

COLLEGE STATION I.S.D.  
9204 ROCK PRAIRIE ROAD, COLLEGE STATION, TX. 77845  
(979) 764-5408  
PURCHASING OFFICE  
INTER-DEPARTMENTAL MEMO

TO: Mike Martindale  
DATE: December 11, 2018  
SUBJECT: Request for Proposals (RFP) #19-004 Professional  
Development Services for Curriculum Teams and Leaders

Request for Proposals (RFP) #19-004, Professional Development Services for Curriculum Teams and Leaders was mailed November 15, 2018 to three vendors, posted on the district website and advertised November 15 and November 22, 2018. Five vendors responded to the RFP, which opened December 6, 2018.

Marzano Research  
McTighe and Associates  
National Inventors hall of Fame  
Rubicon Atlas  
The Cicero Group

The proposal was based on pricing per hour, ½ day and full day for professional development services on curriculum writing within the framework of Understanding by Design. Staff from the Purchasing and Curriculum and Instruction Departments evaluated and scored the proposals using the evaluation criteria in the RFP. The attached evaluation matrix was used to score and recommend the vendor. McTighe and Associates submitted the most comprehensive proposal and received the highest score from the committee.

It is the recommendation of Mark Pantel, Director of Purchasing and Jeff Mann, Director of Instruction and Leadership Development to award Request for Proposals (RFP) #19-004 Professional Development Services for Curriculum Teams and Leaders to McTighe and Associates for an estimated annual cost of \$53,850.00.

This RFP will award be effective December 19, 2018 through August 31, 2019 with an option to renew for one (1) additional year term if agreed to by both parties sixty (60) days prior to expiration of each term.

  
Mark Pantel, Director of Purchasing

  
Jeff Mann, Director of Instruction and  
Leadership Development

Matrix RFP#19-004 Professional Development for Curriculum Teams and Leaders

Item Evaluated

Description	Mctighe & Assoc	Marzano Research	Rubicon West	Ed Direction	National Inventors Hall of Fame
<b>1.0</b> Cost per hour, 1/2 day and full day Price: =\$39450/Proposer's Price X 50 <b>(0-50)</b>  (Lowest Price) / (Proposer's Price) X (Maximum Points)	50	30	17	25	9
<b>2.0</b> the reputation of the vendor and of the vendor's goods or services					
<b>(0-10)</b> =	10	8	6	6	3
<b>3.0</b> the quality of the vendor's goods or services					
<b>(0-10)</b> =	10	5	5	5	5
<b>4.0</b> the extent to which the goods or services meet the district's needs					
<b>(0-10)</b> =	10	6	4	5	3
<b>5.0</b> the vendor's past relationship with the district					
<b>(0-10)</b> =	9	6	5	5	5
<b>6.0</b> the impact on the ability of the district to comply with laws and rules relating to historically underutilized businesses: small, minority owned or labor surplus area firms					
<b>(0-1)</b> =	1	0	0	1	1
<b>7.0</b> the total long-term cost to the district to acquire the vendor's goods or services					
<b>(0-5)</b> =	4	2	2	2	2
<b>8.0</b> vendor or the vendor's ultimate parent company or majority owner: A. has its principal place of business in this state; or B. employs at least 500 persons in this state					
<b>(0-0)</b> =	0	0	0	0	0
<b>9.0</b> Other relevant factors specifically listed in the RFP					
<b>(0-4)</b> =	4	4	4	1	4
<b>Sum of Points by Bidder (Sum of above 100 Max.) =</b>	<b>98.00</b>	<b>60.89</b>	<b>43.23</b>	<b>49.86</b>	<b>32.02</b>
<b>Recommended Vendors: Mctighe &amp; Associates</b>					
<b>Evaluators :Mark Pantel, Jeff Mann, Jennifer Angle, Carmella Shafer</b>					



**College Station ISD**  
**RFP#19-004 Professional Development Services and Materials for Curriculum Teams and Leaders**

Description		MCTighe & Associates Consulting LLC				Marzano Research			
1.	Does your company accept purchase orders by email?	Yes				Yes			
2.	If yes, please provide the email address:	<a href="mailto:daisy@mctighe-associates.com">daisy@mctighe-associates.com</a>				<a href="mailto:joe.uebelhor@marzanosresearch.com">joe.uebelhor@marzanosresearch.com</a>			
3.	Is your company catalog available on a website?	no answer				yes			
4.	If yes, please list your catalog website address:	<a href="http://www.jaymctighe.com">www.jaymctighe.com</a>				<a href="http://www.marzanosresearch.com/professional-development/customized-service">www.marzanosresearch.com/professional-development/customized-service</a>			
5.	Main Contact:	Jay MCTighe 410-531-1610 jay@mctighe-associates.com				Megan Schutz 303-766-9199 x309 megan.schutz@marzanosresearch.com			
6.	Invoicing Contact:	Daisy MCTighe 410-599-1983 daisy@mctighe-associates.com				Jon Uebelhor 812-336-7700x225 jon.uebelhor@marzanosresearch.com			
7.	Service Area	Does your firm provide Professional development in this area? (Yes) or (No)	Cost Per Hour	Cost per 1/2 day (# of hours =4)	cost per Full day (# of hours =8)	Does your firm provide Professional development in this area? (Yes) or (No)	Cost Per Hour	Cost per 1/2 day (# of hours =4)	cost per Full day (# of hours =8)
	Professional Learning for Teams in different stages of Curriculum Writing Process	Yes	\$350.00	Virtual	\$2,400 Onsite	Yes	see page 24 and 25 or proposal	see page 24 and 25 or proposal	see page 24 and 25 or proposal
	Technology Based Coaching								
	Phone Conferencing								
8.	Are Travel Costs included in the cost of Services?	Yes				Yes			
9.	If no, please provide cost information for travel:								
10.	Year present company was established:	2013				2008			
11.	Name of Parent Company, if any:	N/A				Solution Tree, Inc.			
12.	Address of Parent Company:	N/A				555 North Morton Street Bloomington, IN 47404			
13.	Former Company Name(s), if any and Year(s) established:	N/A				Marzano Research Laboratory, 2008/ Marzano Research, 2001			
14.	Number of employees in firm locally (Texas)	0				1			
15.	Total Number of Employees in Firm (all locations)	2				43			
	Will your employees assigned to a requested training be required to work a minimum number of hours? ___ If yes, what is the minimum? ___	no answer				No			
17.	References:	complete				Complete			
18.	Authorization:	complete				Complete			
19.	Felony Conviction:	complete				Complete			
20.	Non-Collusive Bidding Certificate:	complete				Complete			
21.	Type of Firm:	Small				None			
22.	Conflict of Interest:	submitted				submitted			
24.	EDGAR Proposer/Vendor Certifications:	complete				Complete			
25.	HB 89 Verification:	complete				Complete			
26.	Notes:	1295 included				A full description of Marzano Research fees for specialty services is provided in the accompanying Description of Services under Proposed Pricing Structure.			

**College Station ISD  
RFP#19-004 Professional Development Services and Materials for Curriculum Teams and Leaders**

Description		Rubicon West LLC				Ed Direction			
1.	Does your company accept purchase orders by email?	yes				yes			
2.	If yes, please provide the email address:	<a href="mailto:gquires@rubicon.com">gquires@rubicon.com</a>				<a href="mailto:mjohnson@cicerogroup.com">mjohnson@cicerogroup.com</a>			
3.	Is your company catalog available on a website?	yes				No			
4.	If yes, please list your catalog website address: Provide CSISD with contact information:	<a href="http://www.rubicon.com/professional-development-offerings/">www.rubicon.com/professional-development-offerings/</a>				N/A			
5.	Main Contact:	Gary Squires 503-223-7600x1003 <a href="mailto:gquires@rubicon.com">gquires@rubicon.com</a>				Hollie Pettersson 801-456-6722 <a href="mailto:hpetersson@eddirection.com">hpetersson@eddirection.com</a>			
6.	Invoicing Contact:	Leer Bao 503-223-7600x8001 <a href="mailto:lbao@rubicon.com">lbao@rubicon.com</a>				Kathryn Quist 801-755-8498 <a href="mailto:kquist@cicerogroup.com">kquist@cicerogroup.com</a>			
7.	Service Area	Does your firm provide Professional development in this area? (yes) or (No)	Cost Per Hour	Cost per 1/2 day (# of hours =4)	cost per Full day (# of hours =8)	Does your firm provide Professional development in this area? (yes) or (No)	Cost Per Hour	Cost per 1/2 day (# of hours =4)	cost per Full day (# of hours =8)
	Professional Learning for Teams in different stages of Curriculum Writing Process	Yes	\$250 online, \$450 onsite	\$1,500	\$2,500	No answer	\$165	\$825	\$1,650
	Technology Based Coaching						\$165	\$825	\$1,650
	Phone Conferencing						\$185	N/A	N/A
8.	Are Travel Costs included in the cost of Services?	No				No			
9.	If no, please provide cost information for travel:	\$1,500/consultant/day. Travel costs include flight, ground transportation, meals, lodging and communication				Travel costs vary depending on the number of coaches requested for each session.			
10.	Year present company was established:	1989				2006			
11.	Name of Parent Company, if any:	N/A				Cicero Group			
12.	Address of Parent Company:	N/A				35 N Rio Grande St. Salt Lake City, UT 84101			
13.	Former Company Name(s), if any, and Year(s) established:	N/A				Education Direction 2006			
14.	Number of employees in firm locally (Texas)	1				8			
15.	Total Number of Employees in Firm (all locations)	45				150			
	Will your employees assigned to a requested training be required to work a minimum number of hours? ____ If yes, what is the minimum? ____	No				No			
17.	References:	Complete				Complete			
18.	Authorization:	Complete				Complete			
19.	Felony Conviction:	Complete				Complete			
20.	Non-Collusive Bidding Certificate:	Complete				Complete			
21.	Type of Firm:	No response submitted				Small LLC			
22.	Conflict of Interest:	complete				Submitted			
24.	EDGAR Proposer/Vendor Certifications:	complete				Not in response			
25.	HB 89 Verification:	complete				Not in response			
26.	Notes:	Did not return vendor certification forms							



**College Station ISD**  
**RFP#19-004 Professional Development Services and Materials for Curriculum Teams and Leaders**

Description	National Inventors Hall of Fame			
1. Does your company accept purchase orders by email?	Yes			
2. If yes, please provide the email address:	<a href="mailto:Operations@invent.org">Operations@invent.org</a>			
3. Is your company catalog available on a website?	No			
4. If yes, please list your catalog website address: Provide CISID with contact information:				
5. Main Contact:	Britt Magnuson 330-388-0683 <a href="mailto:operations@invent.org">operations@invent.org</a>			
6. Invoicing Contact:	Amanda Fontes 800-968-4332 <a href="mailto:nhifaccounting@invent.org">nhifaccounting@invent.org</a>			
7. <span style="background-color: #e0f0e0;">Service Area</span>	Does your firm provide Professional development in this area? (Yes) or (No)	Cost Per Hour	Cost per 1/2 day (# of hours =4)	cost per Full day (# of hours =8)
Professional Learning for Teams in different stages of Curriculum Writing Process Technology Based Coaching Phone Conferencing	No answer	N/A	\$3,150	\$3,125/ 6 hour session
8. Are Travel Costs included in the cost of Services?	Yes			
9. If no, please provide cost information for travel:				
10. Year present company was established:	1973			
11. Name of Parent Company, if any:	N/A			
12. Address of Parent Company:	No answer			
13. Former Company Name(s), if any, and Year(s) established:	No answer			
14. Number of employees in firm locally (Texas)	1			
15. Total Number of Employees in Firm (all locations) Will your employees assigned to a requested training be required to work a minimum number of hours? ____ If yes, what is the minimum?	180 Yes, 4			
16. References:	Complete			
17. Authorization:	Complete			
18. Felony Conviction:	Complete			
19. Non-Collusive Bidding Certificate:	Complete			
20. Type of Firm:	None			
21. Conflict of Interest:	Complete			
22. EDGAR Proposer/Vendor Certifications:	Complete			
23. HB 89 Verification:	Complete			
24. Notes:				

**ESTIMATED COST COMPARISON  
RFP #19-004 PROFESSIONAL DEVELOPMENT SERVICES AND MATERIALS FOR CURRICULUM TEAMS AND LEADERS**

November 27 & 28	Cost per presenter for 2 day session	Mortgage & Assoc	7,125	1	7,125	Marzano Research	12,000	1	12,000	Extended total	19,125	Subsonic West	5,000	4	20,000	Scendental	6,000	1200	Ed Direction	3,300	4	13,200	Extended total	4,800	Estimated Inventory of Page	6,750	8	50,000	Extended total	59,000
80-100 participants	Presenters needed based off bid	1			1	1			1			1			1		1		1			1		1		1		1		1
	Travel Costs	included				included						included												included						
	Total Costs w/ consultant and travel																													

December 17 & 18	Cost per presenter for 2 day session	7,125	1	7,125	12,000	1	12,000	5,000	1	5,000	NOT Listed in Bid	3,300	1	3,300	Extended total	3,300	Estimated based off other bidders for evaluation purposes -- 1200	1,200	Ed Direction	3,300	1	3,300	Extended total	2,200	Estimated Inventory of Page	6,750	2	13,500	Extended total	12,500
20 participants	Presenters needed based off bid	1			1		1		1			1			1		1		1			1		1		1		1		1
	Travel Costs	included			included							included												included						
	Total Costs w/ consultant and travel																													

January 14	Cost per presenter for 1 day session	2,625	1	2,625	6,000	1	6,000	2,500	1	2,500	NOT Listed in Bid	1,650	1	1,650	Extended total	1,650	Estimated based off other bidders for evaluation purposes -- 1200	1,200	Ed Direction	1,650	1	1,650	Extended total	1,200	Estimated Inventory of Page	6,750	2	6,250	Extended total	6,250
20 participants	Presenters needed based off bid	1			1		1		1			1			1		1		1			1		1		1		1		1
	Travel Costs	included			included							included												included						
	Total Costs w/ consultant and travel																													

February 28 & March 1	Cost per presenter for 2 day session	7,125	1	7,125	12,000	1	12,000	5,000	4	20,000	NOT Listed in Bid	3,300	4	13,200	Extended total	4,800	Estimated based off other bidders for evaluation purposes -- 1200	1,200	Ed Direction	3,300	4	13,200	Extended total	4,800	Estimated Inventory of Page	6,750	8	50,000	Extended total	50,000
80-100 participants	Presenters needed based off bid	1			1		1		1			1			1		1		1			1		1		1		1		1
	Travel Costs	included			included							included												included						



**ESTIMATED COST COMPARISON  
RFP #19-004 PROFESSIONAL DEVELOPMENT SERVICES AND MATERIALS FOR CURRICULUM TEAMS AND LEADERS**

Total Costs w/ consultant and travel		7,125	12,000	26,000	18,000	50,000
June 5 & 6	Cost per presenter for 2 day session	7,125	12,000	5,000	3,300	6,250
80-100 participants	Presenters needed based off bid	1	1	4	4	8
	Travel Costs	Included	Included	1,500	6,000	1,200
	Total Costs w/ consultant and travel	7,125	12,000	26,000	18,000	50,000

July 22 & 23	Cost per presenter for 2 day session	7,125	12,000	5,000	3,300	6,250
80-100 participants	Presenters needed based off bid	1	1	4	4	8
	Travel Costs	Included	Included	1,500	6,000	1,200
	Total Costs w/ consultant and travel	7,125	12,000	26,000	18,000	50,000

Total Price for all dates		39,450	66,000	114,500	79,350	218,750
		McTighe & Assoc	Marzaono Research	Rubicon West	Ed Direction	National Inventors Hall of Fame
Information From Bids						
Presenter to Attendee Ratio	1 presenter	1 presenter	25 participants to 1 presenter	25 participants to 1 presenter	25 participants to 2 presenters	
Is UBD a professional development offering of the company?	Yes	No-- will be customized workshop.	No	No	No	
Notes		Price range for customized workshops is \$6,000 to \$7,100 per day. \$6,000 used for evaluation of bid.		Incomplete Proposal	Incomplete Proposal -- Travel not included in the bid. Estimate of 1200 used for evaluation purposes	
Travel Costs	Included	Included	\$1,500 / day / consultant	Included	Included	

**ESTIMATED COST COMPARISON  
RFP #19-004 PROFESSIONAL DEVELOPMENT SERVICES AND MATERIALS FOR CURRICULUM TEAMS AND LEADERS**

This RFP was conducted because the projected amount of expenditures with McTige and Associates is \$53,850 for the 2018-2019 school year. Previous to this RFP, two training sessions had been conducted. The dates of those previous sessions are October 15, 16, and 18 CSISD with McTige and Associates for UBD Curriculum Work. The Total for the 3 days was \$14,400 at \$4,800 / day. In combination with the \$39,450 total as quoted for these additional session the aggregate total is over \$50,000 for one vendor. Per CSISD Board Policy, a RFP is required.