

## **Notice of Request for Proposals**

### **School Business and Educational Services**

#### **RFP No. 1130**

Notice is hereby given that Pathways in Education - Arizona (hereinafter referred to as “**PIE-Arizona**”) is requesting proposals for a provider of Educational Services (hereinafter referred to as “**Proposer[s]**”) to assist with PIE-Arizona’s operation of its charter/contract school programs.

Proposers should not construe from this notice that PIE-Arizona intends to enter into a contract with the Proposer unless, in the opinion of PIE-Arizona, it is in the best interest of PIE-Arizona to do so. PIE-Arizona reserves the right to negotiate final contractual terms with the successful Proposer.

The Request for Proposal (RFP) documents are available at PIE-Arizona - website at <https://az.pathwaysineducation.org/>.

To request the RFP documents by email, please contact:

**Sheldon Eakins, Principal**  
2226 N. 7th St.  
Phoenix, AZ 85006  
[sheldoneakins@pathwaysedu.org](mailto:sheldoneakins@pathwaysedu.org)  
602-626-7057

PIE-Arizona will record and provide answers to any questions or requests for clarifying information about the RFP during the question and answer period. All questions or requests for clarifying information about the RFP are due by **Friday, August 9, 2024**, via email to Sheldon Eakins, Principal at: [sheldoneakins@pathwaysedu.org](mailto:sheldoneakins@pathwaysedu.org)

Proposers must submit proposals via email to Sheldon Eakins at [sheldoneakins@pathwaysedu.org](mailto:sheldoneakins@pathwaysedu.org).  
**labeled:**

**“Proposal – School Business and Educational Services RFP No. 1130”**

PIE-Arizona will accept all proposals received on or before **August 16, 2024 by 5:00 PM MST**. PIE-Arizona will not accept proposals that are received after the deadline.

PIE-Arizona reserves the right to reject any or all proposals and to waive any errors or corrections in a proposal or in the proposal process. PIE-Arizona will award the contract based on a review and analysis of the proposals that determine which proposal best meets the needs of PIE-Arizona. Following the review and analysis of all responsive proposals, PIE-Arizona staff will make a recommendation to the PIE-Arizona Board of Directors at a duly noticed board meeting.

**REQUEST FOR PROPOSAL  
for  
SCHOOL BUSINESS AND EDUCATIONAL SERVICES**

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**RFP No. 1130**

by

**PIE-Arizona**

EMAIL ALL PROPOSALS TO:

**Sheldon Eakins**

**PIE-Arizona**

**[sheldoneakins@pathwaysedu.org](mailto:sheldoneakins@pathwaysedu.org)**

# Request for Proposal

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## **Introduction/Purpose of Solicitation**

The purpose of this Request for Proposal (RFP) is to enter into a contract with a provider of School Business and Educational Services (collectively referred to herein as “Service Provider”) that will provide PIE-Arizona (hereinafter referred to as “PIE-Arizona”) with assistance in the operation of its public charter/contract schools. The Service Provider will provide services to PIE-Arizona as described in RFP Exhibit 1, Scope of Work.

Through this RFP, PIE-Arizona seeks to promote maximum open and free competition consistent with applicable federal and state laws and standards. Outlined below are examples of basic competitive bidding standards PIE-Arizona will use in the issuance of this RFP:

- PIE-Arizona is soliciting competitive proposals in order to secure public objectives in the most effective manner and avoid the possibilities of fraud, collusion, etc.
- PIE-Arizona released this RFP to benefit PIE-Arizona and not the Proposers.
- Fulfillment of RFP specifications is based on full and fair competition and acceptance by PIE-Arizona of the Proposer who meets PIE-Arizona’s requirements, as determined by PIE-Arizona when evaluating proposals based on the criteria contained in the RFP.
- The RFP provides a basis for full and fair competition among Proposers to a common standard, free of restrictions that tend to stifle competition.

The above four points are for illustrative purposes only.

To respond to this RFP, interested Service Providers must present evidence of experience and ability necessary to meet the requirements stated in this RFP. PIE-Arizona will measure this evidence by scoring the proposals, using a point system that will rank each proposal from highest to lowest, to determine which proposals they will consider for the award of a contract.

To be competitive in this solicitation, the Proposer must:

- Carefully read the entire RFP, attachments, exhibit, and PIE-Arizona responses to questions before submitting a proposal.
- Ask appropriate questions or request clarification before the deadline in the RFP.
- Submit all required responses by the required deadlines.
- Follow all instructions and requirements of the RFP thoroughly and appropriately.

If a Proposer discovers any ambiguity, conflict, discrepancy, omission, or other errors in this RFP, the Proposer shall immediately notify PIE-Arizona of the error in writing and request clarification or a modification of the RFP. If the Proposer fails to notify PIE-Arizona of the error prior to the date for submission of proposals, and is awarded the contract, the Proposer shall not be entitled to additional compensation or time by reason of the error or its later correction.

**Schedule of Events  
for  
RFP No. 1130**

- |  |                         |
|--|-------------------------|
| ● Release of RFP                                     | Monday, August 5, 2024  |
| ● Proposer Question Submission Deadline              | Friday, August 9, 2024  |
| ● Anticipated date that PIE-Arizona Provides Answers | Monday, August 12, 2024 |
| ● Deadline for Submission of Proposal                | Friday, August 16, 2024 |
| ● Proposals Evaluated                                | M-F, August 19-23, 2024 |
| ● Anticipated Board Meeting                          | October 2024            |
| ● Anticipated Contract Award Date                    | October 2024            |

PIE-Arizona will make every effort to adhere to the schedule. However, PIE-Arizona reserves the right to amend the schedule, as necessary, and will post a notice of said amendment at: <https://az.pathwaysineducation.org/>

## General Instructions for Proposers

1. Prepare proposals simply and economically. Provide a straightforward concise description of the Proposer's capability to satisfy PIE-Arizona requirements. Emphasis should be placed on completeness and clarity of content.
2. Submit proposals for the performance of all the services described within this RFP.
3. PIE-Arizona may reject a proposal if the proposal is conditional or incomplete, deemed non responsive, or if it contains any alterations of form or other irregularities of any kind. PIE-Arizona may reject any or all proposals or waive any immaterial deviation in a proposal. PIE-Arizona waiver of an immaterial deviation shall in no way modify the RFP document or excuse the Proposer from full compliance with all other requirements if awarded the contract.
4. Proposers are responsible for the costs of developing proposals, and shall not charge PIE-Arizona for any preparation costs.
5. Proposers may modify their proposal after submission by withdrawing the original proposal and resubmitting a new proposal prior to the submission deadline.
6. Proposers may withdraw their proposal by submitting a written withdrawal request to PIE-Arizona, signed by the Proposer or their authorized agent, through the contact person named in the "Contact Information" provided on page 2 of this RFP. Thereafter, a Proposer may submit a new proposal prior to the proposal submission deadline. Proposers may not withdraw their proposal without cause after the proposal submission deadline.
7. PIE-Arizona may modify the RFP prior to the date given for submission of proposals by posting an addendum at: <https://az.pathwaysineducation.org/>. Proposers are responsible for obtaining any addenda from the PIE-Arizona website.
8. PIE-Arizona reserves the right to reject all proposals for any reason and at PIE-Arizona's discretion. PIE-Arizona is not required to award a contract.
9. Any proposals and resulting contract(s) will be public documents reviewed by the PIE-Arizona Board of Directors at a public meeting. Proposers understand that such documents will not be kept confidential.
10. PIE-Arizona will not consider more than one proposal from an individual, firm, partnership, corporation, or association under the same or different names. Reasonable grounds for believing that any Proposer has submitted more than one proposal for work contemplated herein will cause PIE-Arizona to reject all proposals submitted by the Proposer. If there is reason to believe that collusion exists among the Proposers, PIE-Arizona will not consider any of the participants of such collusion in this or future solicitations.
11. PIE-Arizona will not consider a joint proposal submitted by two or more entities.
12. Additional charges for regular or express delivery, parcel post, packing, cartage, insurance, license fees, permits, or for any other purpose shall be included (and separately identified) in the proposal.

13. All proposals shall include the forms provided as attachments to this RFP. Proposers may copy these forms. A proposal is considered responsive if it follows the required format, includes all attachments, and meets all deadlines and other requirements outlined in this RFP.
14. PIE-Arizona shall not accept proposals after the submission deadline specified in the RFP and shall return the unopened late proposals to the respective Proposers.
15. Proposers are responsible for examining the entire RFP package, seeking clarification for any item or requirement that may not be clear to them, and checking all responses in their proposal for accuracy before submitting it.
16. Proposers may submit their questions regarding the information presented in this RFP to Sheldon Eakins in writing by email at [sheldoneakins@pathwaysedu.org](mailto:sheldoneakins@pathwaysedu.org), no later than Friday, August 9, 2024. PIE-Arizona will answer all questions received by the deadline in writing without exposing the query source. This will be the sole process for asking and answering questions regarding this RFP. Proposers may not contact PIE-Arizona employees directly to ask questions.
17. PIE-Arizona representatives reserve the right to inspect a Proposer's operations prior to any award of a contract.
18. PIE-Arizona reserves the right to negotiate the final terms and conditions of the contract, which may differ from those contained in the proposal, provided PIE-Arizona considers such negotiation to be in its best interest.

## Proposal Requirements

To be eligible for evaluation, a proposal must adhere strictly to the format set forth below; failure to do so may result in disqualification. Proposers must complete, label, and separate each section, and number all pages. The content and sequence of the proposal will be as follows:

Section	Title
1.	Cover Letter
2.	Table of Contents
3.	Attachments Checklist
4.	Minimum Qualifications
5.	Proposal Questionnaire
6.	Proposer References
7.	Authorization Agreement.
8.	Fee Proposal

### 1. Cover Letter

Only the individual(s) authorized to bind the Proposer contractually may sign the cover letter, which shall be a part of the proposal package. PIE-Arizona may reject the proposal if the Proposer fails to include the following required information:

- Name and address of responding company
- Organizational structure of the responding company (*e.g.*, corporation, partnership, etc.)
- Proposer's Federal Employee Identification Number and Corporate Identification Number, if applicable
- Name, title phone number, fax number, and e-mail address of the representative who will be designated as the primary liaison to PIE-Arizona
- Name, signature, title, phone number, and e-mail address of the representative(s) authorized to bind the Proposer in a contract if different from the primary liaison
- A statement expressing the Proposer's willingness to perform the services described in this RFP
- A statement expressing the Proposer's ability to perform the services required in the Scope of Work, including the availability of staff and other required resources to meet all deliverables as described in this RFP
- A statement regarding the Proposer's proprietary information; if applicable, the Proposer must clearly mark in the upper right-hand corner those pages to be considered proprietary (**Note:** the Proposer cannot consider the entire proposal to be proprietary; marking the proposal as proprietary does not mean that PIE-Arizona can keep it confidential, as PIE-Arizona must comply with the California Public Records Act)
- The following certification:



By signing this cover letter, I (we) certify that the information contained in this proposal is accurate and that all attachments required to be submitted as part of the proposal are certified to be true and binding upon our company.

## **2. Table of Contents**

Immediately following the cover letter, include a comprehensive Table of Contents that lists all submitted proposal sections, subsections, attachments, and materials.

## **3. Attachments Checklist**

The Proposer shall include all documents identified in the Attachments Checklist (Attachment A). PIE-Arizona may reject proposals that do not include the proper required attachments.

## **4. Minimum Qualifications**

PIE-Arizona will only consider Proposers that **meet all minimum qualifications** (as listed in Attachment B).

## **5. Proposal Questionnaire**

The Proposal Questionnaire (Attachment C) is intended to provide PIE-Arizona with specific information concerning the Proposer's capability to provide services as described in this RFP. Proposers should limit their responses to the number of pages noted in the questionnaire and answer each question in the same order.

## **6. Proposer References**

Proposers must provide two references on the Proposer References form (Attachment D). PIE-Arizona reserves the right to contact any of the references listed and retains the right to conduct reference checks with individuals and entities beyond those listed.

## **7. Authorization Agreement**

The Proposer or their authorized representative must sign the Authorization Agreement (Attachment E) and return it with the proposal package.

## **8. Fee Proposal**

The Proposer must complete the Fee Proposal (Attachment F) and return it with the proposal package.

## Evaluation of Proposals

Proposals will be opened on or after the date specified in the Schedule of Events. During the evaluation process, PIE-Arizona may ask Proposers to clarify information in the proposals, but Proposers may not change their proposals.

An error in the proposal may cause PIE-Arizona to reject that proposal; however, PIE-Arizona may, at its sole discretion, retain the proposal and make certain corrections. When determining if a correction will be made, PIE-Arizona will consider the conformance of the proposal to the format and content required by the RFP and that the Proposer's intent is clearly established based on the review of the whole proposal.

PIE-Arizona will open proposals to determine if they contain all the required information in accordance with this RFP. PIE-Arizona will evaluate qualifying proposals using the following criteria:

CRITERIA	MAXIMUM POINTS
Administrative Requirements: did the Proposer include all required information in accordance with the General Instructions and Proposal Requirements?	5
Did the Proposer demonstrate experience with and an understanding of the charter/contract management needs as described?	10
Based on the Proposal Questionnaire responses and the Cover Letter, did the Proposer demonstrate a complete understanding of PIE-Arizona's service requirements, as described in the RFP and the Scope of Work?	10
Does the Proposer have the requisite capability and experience, as measured by performance record, years in the industry, relevant charter/contract school experience, number of other schools served, client retention and satisfaction, and references?	15
Cost	10
<b>TOTAL POINTS</b>	<b>50</b>

PIE-Arizona will score and rank selected proposals by assigning a score between zero and the maximum score to each proposal criterion. PIE-Arizona will recommend awarding the contract to the Proposer with the highest total proposal score.

Attachment A

**Attachments Checklist**

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Proposer Company Name

Please complete this checklist to confirm that the items listed below have been included in your proposal. Place a checkmark or “x” next to each item submitted to PIE-Arizona. For your proposal to be considered, all required attachments must be returned, including this checklist. Submit one copy of your proposal in a sealed package.

Section	Title
____ 1	Cover Letter
____ 2	Table of Contents
____ 3	Attachments Checklist
____ 4	Minimum Qualifications
____ 5	Proposal Questionnaire
____ 6	Proposer References
____ 7	Authorization Agreement
____ 8	Fee Proposal

Attachment B

**Minimum Qualifications**

A Proposer must meet all of the following minimum qualifications to PIE-Arizona's satisfaction to be given further consideration. Failure to satisfy any of the minimum qualifications may result in the immediate rejection of the proposal.

Both the Proposer's company and its key personnel currently meet all of the following minimum qualifications:

1. The Proposer has at least three years of experience in providing Educational Services.

Yes \_\_\_\_\_

No \_\_\_\_\_

2. The Proposer has knowledge and experience working with charter/contract schools.

Yes \_\_\_\_\_

No \_\_\_\_\_

3. The Proposer has professional references that demonstrate and evidence the ability to perform the required services.

Yes \_\_\_\_\_

No \_\_\_\_\_

## Attachment C

### Proposal Questionnaire

This proposal questionnaire is intended to provide PIE-Arizona with specific information concerning the Proposer's capability to provide services as described in the RFP. Please be as concise as possible and limit your responses **to no more than two pages per question, unless instructed otherwise.** **Type each question in the same order as listed in the questionnaire.**

1. Provide a general description of your company's qualifications and experience relevant to the minimum qualifications in Attachment B, along with any necessary substantiating information. Limit your responses to information about your company's capabilities.
2. Provide a statement indicating the year your company was founded; what the primary business(es) of the company is(are); the length of time the company has been providing Educational Services as described in this RFP. In addition, provide the duration and extent of experience the company has with providing any similar services.
3. Provide a general description of your company's experience with charter/contract schools.
4. Provide a general description of how your company will be able to provide the experience and ability necessary to meet the requirements set forth in this RFP.
5. Provide a complete list of organizations or schools that have discontinued or terminated your company's services in the last five years and the reason(s) why.
6. Provide an organization chart for your company, a description of the lines of communication, and the responsibilities at each corporate level.
7. Provide a recommended transition plan that describes the steps the Proposer will take to begin providing the services described in this RFP.

Attachment D  
**Proposer References**

List at least two references to which the Proposer has provided Educational Services within the past five year(s). Failure to complete and return this Attachment will cause your proposal to be rejected.

Reference 1		
Name of Reference		
Street Address		
City	State	Zip Code
Contact Person	Contact Title	Contact Phone Number
Brief Description of Services Provided		
Dates of Service		
Reference 2		
Name of Reference		
Street Address		
City	State	Zip Code
Contact Person	Contact Title	Contact Phone Number
Brief Description of Services Provided		
Dates of Service		
Reference 3 (optional)		
Name of Reference		
Street Address		
City	State	Zip Code
Contact Person	Contact Title	Contact Phone Number
Brief Description of Services Provided		
Dates of Service		

Attachment E

**Authorization Agreement**

Request for Proposal for School Business and Educational Services  
RFP No.1130

We, [*Enter Company Name*], by our signature on this document certify the following:

1. That we will operate in accordance with all applicable state and federal laws, regulations, and statutes.
2. That the terms, conditions, warranties, and representations made within this RFP and our proposal shall be binding upon us and shall be considered a part of the contract as if incorporated therein.
3. That the proposal submitted is a firm and irrevocable offer good for one year.
4. That we have made examinations and verifications, and are fully conversant with all conditions under which services are to be performed for PIE-Arizona.
5. That negligence in the preparation or presentation of, errors in, or omissions from proposals shall not relieve us from fulfillment of any and all obligations and requirements in the resulting contract.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Name of Authorized Representative: \_\_\_\_\_

Title of Authorized Representative: \_\_\_\_\_

\_\_\_\_\_  
Signature of Authorized Representative

Date Signed: \_\_\_\_\_

Attachment F

**Fee Proposal**

**COST BREAKDOWN**

**Proposer Instructions**

Provide a breakdown of all costs included in the fixed price, including personnel costs.

Clearly identify all costs

<b>Item #</b>	<b>Description of Services</b>	<b>Annual Cost</b>
1.		\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$
<b>GRAND TOTAL</b>		



## **Exhibit A**

### **SCOPE OF SERVICES**

#### **Exhibit A.1- BASIC SERVICES PACKAGE**

##### 1. Diverse Learner

- a. Provide expert guidance to the Charter School in developing, refining, and implementing comprehensive Special Education & English Language Development Programs that comply with all applicable federal, state, and local regulations;
- b. Provide recommendations for improvements and enhancements to the Charter's Special Education & English Language Development Programs;
- c. Collaborate with the Charter School's administration, staff, and related service providers to provide guidance on effective implementation of the Special Education & English Language Development Programs
- d. English Language Development Master Plan: Provide technical assistance to create an initial plan and annually evaluate documents and provide guidance through the edit, revision, and publication process to meet state and federal requirements.
- a. Designated ELD Curriculum: Research, recommend, plan and train school staff on the use of a designated ELD curriculum and when applicable, Spanish curriculum, including course assignment training, when applicable
- e. Academics: Develop and provide tools (including but not limited to: class gradebooks, assessment results, reclassification results, and pacing guides) for mapping academic learning for progress monitoring throughout the year
- f. Professional Development: Provide access to customized ELD-specific professional development and monthly communication to school leaders.
- g. ELD Program Review: Provide Facilitate an annual review of school's ELD program to help school define priorities (available data includes but not limited to: designated curriculum credits earned results, reclassification data, and assessment data) to help school define priorities and expectations for strategic planning
- h. Consulting: Provide ongoing consulting for ELD questions and support in alignment with authorizer scorecards, compliance, and school assessment priorities

##### 2. Marketing

- a. Brand Maintenance & Analytics
  - i. Website management & support for PIE School Websites
  - ii. Social media management and support for PIE School Accounts
    1. Branding and account set up, troubleshooting account issues, content consulting, evergreen content from top level brand account (if created, when applicable)

- iii. Initial set up of online business profiles as requested
- i. Design, implementation and collection of student/parent surveys such as graduation surveys and enrollment & retention surveys, as requested
- ii. Annual analysis of regional competitive landscape
- iii. Maintain organized and secure archives of video, photo, logo, and design file assets on Client behalf.
- iv. Support implementation of network-wide aesthetic/branding initiatives.
- b. Brand Presence & Awareness Services
  - i. Social Media (i.e. content consulting, content posting, crisis management, etc. up to two hours per month)
  - ii. Events Services (i.e. project management and/or execution of school sponsored parent/student focused events, ribbon cuttings, publicity events, etc.)
  - iii. Website Maintenance & Online Presence (i.e. content management and updates to online business profiles, regional websites, etc. up to two hours per month)
  - iv. Email Marketing Campaigns (i.e. the copywriting, design and distribution of drip email campaigns targeting current students, established leads, alumni, etc.)
  - v. Traditional Marketing (i.e. the coordination and purchase of traditional advertising space for radio, billboards, bus shelters, transit, local sponsorships, memberships, etc. up to 8 hours per month )
  - vi. Branding & Brand Messaging (i.e. brand visual identity through logo design, color palettes, typography, creation of style guides, printed materials such as business cards, flyers, brochures, window decals and signage, student academic planners, etc. up to two revisions per project)
  - vii. Swag Design & Production (i.e. custom designs and productions for staff apparel, student apparel, event giveaways, etc. up to two revisions per project)
  - viii. PR & Communication Services (i.e. the generation of press releases, regional messaging, crisis management, etc.)
- c. Growth
  - i. Digital Advertisement: Strategy & Implementation (i.e. the design, implementation, optimization and reporting of digital ads for Google, social media platforms, etc.)
  - ii. Website Strategy & Development (i.e. school website redevelopment & design, up to two revisions per redesign project)
  - iii. Videography & Video Production, Photography (i.e. reflections, graduations, orientations, dual enrollment promo, content for collateral and web, ads, etc. includes one shoot day annually)

## 1. School Business

- a. School Comprehensive Budget Development Services: Our services encompass a thorough approach to budget development, offering:
  - i. Strategic Timeline Construction: Crafted with precision, our timelines feature clear milestone deadlines to ensure timely completion.
  - ii. Expert Support and Consultation: We provide personalized support, training, and expert consultation to assist clients in formulating accurate expense assumptions.
  - iii. Interactive Workshops: Engage in collaborative workshops designed to facilitate dialogue and identify necessary adjustments, ensuring a comprehensive budgeting process.
  - iv. Assumption Preparation and Review: We meticulously prepare and review assumptions for submission, guaranteeing accuracy and reliability.
  - v. Final Draft Formatting Assistance: Our team offers invaluable assistance in reviewing and formatting final drafts, ensuring they are presentation-ready for stakeholders.
- b. School Monthly Budget Maintenance Services: Our Monthly Budget Maintenance Services offer invaluable support in managing and optimizing your financial resources. This includes:
  - i. Comprehensive Analysis and Recommendations: Receive detailed monthly budget analysis summaries, accompanied by strategic recommendations for optimizing spending and achieving your overarching financial objectives.
  - ii. Assumption Organization and Formatting: We meticulously organize and format required assumptions, ensuring seamless integration into subsequent month financial reports for enhanced clarity and accuracy.
  - iii. Executive-Level Engagement: Benefit from our expertise with our attendance at monthly executive review finance meetings, where we provide insightful analysis and discuss key findings to drive informed decision-making.
- c. School Saving/Spend Plan Preparation and Maintenance Services: Our Saving/Spend Plan Preparation and Maintenance Services are tailored to the financial objectives of our clients, offering efficient strategies to meet their goals. This includes:
  - i. Interactive Workshop Facilitation: Engage in collaborative workshops to develop customized Saving/Spend Plans, where we effectively communicate deliverables and establish clear timelines for implementation.
  - ii. Expert Recommendations: Benefit from our expert analysis of your financial situation and year-to-date expense trends, as we prepare and provide recommendations for your Saving/Spend Plan to align with your objectives.
  - iii. Ongoing Plan Maintenance: We diligently maintain and monitor your Saving/Spend Plans on a monthly basis, ensuring they remain aligned with your evolving financial landscape. Additionally, we provide valuable recommendations during each financial update meeting to optimize your plans for continued success.
- d. Incentive Evaluation & Management Support Services: Our comprehensive suite of services ensures the seamless management and optimization of annual incentives for your organization. From the meticulous preparation and review of incentive packages to coordinating payout schedules and evaluating employee data, we provide tailored

solutions to meet your needs. Collaborating closely with HR, we track staff sign-offs, reference approved packages for budget projections, and develop payout schedules aligned with payroll. Our data evaluation and reporting services include developing regional evaluation sheets, auditing employee data for eligibility, and monetizing results for Principal review. With a focus on accuracy and efficiency, we handle the submission of approved evaluations to payroll, report expense variances to accounting for budget updates, and conduct detailed data analysis to provide insights into staff success rates on a per-region basis.

## **Exhibit A.2 - CURRICULUM SERVICES PACKAGE**

### **1. Curriculum (Additional Charges Apply)**

a. Curriculum Content and Services provides client access to Skyrocket curriculum and the complete suite of services for ensuring Skyrocket curriculum works within the school's SIS and reports accordingly. Through curriculum services, the school also receives coordination and facilitation of Skyrocket curriculum: student planning guides, specific state certifications, and trainings of those herein.

#### **i. Content**

1. The complete catalog of required courses as defined by the state *and* authorizer's graduation and assessment requirements and recommendations - including both core, and required electives, including foreign language, health/pe/drivers ed and lab science courses, and required assessment prep courses. For IL (include curriculum provided in language required by state/ EL authorizing body<sup>[1]</sup>

2. Access to Skyrocket's curriculum products, including: assessments, lists of recommended materials and resources, and all related websites and documentation. Skyrocket's curriculum products will initially be provided in hard copy form or digital form to be printed by Client.<sup>[2]</sup> However, upon notice by Skyrocket to Client during the Term, Skyrocket will begin utilizing an application that can be accessed by Client's students as a vehicle to deliver its proprietary curriculum products under the Agreement.

\* Utilizing the student facing curriculum app (LYLA)

3. Access to Skyrocket curriculum training resources and provide monthly communication with school leaders and staff regarding updates, available resources, and curriculum changes

#### **ii. Services**

1. When permission is granted to access the school's SIS, provide course alignment and accessibility for applicable features for Skyrocket curriculum. All requests for alignment and accessibility for all non-Skyrocket curriculum can be made through an Add- on

services request. All acquired costs with a third party will be assumed by the client unless Skyrocket cannot meet state/ authorizer graduation requirements. In such cases, Skyrocket shall absorb such costs..

2. Provide a yearly updated course list comprised of Skyrocket-created and Skyrocket- contracted courses to be utilized for student handbooks or other purposes.
3. Monitor course code updates, course enrollments, and course requirements quarterly, ensuring alignment with state-specific legislation and updating planning guides and communicating with school staff accordingly.
4. Ensure all core and required courses meet the state-specific content standards and are aligned to end of course tests and are documented in state-specific curriculum maps as required by authorizers
5. Support with writing and editing of charter development documents and authorizer renewals as well as research and submission of course documentation for career and college readiness courses as required by authorizers. As requested, evaluate foreign and out of state transcripts.

**Exhibit B**  
**SCOPE OF SERVICES - ADD ON**

1. Accountability

- a. Compliance Consulting
- b. SIS Reports
- c. Completion and submission fall applicable SIS reporting:
- d. Completion and Submission of all applicable annual accountability reporting:
- e. Daily Maintenance of schoolwide data

2. Assessment

- a. Customized Assessment Consulting
- b. Facilitate the organization and delivery of state and national testing:
  - i. Prior to testing
    - 1. Review and communicate testing updates for compliance requirements, accessibility resources, and technology requirements
    - 2. Create testing schedule aligned with state requirements
    - 3. Collect and process requests for accommodations
    - 4. Ensure access or ordering of testing materials
    - 5. Create and facilitate charter-wide trainings and workshops for test coordinators
    - 6. Collaborate with Special Education, English Learner, and Accountability departments to ensure accessibility compliance
  - ii. During Testing
    - 1. Troubleshooting in real time with issues that arise during testing
    - 2. Student access into testing platform
    - 3. Test security issues
    - 4. Accessibility test settings
    - 5. Manage and communicate incidents as needed
    - 1. Collaborate with Special Education, English Learner, and Accountability departments for corrective actions needed
  - iii. During Testing
    - 1. Make student score reports available for download
    - 2. Share score results and reports as requested by school
    - 3. Follow up with schools regarding complete test administration

3. College & Career

- a. Counselor Support
  - i. Act as the main support to network-wide counselors with regards to strategic planning and implementation of: Post-secondary deadlines, Grad Rates, Assembly and State Bills, FAFSA
  - ii. Facilitate Counselor collaborations
  - iii. Provide new counselor onboarding support
- b. Consult on college and career compliance, metrics, and state dashboards; propose ongoing college and career strategic plans aimed at creating goals and initiatives to meet Client's college and career compliance needs.
- c. Dual Enrollment Support
  - i. Dual Enrollment support including: data collection and reporting, planning and program marketing, as well as general guidance and consulting to counselors
  - ii. Student college guidance and support application assistance (as requested)
  - iii. Mediation with professors and college staff (as requested)
  - iv. Withdrawal deadline tracking, Program advertising, Program growth
- d. Workforce Innovation and Opportunity Act / Workforce Education
  - i. Consult on compliance and structure of WIOA schools' implementation and upkeep.
  - ii. Locate potential WIOA partnerships
  - iii. Build and support relationships with WIOA partners
  - iv. Support the school during material revision and or petition process
- e.

#### 4. Curriculum

- a. Consult on new NCAA charter approval process
- b. Vetting textbooks, online curriculum and other non-Skyrocket curriculum
- c. Student handbook creation

#### 5. Diverse Learner

- a. Foster Youth / Homeless Consulting
- b. Orthopedic Impairment (OI) Assessment and Consulting
- c. School Psychologist Training

#### 6. Document Management

- a. Transcripts and school records
  - i. Receive and confirm transcript or school records request
  - ii. Printing and packing of records as requested
  - iii. Coordination of shipping to requestor or digital delivery
- b. Other document requests (subpoenas, social services, academic institutions)
  - i. Fulfill requests as directed by requestor and client

- c. Digitization of new files (student files, cumes, SPED, other)
  - i. Pick up of requested files
  - ii. Digitization of file contents to cloud-based digital archive
  - iii. Secure destruction of file contents
- d. Diplomas
  - i. Receive and confirm diploma request
  - ii. Creation, printing, and assembly of diploma
  - iii. Coordination of shipping to requestor of school

## 7. Marketing

- a. Brand Presence & Awareness Services
  - i. Social Media (i.e. content creation, content posting, crisis management, community engagement, etc.)
  - ii. Events Services (i.e. project management and/or execution of school sponsored parent/staff/student focused events, ribbon cuttings, publicity events, etc.)
  - iii. Website Maintenance & Online Presence (i.e. content management and updates to online business profiles, regional websites, etc.)
  - iv. Email Marketing Campaigns (i.e. the copywriting, design and distribution of drip email campaigns targeting current students, established leads, alumni, etc.)
  - v. Traditional Marketing (i.e. the coordination and purchase of traditional advertising space for radio, billboards, bus shelters, transit, local sponsorships, memberships, etc.)
  - vi. Branding & Brand Messaging (i.e. the creation of brand visual identity through logo design, color palettes, typography, creation of style guides, printed materials such as business cards, flyers, brochures, window decals and signage, student academic planners, etc.)
  - vii. Swag Design & Production (i.e. the creation of custom designs and productions for staff apparel, student apparel, event giveaways, etc.)
  - viii. PR & Communication Services (i.e. the generation of press releases, regional messaging, crisis management, etc.)
- b. Growth
  - i. Digital Advertisement: Strategy & Implementation (i.e. the design, implementation, optimization and reporting of digital ads for Google, social media platforms, etc.)
  - ii. Website Strategy & Development (i.e. school website redevelopment & design)
  - iii. Market Research & Analysis (i.e. “heat maps” for existing charter expansion)
  - iv. Business Strategy Consulting (i.e. reporting current market trends, recommendations, etc. for existing charters)
  - v. Videography & Video Production, Photography (i.e. reflections, graduations, orientations, dual enrollment promo, content for collateral and web, ads, etc.)



## 8. Professional Development

- a. Student Focused
- b. Professional
- c. Leadership
- d. Subject Specific
- e. Tailored Services
- f. Events
- g. Custom Services
- h. Access to Skyrocket's standardized Workday Learning Library LMS

## 9. School Business

- a. Evaluations & Management
  - i. Year End Incentives & Management
  - ii. Intersession Incentives & Management
  - iii. Year End Incentives
- b. Custom Services
  - i. Regional School Business Services
  - ii. LCAP Year To Date Spend Reports Services

## 10. School Improvement

- a. Data Analytics
- b. Tracking Mechanisms for Monitoring Data Sources
- c. Data Mining Capabilities for Extracting

## 11. School Climate Survey

- a. Student, Parent, & Staff Surveys
- b. Survey Administration Support
- c. Post-survey data & report

## 12. Career Technical Education

- a. CTE IT (virtual)
- b. CTE Nursing (virtual)
- c. CTE Vet (virtual)

- d. CTE Cosmetology (on-site)
- e. CTE Construction (on-site)
- f. CTE IT (on-site)
- g. CTE Nursing (on-site)
- h. CTE Vet (on-site)

13. Art & Creative Engagement

- a. ACE Visual Arts Class (virtual)
- b. ACE Visual Arts Class (on-site)
- c. ACE Experiences
- d. Trips/Camps
- e. Custom Staff/Student Experiences

14. Career Technical Education

- a. CTE IT (virtual)
- b. CTE Nursing (virtual)
- c. CTE Vet (virtual)
- d. CTE Cosmetology (on-site)
- e. CTE Construction (on-site)
- f. CTE IT (on-site)
- g. CTE Nursing (on-site)
- h. CTE Vet (on-site)

15. Art & Creative Engagement

- a. ACE Visual Arts Class (virtual)
- b. ACE Visual Arts Class (on-site)
- c. ACE Experiences
- d. Trips/Camps
- e. Custom Staff/Student Experiences

16. Miscellaneous

- a. New Charter Petitions
- b. Charter Renewals
- c. Education Consulting

17. Miscellaneous

- a. New Charter Petitions
- b. Charter Renewals
- c. Education Consulting

