



PHARR-SAN JUAN-ALAMO ISD

Purchasing Department

Larry Doeppenschmidt CTSBS, *Director of Purchasing*
Emily Garza, *Director of Purchasing*

MEMORANDUM

TO: All Campuses and Department

FROM: Emily Garza, Director of Purchasing

SUBJECT: REQUEST FOR PROPOSALS (RFP'S) FOR INSTRUCTIONAL & CURRICULUM CONSULTANT SERVICES DISTRICT-WIDE # 17-18-016 "B"

The Board of Education on September 10, 2018 awarded the Request for Proposals (RFP's) for Instructional & Curriculum Consultant Services District-Wide # 17-18-016 "B" for the 2018-2019 school year. The bid was awarded to the following consultant:

**DMR Educational Consulting
Education Advanced, Inc.
Louis Educational Concepts, LLC
MathLink Consulting
McGraw-Hill School Education, LLC
Pearlized Mathematics Consulting, LLC
Sharon Wells Mathematics Curriculum, Inc.
School-it!, Inc.**

Please review tabulations for contact name, address, telephone numbers and services offered.

If you have any questions on the approved consultants listed above, please feel free to contact me at (956) 354-2000.

Sincerely,

Emily Garza

Director of Purchasing

START COLLEGE NOW! COMPLETE EARLY! GO FAR!

601 E. Kelly St., Pharr, TX 78577 P: (956) 354-2000 F: (956) 354-3019 www.psjaisd.us
It is the policy of Pharr-San Juan-Alamo ISD not to discriminate on the basis of sex, disability, race, color, religion, national origin or age.

PHARR-SAN JUAN-ALAMO I.S.D.
REQUEST FOR PROPOSALS (RFP'S) FOR INSTRUCTIONAL CURRICULUM CONSULTANT SERVICES DISTRICT-WIDE # 17-18-016 "B"
RFP OPENED: AUGUST 17, 2018 @ 10:00 A.M.

	VENDORS		
	DMR Educational Consulting	Education Advanced, Inc.	Louis Educational Concepts, LLC
Consultant/Company Name:	DMR Educational Consulting	Education Advanced, Inc.	Louis Educational Concepts, LLC
Address:	32863 Road 1575 Los Fresnos, TX 78566	2702 E. 5th St. #372 Tyler, TX 75701	400 South Zang Blvd., Ste. 1425 Dallas, TX 75208
Contact Person:	Diana M. Ramirez	Timothy Crouch	Deborah E. Louis, Ph.D.
Telephone Number:	956-792-5658	903-858-4497	214-946-3385
Fax Number:	956-233-5844	903-858-4497	214-943-9447
Email Address:	dianarmz@aol.com	accounts@educationadvanced.com	deborah@louisconcepts.com
QUESTIONS:			
1. What is your proposed consultant fee based on daily rate?	\$4,000	\$1,500 (district-wide)	\$3,995
2. What is your proposed consultant fee based on half-day rate?	not offered	No Response	N/A
3. What is your proposed consultant fee based on an hourly rate?	not offered	No Response	N/A
4. Would your fee be the same for all campuses? If no, please explain.	Yes	Yes	Yes
QUESTIONNAIRE:			
1. Have you provided consultant services to a district with a student population similar to that of PSJA ISD? If so, name the districts.	DMR Consultants work with various Rio Grande Valley Districts where student populations are similar to those served by PSJA ISD. Some of these districts are San Benito CISD, McAllen ISD Valley View ISD and Edinburg CISD.	As an Account Manager and trainer for TestHound I work with districts of varying sizes. Some of the districts I work with, similar in size to PSJA, include Ysleta, Socorro, Ector Co. and Corpus Christi.	Edinburg CISD Sharyland ISD Ysleta ISD Brownsville ISD
2. How long were your previous contracts with the district? (Provide explanation)	Most of our contracts are over 10 years and have spanned various test transitions.	All the districts listed above are still current TestHound users and subscribers. No previous contracts with PSJA.	Average of 3-4 years per district listed above.

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	VENDORS		
	DMR Educational Consulting	Education Advanced, Inc.	Louis Educational Concepts, LLC
3. Describe your educational experience and career.	I spent 11 years as a teacher in the Los Fresnos School District. Los Fresnos CISD provided fabulous growth and learning opportunities and allowed me to develop my consulting skills through a program called Teachers Teaching Teachers. I left the district to pursue a doctoral degree in Education Leadership.	I am a former teacher of 6.5 years. I have been working with Education Advanced Inc. (TestHound) and the Southwest regions of Texas for 4.5 years.	Certified secondary classroom teacher - 16 years (ELAR) English Vertical Team Coordinator - 2 districts (K-12; 6-12) Instructional Technology Specialist - 1 district, 2 years
4. Describe your experience as a consultant in public schools.	In 1999, I began consulting in neighboring districts. I shared testing strategies and best teaching practices to prepare students for the T.A.A.S. test. Consulting for the T.A.K.S. tests began soon after. The STAAR reading test is our latest offering, as we instruct in 6 genre-based and planning modules.	As a Regional Account Manager, in addition to maintaining contracts, I provide live training for districts (DTC and other testing personnel) at the beginning of the implementation of TestHound.	1994 - present, English Language Arts On-Level, Pre-AP, AP

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	VENDORS		
	DMR Educational Consulting	Education Advanced, Inc.	Louis Educational Concepts, LLC
5. How many years have you been providing consultant services to school districts?	19 years	I have been working with TestHound and school districts for 4.5 years.	1994 - Present
6. While under contract with a school district, have you ever been asked to stop providing consultant services?	Never	No	No
7. Have you been hired by PSJA ISD in the past to provide consultant services? If so, what was the extent of these services.	I have worked in PSJA n the past in the areas of staff development K-7 and in curriculum writing.	No	Yes, Jane Schaffer Writing Program, Close Reading Strategies, MockX
8. Explain briefly why PSJA ISD should consider you as an education consultant.	Our company researches reading methodology, Depth of Knowledge, and develops graphic organizers to address the TEKS. We study all release test items and update our materials every year. We have studied the new TEKS and are developing the organizers for K to 5th grade.	As the district's Regional Account Manager, not only am I knowledgeable about TestHound but I will continue to work with the district after initial training is conducted.	Success in providing educators with innovative, pragmatic, results-oriented professional development.

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	DMR Educational Consulting	Education Advanced, Inc.	Louis Educational Concepts, LLC
9. List the professional development and/or training you have received in the STARR and EOC Assessments.	We do our own unpacking of the TEKS. We unpack each TEKS statement, define the skills and after studying the verbs develop the organizer to address the skill as it is tested.	As a company we stay informed of all changes and current assessment regulations and protocols by working closely with our districts and attending TETNs and other forums.	Crest Conference

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	VENDORS		
	MathLink Consulting	McGraw-Hill School Education, LLC	Pearlized Mathematics Consulting, LLC
Consultant/Company Name:	MathLink Consulting	McGraw-Hill School Education, LLC	Pearlized Mathematics Consulting, LLC
Address:	501 E. Uphall Ave. McAllen, TX 78503	8787 Orion Place Columbus, OH 43240	P.O. Box 720229 / 3821 Nightingale Ave. McAllen, TX 78504
Contact Person:	G.S. Linkenhoger	Brian Joniak	Pearl I. Cantu
Telephone Number:	956-330-1715	800-338-3987	956-451-9202
Fax Number:	956-618-3274	614-430-4467 (bids & contracts)	956-661-1599
Email Address:	garland_linkenhoger@yahoo.com	bidsandcontracts@mheducation.com	pearlizedmath@yahoo.com
QUESTIONS:			
1. What is your proposed consultant fee based on daily rate?	\$1,800 / day	\$2,500	\$1,434 (Curriculum)
2. What is your proposed consultant fee based on half-day rate?	\$900	\$1,250	\$1,001 (Refresher Course)
3. What is your proposed consultant fee based on an hourly rate?	N/A	N/A	No Response
4. Would your fee be the same for all campuses? If no, please explain.	Yes	Yes	No, Cost is divided by the number of campuses in a "group" consisting of up to 30 participants. Then, printing & shipping would be an additional fee per campus. The "group" may be a "curriculum" full-day service or "Refresher Courses" half-day service.
QUESTIONNAIRE:			
1. Have you provided consultant services to a district with a student population similar to that of PSJA ISD? If so, name the districts.	PSJA ISD Mount Vernon Presbyterian Cypress Fairbanks Mission CISD	Yes, including, but not limited to LAUSD, Brownsville, Houston ISD and Miami-Dade. We partner with numerous school district across the country with similar populations, additional references upon request.	Yes, I have provided consulting services to districts similar to that of PSJA ISD. They are: Edinburg CISD, McAllen ISD, Corpus Christi ISD, and Eagle Pass ISD.
2. How long were your previous contracts with the district? (Provide explanation)	1 year during 2017-2018 for Middle School Math P.D. 6th Grade	We have had annual catalog bid contracts with PSJA ISD in the past.	PSJA ISD has contracted with Pearlized Mathematics Consulting, LLC since the 2014-2015 school year.

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VENDORS			
	MathLink Consulting	McGraw-Hill School Education, LLC	Pearlized Mathematics Consulting, LLC
3. Describe your educational experience and career.	See attached curriculum Vitae which includes undergraduate and graduate degrees, teaching, leadership and consults.	<p>As the nation's largest American-owned contractor of K-12 educational print and software resources, McGraw-Hill is a trusted name in education. McGraw-Hill Education has been recognized for many years as an industry leader in providing educators with the highest quality instructional resources in thousands of districts across the nation. We have the necessary experience and the localized sales support capacity to implement programs and train educators on using our products successfully, having executed thousands of contract and service agreements to organizations of all sizes. McGraw-Hill's products and services can be found in virtually every school district in the United States.</p> <p>McGraw-Hill Education is a leading innovator in the development of teaching and learning solutions. We partner with districts to ensure that students achieve academic gains and that these gains are long-lasting and consistent. We have professional development and academic solutions that are derived from the latest research on what really works in education. Our professional learning opportunities instill the foundations necessary to improve educator training and performance, subsequently leading to an increase in student success.</p> <p>McGraw-Hill Education has a long history of working with schools and students that have diverse socio-economic and multi-cultural backgrounds. Our varied experience in large urban districts, suburban districts, and small rural districts across the country means that on a daily basis, our teams are assisting schools that have students with differentiated needs. We have a long-standing history in partnering with large urban districts to deliver the most cutting edge and profound professional development services and curriculum opportunities. These districts include, but are not limited to: Miami-Dade, Los Angeles Unified School District, New York DOE, Milwaukee Public Schools, Prince Georges County Public Schools, Anne Arundel Public Schools, Baltimore Country Public Schools, Baltimore City Public Schools. In addition to large district implementations, McGraw Hill Education has trained teachers in thousands of districts across the country and internationally and in national user conferences and symposiums.</p>	<p>My educational experience and career consist of the following:</p> <ul style="list-style-type: none"> - Volunteer 1st grade & 2nd grade teacher-assistant for summer school from the age of 10-16 - UT Pan American; BS 1986, Elem. educ./Math Educ.; MS 1990, C & I/Math Educ.; Supervisors Cert. 1994 - Teacher: Edinburg CISD-Elem. - 4years; McAllen ISD-Middle School & High School Math, Algebra, EXIT Level - 5 years -District Math Coordinator, K-12: Mercedes ISD - 2 years (included Interim Primary Summer School Principal and TEA-TSII Team member in the area of Mathematics, conducting school district audits throughout the State of Texas).
4. Describe your experience as a consultant in public schools.	Math P.D. curriculum work, leadership support, assessment creation and editing.	<p>McGraw-Hill is a PreK-12 partner dedicated to re-imagining learning in a digital world. We provide superior instructional solutions that are effective, engaging, and easy to use, resulting in improved educator efficiency and increased student achievement. McGraw-Hill School Education has the necessary experience and the localized sales support capacity to implement effective programs and train educators on using our products successfully, having executed thousands of contracts and service agreements to organizations of all sizes. McGraw-Hill School Education Group currently has a large cadre of consultants who have received specialized training enabling them to provide training and support for new and experienced teachers using our curriculum.</p>	<p>My experience as a consultant for Sharon Wells Consulting (13 years, K-8th) and for Pearlized Mathematics Consulting (11 years, PreK-5th), in public schools, has been most rewarding by providing strategies, techniques, and tools through research, writing, integrating, and implementing both curriculum programs to Texas educators. Hence, enabling students in becoming more proficient, confident, successful and independent problem solvers.</p>

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	VENDORS		
	MathLink Consulting	McGraw-Hill School Education, LLC	Pearlized Mathematics Consulting, LLC
5. How many years have you been providing consultant services to school districts?	18 years	Over 50 years.	I have provided eleven (11) years of consulting services while under contract with a school district.
6. While under contract with a school district, have you ever been asked to stop providing consultant services?	No	No	I have never been asked to stop providing consultant services while under contract with a school district.
7. Have you been hired by PSJA ISD in the past to provide consultant services? If so, what was the extent of these services.	Yes, Math P.D. and classroom support.	Initial training for instructional programs Onsite Classroom Coaching Administrator Training Coaches Training Refresher Training	PSJA ISD has contracted with Pearlized Mathematics Consulting, LLC since 2014. The services consisted of professional development with teachers in the area of: Kindergarten & First Grade - implementing the TEKS based Pearlized Mathematics Curriculum.
8. Explain briefly why PSJA ISD should consider you as an education consultant.	Quality of service, expertise, support for TEKS and STAAR.	<p>At McGraw-Hill Education, our vision is to unlock the full potential of each learner and our mission is to accelerate learning through intuitive, engaging, efficient and effective experiences grounded in research. We believe that our contribution to a brighter future for each learner lies within the application of our deep understanding of how learning happens and how the mind develops. It exists where the science of learning meets the art of teaching. At McGraw-Hill Education, we have a commitment to providing academically and educationally sound content. As part of our commitment to continuous improvement and producing the highest-quality materials that are academically and educationally sound, we regularly employ standardized processes before, during, and after product development to maintain academic integrity.</p> <p>To achieve our vision and accomplish our mission, we have evolved our business from a print-centric producer of textbooks and instructional materials to a leader in the development of digital content and technology-enables adaptive learning solutions that are delivered anywhere, anytime. We have done so by providing outcome-focused learning solutions, delivering both curated content and digital learning tools and platforms to the students in the classrooms of approximately 250,000 higher education instructors, 13,000 pre-kindergarten through 12th grade school districts and a wide variety of academic institutions, professionals and companies. We distribute our products in over 135 countries across Asia-Pacific, Europe, India, Latin America and the middle East.</p> <p>McGraw-Hill has been recognized for many years as an industry leader in providing educators with the highest quality instructional resources in thousands of districts across the nation. McGraw-Hill has a long history of working with schools and students that have diverse socio-economic and multi-cultural backgrounds. Our varied experience in large urban districts, suburban districts and small rural districts across the country means that on a daily basis our teams are assisting schools that have student with differentiated needs.</p>	<p>The PSJA ISD should consider me as an educational consultant as a result of the following services I provide:</p> <ul style="list-style-type: none"> - a variety of fun hands-on workshops for primary teachers, so as to establish a strong & solid math & science foundation for children -an updated, SBOE approved, Kinder & Grade 1 Math Curriculum, which emphasizes the Supporting and Readiness Standards in preparation for the Third Grade STAAR....COLLEGE! (It also complements your Sharon Wells Math Curr. for Grades 2nd-5th.) - immediate success for ALL STUDENTS! (Quite evident based on assessments, administration, & teachers, because I OFFER THE BEST!)

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	VENDORS		
	MathLink Consulting	McGraw-Hill School Education, LLC	Pearlized Mathematics Consulting, LLC
9. List the professional development and/or training you have received in the STARR and EOC Assessments.	See Curriculum Vitae as experiences are too broad to list here.	<p>The responsibility of McGraw-Hill Education is to provide the training and professional development services offered in conjunction with the purchase of our outstanding instructional programs. The services provided and delivered by our professional development team are designed for teachers, coaches and administrators and focus on the structure and management of our intensive intervention solutions. McGraw-Hill School Education is committed to assisting teachers, administrators, and district leaders in the district achieve goals for teaching and learning. Our wide range of professional development includes workshops and interactive training sessions that address research-based practices and strategies to meet the needs of supervisors and classroom teachers.</p> <p>McGraw-Hill Education Curriculum Specialists will provide ongoing program in-services and ensure those teachers have the tools, strategies and information to successfully implement our intensive intervention solutions in their classrooms.</p> <p>Upon program adoption, our support team will work closely with district curriculum leaders to discuss the specific needs and objectives of the district. Our team is dedicated to collaborating and creating a customized plan for the implementation of our solutions and on-going professional development options. Our team is committed to ensure a successful implementation leveraging our experience in other large districts for the duration of the contract term.</p>	<ul style="list-style-type: none"> - on-going TEA video updates and emails; - analysis of the TEA 2017 Released STAAR (Math Assessments) is on-going and also critical in the vertical alignment of the Pearlized Mathematics Kinder & First Grade Curriculum; - participate as an Exhibitor at the 2016 Conference for the Advancement of Math Teachers (CAMT 2016); -As a Sharon Wells Consultant through 2013, STAAR update trainings were most critical.

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	VENDORS	
	Sharon Wells Mathematics Curriculum, Inc.	School-it!, Inc.
Consultant/Company Name:	Sharon Wells Mathematics Curriculum, Inc.	School-it!, Inc.
Address:	P.O. Box 689 Edinburg, TX 78540	922 Bowen St Mission, TX 78572
Contact Person:	Vanessa G. Hamel	Ramon Menchaca
Telephone Number:	956-688-6284	800-864-0255
Fax Number:	956-688-6285	No Response
Email Address:	info@sharonwells.com	ramon@school-it.com
QUESTIONS:		
1. What is your proposed consultant fee based on daily rate?	\$10,750	\$1,500
2. What is your proposed consultant fee based on half-day rate?	No Response	\$750
3. What is your proposed consultant fee based on an hourly rate?	No Response	\$250
4. Would your fee be the same for all campuses? If no, please explain.	Yes	Yes
QUESTIONNAIRE:		
1. Have you provided consultant services to a district with a student population similar to that of PSJA ISD? If so, name the districts.	McAllen ISD Carrizo Springs ISD Edinburg ISD Princeton ISD Corpus Christi ISD Mercedes ISD Ysleta ISD Rio Grande City ISD Weslaco ISD San Elizario ISD Edcouch-Elsa ISD Sharyland ISD Valley View ISD Zapata ISD La Joya ISD Aldine ISD Hidalgo CISD among several other districts	Yes, La Joya ISD
2. How long were your previous contracts with the district? (Provide explanation)	Annual - Sharon Wells Mathematics provides updated curriculum material and professional development sessions on a six-weeks basis.	Yearly depending on the use of our products and implementation of new materials requested by the district.

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	VENDORS	
	Sharon Wells Mathematics Curriculum, Inc.	School-it!, Inc.
3. Describe your educational experience and career.	Sharon Wells Mathematics and its employees have provided Texas schools with quality instructional material for more than 20 years.	Graduated from UTPA with a BBA & BS Taught for 10 years and 3 years of consulting and Educational product development.
4. Describe your experience as a consultant in public schools.	Our program has helped thousands of students across Texas reach the highest levels of success for more than 20 years.	It is amazing seeing Teachers learn new techniques and skills to relay to students, ultimately leading to overall student success.

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	VENDORS	
	Sharon Wells Mathematics Curriculum, Inc.	School-it!, Inc.
5. How many years have you been providing consultant services to school districts?	Over two decades.	3 years
6. While under contract with a school district, have you ever been asked to stop providing consultant services?	No	No
7. Have you been hired by PSJA ISD in the past to provide consultant services? If so, what was the extent of these services.	Yes, Sharon Wells Mathematics Curriculum has provided PSJA ISD with instructional material and professional development for more than 5 years.	Yes on two occasions we provided a training on Supplemental Aids with the 8th Grade Science and Social Studies departments.
8. Explain briefly why PSJA ISD should consider you as an education consultant.	For over two decades, Sharon Wells Mathematics has provided research-based comprehensive, authentic and 100% TEKS aligned material to accelerate math success for ALL students in grades 2nd-5th throughout Texas. Our unique approach to learning by starting students at the concrete and taking them through the process "of HOW" of getting to the abstract allows us to reach a diverse group of learners. Our program fosters deep understanding of standards being taught by providing differentiated instructional practices that promote authentic learning-engaging the hands, mind, intellect and capacity for knowledge for all students.	School-it provides new and fun way to implement and create content.

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	VENDORS	
	Sharon Wells Mathematics Curriculum, Inc.	School-it!, Inc.
9. List the professional development and/or training you have received in the STARR and EOC Assessments.	The Sharon Wells program aligns itself 100% to STAAR material and Texas TEKS.	N/A

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CRITERIA	Max Points	DMR Educational Consulting	Education Advanced, Inc.	Louis Educational Concepts, LLC	MathLink Consulting
1. Have you provided consultant services to a district with a student population similar to that of PSJA ISD?	20	20	15	20	20
2. How long were your previous contracts with the district?	4	4	4	4	4
3. Describe your educational experience and career.	10	10	8	10	10
4. Describe your experience as a consultant in public schools.	4	4	2	4	4
5. How many years have you been providing consultant services to school districts?	4	4	4	4	4
6. While under contract with a school district, have you ever been asked to stop providing consultant services?	4	4	4	4	4
7. Have you been hired by PSJA ISD in the past to provide consultant services? If so, what was the extent of these services.	4	4	0	4	4
	30				
8. Explain briefly why PSJA ISD should consider you as an educational consultant.		30	20	30	30
9. Fee rate	20	20	15	20	20
Grand Total of ALL Points	100	100	72	100	100

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CRITERIA	Max Points	McGraw-Hill School Education, LLC	Pearlized Mathematics Consulting, LLC	Sharon Wells Mathematics Curriculum, Inc.	School-it!, Inc.
1. Have you provided consultant services to a district with a student population similar to that of PSJA ISD?	20	20	20	20	20
2. How long were your previous contracts with the district?	4	4	4	4	2
3. Describe your educational experience and career.	10	10	10	10	7
4. Describe your experience as a consultant in public schools.	4	4	4	4	3
5. How many years have you been providing consultant services to school districts?	4	4	4	4	4
6. While under contract with a school district, have you ever been asked to stop providing consultant services?	4	4	4	4	4
7. Have you been hired by PSJA ISD in the past to provide consultant services? If so, what was the extent of these services.	4	4	4	4	0
	30				
8. Explain briefly why PSJA ISD should consider you as an educational consultant.		30	30	30	15
9. Fee rate	20	20	20	20	18
Grand Total of ALL Points	100	100	100	100	73