



Feedback and Customer Service Solutions for Schools  
Executive Summary

**Lead Agency:** REGION 4 ESC

**Solicitation:** RFP 22-03

**RFP Issued:** June 30, 2021

**Pre-Proposal Date:** July 13, 2021

**Response Due Date:** August 31, 2021

**Proposals Received:** #1

**Awarded to:** K12 Insight LLC – Contract #R220301

The Board of Directors of Region 4 Education Service Center (ESC) issued RFP 22-03 on June 30, 2021, to establish a national cooperative contract for Feedback and Customer Service Solutions for Schools.

The solicitation included cooperative purchasing language in Sections I. Scope of Work:

**NATIONAL CONTRACT:**

*Region 4 ESC, as the Principal Procurement Agency, defined in APPENDIX D, has partnered with OMNIA Partners, Public Sector (“OMNIA Partners”) to make the resultant contract (also known as the “Master Agreement” in materials distributed by OMNIA Partners) from this solicitation available to other public agencies nationally, including state and local governmental entities, public and private primary, secondary and higher education entities, non-profit entities, and agencies for the public benefit (“Public Agencies”), through OMNIA Partners’ cooperative purchasing program. Region 4 ESC is acting as the contracting agency for any other Public Agency that elects to utilize the resulting Master Agreement. Use of the Master Agreement by any Public Agency is preceded by their registration with OMNIA Partners (a “Participating Public Agency”) and by using the Master Agreement, any such Participating Public Agency agrees that it is registered with OMNIA Partners, whether pursuant to the terms of a Master Intergovernmental Cooperative Purchasing Agreement, a form of which is attached hereto on APPENDIX D, or as otherwise agreed to. APPENDIX D contains additional information about OMNIA Partners and the cooperative purchasing program.*

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

- Region 4 ESC website
- OMNIA Partners 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
- Houston Community Newspapers, Cy Creek Mirror, TX
- Deseret News, UT
- Richmond Times, VA
- Seattle Daily Journal of Commerce, WA

- Helena Independent Record, MT
- Kennebec ME Journal
- The Herald-News, IL
- Las Vegas Sun, NV

On August 31, 2021 proposals were received from the following offeror:

- K12 Insight LLC.

The proposal was evaluated by an evaluation committee. Using the evaluation criteria established in the RFP, the committee elected to enter into award with K12 Insight LLC with a contract effective date of January 1, 2022.

Contract includes:

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
- Managed Research and Professional Development
  - 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

Term:

Initial three (3) year agreement effective January 1, 2022 through December 31, 2024 with the option to renew for two (2) additional one-year periods through December 31, 2026.

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.

OMNIA Partners Web Landing Page: [K12 Insight Cooperative Contract | Contract Documentation \(omniapartners.com\)](#)