

EVERETT SCHOOL DISTRICT NO. 2
SNOHOMISH COUNTY, WASHINGTON
RESOLUTION NO. 1062

Declaration of Sole Source English Language Learning Software

WHEREAS, Everett School District No. 2 is a duly constituted School District organized and existing under and by virtue of the laws of the State of Washington; and

WHEREAS, the Administration desires to purchase an adaptive, child-centric English language learning on-line program with customized, specific instructional goals; and

WHEREAS, school districts in the State of Washington are authorized by RCW 39.04.280, to waive competitive bidding requirements in specific situations; and

WHEREAS, Imagine Learning, Inc., has been identified as providing an on-line program that meets or exceeds the District's needs; and

WHEREAS, Imagine Learning, Inc., is the proprietary author, owner, and sole source of the necessary products;

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of Everett School District No. 2, Snohomish County, Washington agrees as follows:

That the product required by the Administration for the delivery of English language learner instruction is necessary for the continuity and delivery of the ELL program.

That the purchase is clearly and legitimately limited to a single source of supply, in accordance with RCW 39.04.280.


That the competitive bidding requirements of RCW 28A.335.190 are hereby waived in the presence of a documented single source of supply.

Adopted by the Board of Directors of Everett School District No. 2, Snohomish County, Washington, at its regular meeting May 28, 2013.

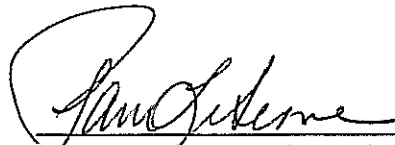
EVERETT SCHOOL DISTRICT NO. 2
A municipal corporation of the
State of Washington



Jeff Russell, President




Carol Andrews, Vice President



Pam LeSesne, Board Member

Attest:

Jessica Olson, Board Member



Dr. Gary Cohn
Superintendent & Secretary of the Board of Directors



Ed Petersen, Board Member



Everett Public Schools

Sole Source Procurement Declaration Request for Products/Warranty Service

Sole source procurements are defined by law as clearly and legitimately limited to a single supplier or as an effect of a special market condition. The District may waive bidding requirements only when the criteria/rationale for a sole source declaration is satisfactory.

| | |
|---------------------------------|----------------------|
| Department/School: | Categorical Programs |
| Contact Person: | Cynthia Jones |
| Phone: | 425-385-4039 |
| Account Code for this Purchase: | 5127756551 |

Describe the item requested and its function:

I am requesting purchase of 335 Imagine Learning English perpetual licenses. Imagine Learning English is an adaptive, online program that assists students to develop English language and literacy skills. It provides customized feedback and instruction for each individual student in the development of academic language, phonics, reading comprehension, listening, and speaking. Students progress through a sequence of engaging lessons. The program adapts to their mistakes and rate of progress and tailors the child's lessons to provide additional support or acceleration as needed.

List the total dollar value, before tax, of this purchase:
\$234,500

Check the reason(s) for the sole source request:

- ☒ No other item is known to exist that performs this function.
How was this decision reached? What research did you perform?

The decision to purchase Imagine Learning English was based on a close comparison of the top three competitors. Additional English language software programs were also examined, but were quickly rejected either because they were not tailored to children or because the content was extremely limited.

- ☐ Item is of a specific design to fit in with an existing installation.
Is there more than one reseller for the design?

- ☒ Item is held under exclusive title, trademark, or copyright and only available through this seller.
How was this decision reached? What research did you perform? Please attach a letter from the manufacturer attesting to this single reseller availability.

Please see the attached letter from Imagine Learning.

- ☐ The vendor is the sole provider of factory authorized warranty service.
- ☐ The vendor is the sole provider of goods matching an established standard.
Describe
- ☐ Used Item available from vendor that represents a good value and is advantageous to the District.

What necessary features does this vendor provide that is not available from other vendors?
Please be specific.

- a. Imagine Learning English adjusts the curriculum sequence automatically to adapt to each individual student's mistakes and progress. Students are provided additional instruction or acceleration depending upon their responses. None of the other software available is adaptive.
- b. The program uses the student's first language to support English language acquisition (currently available in 14 languages) through direct vocabulary and instruction translation. First language support is faded out as the student gains skill with English. Only one of the competitors provides first language support.
- c. Imagine Learning English provides a rich environment to support basic vocabulary development. Academic vocabulary is taught in multiple contexts, with more lessons and more varied lessons than are available through the competitors.
- d. ILE addresses English sounds that are not found in a student's first language. For example, if the student speaks Vietnamese as his or her native language, the program adapts the lessons to provide more practice with English sounds and grammatical structures not found in Vietnamese. The competitors do not.
- e. ILE teaches concepts such as rhyme initially in the student's first language to build background knowledge, and then the skill is transferred to English. The competitors do not.
- f. Certificates, progress reports and letters to parents are available in the student's first language. One of the competitors provides this.
- g. ILE is aligned to Common Core State Standards, with more practice for students in non-fiction text than is available with the competing programs.

What other brands/manufacturers were examined? Why were they not suitable?

I examined Rosetta Stone, ELLis, and English in a Flash, the top three competitors to Imagine Learning English. These brands were not suitable because of the features listed above provided by Imagine Learning English that are not available with the other programs. ILE provides a much richer, more responsive learning experience than is available through its competitors.

What other vendors were contacted? Why were they not suitable?

There are no other vendors for Imagine Learning English.

Explain the efforts that were made to negotiate price. How do these prices/fees compare to the general market?

We are currently paying \$150 per subscription per year. I negotiated different subscription prices with the vendor. They agreed to provide us with a price of \$700 per subscription for a perpetual license. This means that the license will pay for itself in 4.66 years, while the subscription will last indefinitely.

The cost for one of the competitors, Rosetta Stone, is \$76.67 per license per year. However, Rosetta Stone does not offer the features that make Imagine Learning English a superior product, such as computer adaptability and native language support.

Please attach any evidence you collected regarding this request.

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|----------------------------|------------------------|
| Requestor Signature: | <u>Cynthia Jones</u> |
| Budget Authority Approval: | <u>Cynthia Jones</u> |
| Finance Dept. Approval: | <u>James H. Danner</u> |

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|-------------------------------------|---|
| Routed by Finance for: | |
| <input type="checkbox"/> | State funded sole source between \$40,000 - \$75,000 |
| <input type="checkbox"/> | Federally funded sole source between \$40,000 - \$100,000 |
| Routed to: | |
| <input type="checkbox"/> | Superintendent or |
| <input type="checkbox"/> | Deputy Superintendent or |
| <input type="checkbox"/> | Associate Superintendent |
| <input checked="" type="checkbox"/> | School Board (all State funded over \$75,000 and Federally funded over \$100,000) |