

Request for Proposals Chester Upland Cyber Academy



For the 2010-2011 School Year

Issued January 2010

Chester Upland Education Empowerment Board

C. Marc Woolley, Esq. Chair

Dr. Kathy Schultz, Vice Chair

Dr. Juan R. Baughn, Secretary/Treasurer

Dr. Gregory E. Thornton, Superintendent

Naomi Gubernick, Chief of Staff

Purpose

The Chester Upland School District (CUSD) serves approximately 8,000 students in a variety of settings: traditional schools, alternative education and charter schools. Triggered by parental choice, students from CUSD have school choice opportunities throughout the district. The proposed CUSD Cyber Academy will be the newest addition to the choice options.

The CUSD seeks proposals from qualified vendors to develop and, if approved by the Education Empowerment Board, to implement a comprehensive cyber learning academy for students in grades K-12 in the Chester Upland School District. It is anticipated that the successful vendor will be prepared to begin work on or around July 1, 2010, pending approval of the District's budget for the 2010-2011 school year, with services to students to begin in September 1, 2010.

The proposed Chester Upland Cyber Academy will:

- Provide an inter-active, standards-based educational program using Chester Upland curriculum offerings, supports and ancillary programs
- Offer an individualized, differentiated program of study that will be engaging to a diverse student body
- Provide real-time, daily teacher support

The successful bidder will:

- Create an on-line portal to provide web-based instructional units that mirror the district's Curriculum Maps and course work for grades k-12
- Create online lessons that include interactive, multi-media experiences, instructional videos, related resources and authentic assessment opportunities all aligned with PA Standards
- Provide technical support to the district in the implementation of the cyber program
- Provide the hardware, support and maintenance necessary for students to access the program

Application Process and Guidelines

INSTRUCTIONS

Formatting and Submitting Cyber Academy Proposals

1. Chester Upland requests a 10 page limit for text and a 10 page limit for Appendices.
2. Submit five, 3-holepunched, rubber-banded, hard copies of the proposal in its entirety, as well as an electronic copy.
3. The proposal will be reviewed upon submission for completeness to ensure that all sections have been addressed. Incomplete proposals may not be considered for further review.
4. Proposals must be received no later than 4:30 p.m on February 26, 2010, in the office of:
Naomi Gubernick
Chief of Staff
Chester Upland School District
1720 Melrose Avenue
Chester, PA 19013
5. No late submissions will be accepted.

COVER SHEET
Chester Upland School District Cyber Academy

Name and Address of Individual or Entity submitting proposal:

Provide the name of the primary point of contact for your proposal. This individual will serve as the contact for follow-up, interviews, and notices regarding this RFP. *Please note: names and contact information may be shared with external groups.*

Contact Person #1:

Contact Person #2:

Mailing Address:

Phone (day):

(cell/evening):

E-mail Address:

Fax:

Authorized Signature

Signature/Title

Date

REQUIRED SECTIONS/EVALUATION CRITERIA

I. OVERVIEW (10 points)

Please respond to the following questions:

- a. What does it take to operate a successful, school district-based cyber-school?
- b. Why are you/your organization well positioned to perform this service in the Chester Upland School District?

II. CAPACITY (15 points)

Describe your current portfolio of cyber schools or similar programs which you operate or support. List the names, locations, and grade structure for each of the schools or programs that your organization operates, including any subcontractor relationships with other vendors or educational management organizations.

III. OPERATIONS (50 points)

Describe your organization's plan for development and implementation of a turn-key, district-based cyber program including, but not limited to:

1. web-based lessons correlated to the district's curriculum maps and textbooks
2. online teacher support
3. support to specialized populations (including special education and English Language Learners)
4. acceleration plans and intervention strategies;
5. track and monitor student usage and progress
6. technology and hardware support
7. marketing strategies.

IV. BUDGET (25 points)

Provide a detailed budget for all expenses and costs. Include a narrative explaining all charges.

V. EVALUATION RUBRIC

Overview	10 points
Capacity	15 points
Operations	50 points
Finance and Budget	25 points
Total	100 points