



Feedback and Customer Service Solutions for Schools
Executive Summary

Lead Agency: Region 4 Education Service Center **Solicitation:** 17-04
RFP Issued: January 4, 2017 **Pre-Proposal Date:** None
Response Due Date: February 1, 2017 **Proposals Received:** 1
Awarded to: K12 Insight

Region 4 Education Service Center issued RFP 17-04 on January 4, 2017, to establish a national cooperative contract for Feedback and Customer Service Solutions for Schools.

The solicitation included cooperative purchasing language in the RFP Section A. Introduction:

Background on Region 4 Education Service Center

Region 4 Education Service Center (“Region 4 ESC” herein “Lead Public Agency”) on behalf of itself and all state, local governments, school districts, and higher education institutions in the United States of America, and other governmental agencies and non-profit organizations (herein “Participating Agencies”) solicits proposal from qualified Offerors to enter into a Vendor Contract (“Contract”) for the goods or services solicited in this proposal.

Contracts are approved and awarded by a single governmental entity, Region 4 ESC, and are only available for use and benefit of all entities complying with state procurement laws and regulations (public and private schools, colleges and universities, cities, counties, non-profits, and all governmental entities). These types of contracts are commonly referred to as being “piggybackable.”

Region 4 ESC’s purchasing cooperative was established in 1997 as a means to increase their economic and operational efficiency. The purchasing cooperative has since evolved into a National Cooperative used to assist other government and public entities increase their economical and operational efficiency when procuring goods and services.”

Notice of the solicitation was sent to potential offerors, as well as advertised in the following:

- Region 4 ESC website
- National IPA website
- USA Today, nationwide
- Arizona Business Gazette, AZ
- San Bernardino Sun, CA
- Honolulu Star-Advertiser, HI
- The Advocate – New Orleans, LA
- New Jersey Herald, NJ

- Times Union, NY
- Daily Journal of Commerce, OR
- The State, SC
- South Carolina website/newsletter
- Houston Community Newspapers, Cy Creek Mirror, TX
- Deseret News, UT
- Richmond Times, VA
- Seattle Daily Journal of Commerce, WA
- Helena Independent Record, MT

On February 1, 2017, a proposal was received from the following offeror:

- K12 Insight

The proposal was evaluated by an evaluation committee using the evaluation criteria established in the RFP. The committee elected to recommend K12 Insight with an award. Their response adequately covered all requested services in the solicitation on a national scale.

The Board of Directors of Region Education Service Center executed the agreement with a contract effective date of April 1, 2017.

Contract Highlights:

Partners with thousands of school leaders across the country to help them build stronger, more trusting relationships with parents, teachers, students, and staff. Through a unique combination of cloud-based technology, research, and expert consulting. Unique solutions include:

- Let's Talk - a cloud-based listening solution that helps school leaders and their teams engage their communities
- Engage - only school survey solution by educators for educators
- Advisory Service Module: Act - team of veteran school leaders and communications professionals works as an extension of staff to increase project participation, drive community engagement and deliver stronger results

Pricing/Discount:

Pricing based on service. Includes but not limited to per, report, survey, training, hourly or year. Customized pricing also available. Participants are required to complete standard agreement form.

Term:

Initial three-year agreement from April 1, 2017 through March 31, 2020 with the option to renew for two (2) additional one-year periods through March 31, 2022.

National IPA Web Landing Pages:

<http://www.nationalipa.org/Vendors/Pages/K12Insight.aspx>