/2017 = 61,810 registrations managed)
- Access to reporting for various reasons (Fiscal Year 2016/2017 = 51,292 in-service records created and 1,313,009 in-service points reported to FLDOE)
- Seamless integration with all pertinent BCPS systems (integrates with SAP as the District's system of record)
- Mobile access to professional development management system features
- Access to customizable user interfaces and con-figurability to address District-specific configuration and administration needs.

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Without a dedicated professional development management system, BCPS would be at risk and non-compliant with Rule 6A-5.07, Master Inservice Plan Requirements. BCPS is currently under contract with Frontline Technologies Group LLC, namely MyLearningPlan, with which the District's agreement concludes on June 30, 2018. This contract will replace the current agreement with Frontline and allow BCPS to remain in compliance with state reporting mandates and manage employee learning accordingly.

This request is to approve the Agreement between Performance Matters LLC and The School Board of Broward County, Florida (SBBC), for three (3) years and four (4) months, starting February 22, 2018 through June 30, 2021. The term of the contract by mutual agreement between SBBC and the Awardee, be extended for two (2) additional one (1) year periods and, if needed, one-hundred-eighty (180) days beyond the expiration date of the renewal. The funding for the services procured under this Request for Proposal (RFP) will come from the Office of Academics' operating budget.

**Background**

SBBC released an RFP to obtain proposals from qualified vendors to provide a dedicated Professional Development Management Software System (PDMS) that will provide seamless integration and highly customizable user interfaces with our existing district programs. The system will manage, track and report professional learning instances via a comprehensive single sign-on system for searching, cataloging, reporting, registration, electronic attendance, documentation and compliance participation for approximately 50,000 users both internal (certified and non-certified) and external, including private and charter schools. A web-based, mobile-ready system that provides a personalized and efficient user experience through a customized system of communication, including notifications, alerts, and emails to support all users both internal (certified and non-certified) and external, including private and charter schools. The comprehensive professional development management system provides reporting features to support review, evaluation, and continuous improvement of the components of quality professional learning.

The solicitation for this RFP ran from August 22, 2017 through September 25, 2017. Nine hundred twenty-eight (928) vendors were notified, thirty-one (31) vendors downloaded the RFP, and six (6) proposals were received prior to bid opening. The evaluation committee meetings were held on September 28, 2017, October 2, 2017, and October 4, 2017, consisting of fourteen (14) members from various district department and included instructional and non-instructional and administrative members; and in accordance with the requirements of the RFP, Performance Matters LLC is being recommended for award.

Performance Matters LLC was formed through the integration of two (2) best-in-class education solution providers: Truenorthlogic, the leader in educator professional growth tools, and Performance Matters, an authority in student assessment and data analytics. Performance Matters LLC's focused mission is to deliver world-class professional learning management solutions, tools, and analytics to manage and accelerate measurable improvements in teaching and learning. By leveraging powerful data analytics alongside professional learning management solutions for districts, Performance Matters LLC's tools allow districts to make data-driven decisions to increase the impact of professional learning and improve employee outcomes.

This system will replace the current PDMS system, from Frontline Technologies Group LLC, namely MyLearningPlan, with which the District's agreement concludes on June 30, 2018. This Agreement referenced 14-067E started on May 6, 2014 through June 30, 2018, with a spending authority of \$1,377,000.

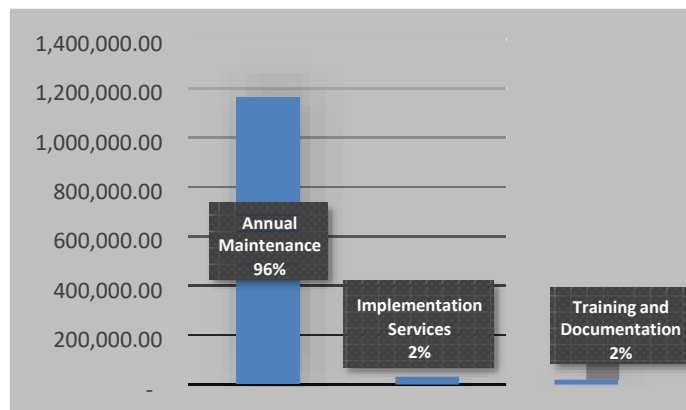
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Frontline Technologies Group LLC submitted a proposal for the new RFP, however, were rejected for not complying the terms and conditions of the RFP.

**Financial Impact**

The spending authority for this Agreement is \$1,332,658 as demonstrated below:

**Spend Allocation per Product/Service**



Annual Maintenance	\$1,162,500
Implementation Services	\$30,500
Training and Documentation	\$18,425
Contingency	\$121,143
<b>Total</b>	<b>\$1,332,568</b>

**Spend Allocation per Year**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<u>Annual Maintenance</u>	<u>\$387,500</u>	<u>\$387,500</u>	<u>\$387,500</u>
<u>Implementation Services</u>	<u>\$30,500</u>		
<u>Training and Documentation</u>	<u>\$18,425</u>		
<u>Contingency</u>	<u>\$121,143</u>		
<b><u>Total</u></b>	<b><u>\$557,568</u></b>	<b><u>\$387,500</u></b>	<b><u>\$387,500</u></b>

**Price Analysis of Current vs. Prior Agreement**

	<b>18-097E Current Agreement</b>	<b>14-067E Previous Agreement</b>
<u>Self-hosting/Annual Maintenance</u>	<u>\$1,162,500</u>	<u>\$1,024,000</u>
<u>Implementation Services</u>	<u>\$30,500</u>	<u>\$105,500</u>
<u>Project Management</u>	<u>N/A</u>	<u>\$214,500 ***</u>
<u>Training Costs and Documentation</u>	<u>\$18,425</u>	<u>\$33,000</u>

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**Company Background & Implementation Plan**

Contingency Fee	\$121,143	
<b>Total</b>	<b>\$1,332,568</b>	<b>\$1,377,000</b>

\*\*\* Charge represents a full-time liaison assigned to the District’s account in the first year of the prior agreement. While beneficial, the user department has advised this is service is not required for the new agreement.

The vendor has collaborated with and currently serves over 1,200 districts, including ten (10) of the twenty (20) largest districts in the nation, and six (6) state education agencies. This includes but is not limited to:

- Los Angeles Unified School District
- Chicago Public Schools
- Charlotte-Mecklenburg Schools
- Atlanta Public Schools
- Duval County Public Schools
- Orange County Public Schools
- The School District of Palm Beach
- Pinellas County Public Schools
- Polk County
- Osceola County

**Benchmarking**

The below demonstrates the pricing comparison of the PDMS SBBC vs. Polk and Pasco Districts.

Price per educator	Broward \$7.75	Polk \$9.68	Pasco \$9.19
PD Management System	X	X	X
Facilitation of Instructor-led & Self-paced Courses	X	X	X
Course Completion Survey	X	X	X
Mobile Attendance App	X	X	X
Premium Library Access	X	X	X
Transfer Credit Manager	X	X	X
HRIS Nightly Import	X	X	X
Single Sign On Authentication (SAML)	X	X	X
Virtual Project Kickoff	X	X	X
Project Manager, Client Relations Manager	X	X	X
System Configuration/Implementation	X	X	X
PD Frameworks	X	X	X
Transcript Import	X		
Discussion Boards	X		
Course Approval (1-2 Levels)	X	X	X
PD Playlist	X		
Professional Learning Communities (PLCs)	X		
Badging	X		
Certification & Licensure	X	X	X
Embedded Growth Plan	X	X	X
Historical Import (Full Course / Roster History)	X		
Course Approval Configurable Workflow (Dynamic)	X		
Credit Banking & Import	X		
Coaching & Mentoring (1 Form)	X		X
Room Management	X		
LMS Integration	X	X	X