



# District School Board of Pasco County

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638 • 813/ 794-2000

Heather Fiorentino, Superintendent

[www.pasco.k12.fl.us](http://www.pasco.k12.fl.us)

Department of Purchasing  
Kendra Goodman, CPPB, Purchasing Agent  
813/794-2221 Fax: 813/794-2221  
727/774-2221 TDD: 813/794-2484  
352/524-2221 e-mail: [kgoodman@pasco.k12.fl.us](mailto:kgoodman@pasco.k12.fl.us)

November 3, 2009

## **MEMORANDUM**

**TO:** Honorable School Board Members

**FROM:** Kendra Goodman, CPPB, Purchasing Agent

**RE:** Second Year Renewal of Three-Year Contract  
Bid #09-057-DN Interactive Response Systems  
eInstruction

On November 4, 2008, official action (attached) was taken to award the above-referenced contract to eInstruction. This is a three-year contract, renewable annually, at the mutual agreement of the parties. The first year of the agreement will expire on November 4, 2009.

Considering services have been satisfactory, eInstruction was contacted to verify their willingness to enter into the second year of the contract. As such, eInstruction has agreed in writing to enter into the second year of the contract. The second year of the contract will cover the period of November 5, 2009 through November 4, 2010. At this time it is my recommendation to enter into the second year of the contract.

If you have any questions, please feel free to contact me at your earliest convenience.

KDG/vj

Attachments (3)



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October 20, 2009

**BID RENEWAL REQUEST**  
**BID #: 09-057-SN**  
**BID TITLE: Interactive Response**  
**VENDOR: eInstruction**

Yes, I agree to renew 09-057-SN, for the second year under the same terms and conditions as the existing contract. The second year will begin on November 5, 2009 and expire on November 4, 2010.

No, I do not agree to renew 09-057-SN.

Company Name: eInstruction

Signature: [Signature]

Date: 10.20.09

Typed Name and Title: LUKE TEVEBAUGH eINSTRUCTION CONSULTANT

Telephone (w/area code): 407-970-7048

Fax Number (w/area code): 435-603-8276

**DATE DUE: PLEASE FAX TO PURCHASING NO LATER THAN OCTOBER 21, 2009**

By agreeing to renew, vendor acknowledges and agrees to be in compliance with the "Jessica Lunsford Act". Vendors conducting business, with the District School Board of Pasco County, who will (1) be at the school when students are present, or (2) have direct contact with students, or (3) have access to or control of school funds **must** be Level 2 fingerprinted by Human Resources. If any of the above applies to this contract, you **must** have those individuals Level 2 fingerprinted and screened by the Districts Human Resource Department **prior** to commencement of services or work and must provide a list of employees with renewal. Please contact 813/794-2521 to arrange for an appointment. Costs associated with this background screening are to borne by the vendor. You may access information regarding this law by reviewing Sections 1012.32 and 1012.465, Florida Statutes. This law became effective September 1, 2005.

The prospective bidder certifies, by submission and signature of this bid renewal form, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction per the provisions of Florida Statute 287.133(2)(a).

PLEASE RETURN TO: DISTRICT SCHOOL BOARD OF PASCO COUNTY  
ATTN: Vickie Jones, Buyer Assistant  
PURCHASING DEPARTMENT  
20430 GATOR LANE  
LAND O' LAKES, FL 34638  
(813) 794-2226 (PHONE) (813) 794-2713 (FAX)



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November 4, 2008

## MEMORANDUM

TO: Honorable School Board Members

FROM: Kendra Goodman, CPPB, Purchasing Agent 

RE: eInstruction Classroom Interactive Response System  
Direct Negotiation 09-057-DN

On August 19, 2008, official action was granted to allow permission for the Purchasing Department, Research and Evaluation Department, Dell, and eInstruction to directly negotiate for the purchase of Classroom Response Systems for various schools throughout the District on an "as-needed" basis.

As you know, under the Department of Education Rule 6A-1.012(10), a district school board, when acquiring "information technology resources" may make any acquisition through direct negotiation and contract with vendors that best fit the needs of the school district.

As indicated in our previous request, all options on the attached tabulation sheet from eInstruction are now being submitted for your approval. Dell did not submit a proposal for the direct negotiation.

The direct negotiation is a three-year contract, renewable annually based upon mutual consent of both parties. The District Instructional Media Department anticipates expenditures for the first year on an "as-needed" basis to be \$100,000. However, an immediate purchase by the Research and Evaluation Department will include: forty (40) eInstruction bundles (they will receive one (1) free eInstruction bundle as a part of the special promotion that was agreed on during the direct negotiation. For every thirty (30) bundles purchased the District will receive one (1) free bundle) and one (1) year of the REAP software for all schools and departments throughout the District. The funding source to purchase the eInstruction equipment will be from Title 2 and Capital funds. The contract will commence on November 5, 2008 and continue through November 4, 2009.

If you should have any questions regarding this matter, please contact me at your earliest convenience.

KDG/sn

District School Board  
of Pasco County

NOV 04 2008

District Wide Accreditation • Southern Association of Colleges and Schools

Date/Time:

Board Approved

DISTRICT SCHOOL BOARD OF PASCO COUNTY BID TABULATION

DATE OF OPENING: October 15, 2008	eInstruction Corporation
Direct Negotiation Meeting: October 23, 2008	
Bid Title: eInstruction Interactive Response System	
Bid # 09-057-DN	
1 - eInstruction Clicker Bundle Pack with 32 remotes	
Manufacturer:	eInstruction Corporation
Model Number:	RF-N-SYS010-0032
Price Per Bundle:	\$1,995.00
2- Annual REAP Software (per site)	\$1,875.00
<b>BASIS FOR AWARD: TOTAL ALL-OR-NONE FOR BUNDLE and REAP (1 and 2)</b>	<b>\$3,870.00</b>
Balance of Line Discount (%)	33%
<b>Additional offers made during Direct Negotiation on October 23, 2008:</b>	
District-Wide Annual REAP for all Schools in Pasco County (This would replace the \$1,875 bid for line 2 if purchased for the entire District)	\$20,000.00
Smart Senteo Trade-in (For every 4 eInstruction bundles purchased the District has the option of trading in 1 Smart Senteo System) This offer will be considered at another time during the first year to see if the schools would be interested in taking advantage of this trade-in offer.	No Charge
Buy thirty (30) eInstruction 32-pad Bundles and receive one (1) free eInstruction bundle at no charge to the District	No Charge



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August 19, 2008

## MEMORANDUM

TO: Honorable School Board Members

FROM: Kendra Goodman, CPPB, Purchasing Agent 

RE: eInstruction Classroom Interactive Response System  
Requesting Permission to Directly Negotiate

The Research and Evaluation Department is requesting permission to directly negotiate with eInstruction and Dell for the purchase of Classroom Response Systems for various schools throughout the District. In addition, the pricing will be firm for one (1) year for schools to purchase the responders on an "as-needed" basis. Dell and eInstruction are the sole companies that are able to provide pricing and products for the eInstruction Classroom Interactive Response System. These are the only responders that have a proven track record with the ability to be integrated with the Princeton Review software the district has been utilizing for the past two (2) years. As you recall, the Princeton Review software is the student monitoring tool currently utilized by the District for standardized testing. The eInstruction Responders offers the following features:

- Real-time performance data (REAP software) from every student for standardized testing which can diagnose a district instantly at the District, School and Teacher levels.
- As many as 100 tests can be given from one (1) computer which will free up computers for other instructional use.

Under the Department of Education Rule 6A-1.012(10), a district school board, when acquiring "information technology resources" may make any acquisition through direct negotiation and contract with vendors which best fits the needs of the school district.

The direct negotiation will be a three-year contract, renewable annually based upon mutual consent of the parties. The anticipated annual expenditures will be approximately \$60,000.

If you should have any questions regarding this matter, please contact me at your earliest convenience.

KDG/sn