

State Education Resource Center (SERC)

Request for Proposals (RFP) for a 7-part Storyline Articulate Course Concerning the Connecticut Comprehensive School Counseling Framework (CCSCF)

SERC RFP Number: SC082021
State Education Resource Center (SERC)
Contact Person: Sarah L. Jones

Proposal Schedule:

Release of RFP by electronic means on the SERC website at ctserc.org and CTsource at https://ctserc.org/rfpframework	Wednesday, August 18, 2021 at 3:00 PM EDT
Receipt of questions	Friday, August 20, 2021 at 3:00 PM EDT
Answers to questions will be posted as an Addendum on the SERC website and CTsource	Monday, August 23, 2021 3:00 PM EDT
Proposal due date	Thursday, August 26, 2021 4:00 PM EDT
Award announcement	Tuesday, August 31, 2021 3:00 PM EDT

The State Education Resource Center (SERC) is committed to a policy of equal opportunity/affirmative action for all qualified persons. SERC does not discriminate in any employment practice, education program, or educational activity on the basis of race, color, religious creed, sex, age, national origin, ancestry, marital status, sexual orientation, gender, gender identity or expression, disability (including, but not limited to, intellectual disability, past or present history of mental disorder, physical disability or learning disability), genetic information, or any other basis prohibited by Connecticut state and/or federal nondiscrimination laws. SERC does not unlawfully discriminate in employment against qualified persons with a prior criminal conviction. Inquiries regarding SERC's nondiscrimination policies should be directed to:

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About SERC

The State Education Resource Center (SERC) was established over 50 years ago as a “focal point of action and communication for special education personnel from throughout the state” of Connecticut (CT State Department of Education newsletter, October 1969). We have served local school districts, state-level policymakers, families, community agencies, and other stakeholders by facilitating professional learning, including technical assistance and training; providing resources, in part through a centralized library; and leading a range of other activities and supports over our five decades in operation.

As we evolved, SERC was statutorily tasked to serve the CT State Board of Education and led the ongoing effort to integrate special and general education, historically divided systems, into a unified approach to education that promotes equitable policies, culturally relevant practices, and accessible structures that develop successful learning communities within schools. We became a state quasi-public agency in 2014, recognizing our unique position to work closely with communities across Connecticut.

All of the agency’s efforts are designed to address educational equity and opportunity gaps. SERC’s consultants and staff, in collaboration with our partners, build the capacity of educators, service providers, and families to meet the diverse needs of our student population.

SERC recognizes that to be effective in facilitating change that is systemic, results-based, and enduring, all stakeholders must be included in the change process. Through partnerships with us, education systems shape their own transformation while SERC facilitates the process and customizes application of research and new thinking. SERC maintains many ongoing, years-long relationships with local education agencies and organizations, and offers continued support to foster and sustain systemic change.

Through this work, SERC is committed to its vision of equity, excellence, and education.

Overview and Purpose

The Connecticut Comprehensive School Counseling Framework (CCSCF) was developed and vetted in collaboration among the Connecticut State Department of Education (CSDE), Connecticut School Counselor Association (CSCA), and Connecticut Association for Counselor Education and Supervision (CACES) and other important stakeholders. The CCSCF Guide provides direction, support, and resources in developing, executing, monitoring, evaluating, and sustaining the framework to contribute to better outcomes for Connecticut students. The purpose of the Storyline Articulate Course is to provide current and pre-service school counselors an overview of the Framework and support the translation of the content into practice across the State.

Deliverables

The project will span from execution of contract until September 30, 2021 and will result in the following deliverables:

Create a 7-part Storyline Articulate Course on selected content from the [Connecticut School Counseling Framework](#) as described below. All parts must include: the potential for animation, PowerPoint (PPT), voiceover, embedded quiz, subtitles, accessible PDF, and compliance with Section 508 of the United States Rehabilitation Act of 1973. Parts that require any additional items are noted below.

Introduction (2-3 minutes): *Introduction to Course Series* includes testimonials from selected members of the writing team, several students, and/or parents

SOURCE MATERIAL: <https://portal.ct.gov/SDE/School-Counseling/Comprehensive-K-12-School-Counseling-Framework/School-Counseling-Framework-Model>

Module 1 (10-15 minutes): *Structure and Operational Design of CCSCF & Component Define*

SOURCE MATERIAL: <https://portal.ct.gov/SDE/School-Counseling/Comprehensive-K-12-School-Counseling-Framework/Section-2-1---Define>

Module 2 (10-15 minutes): *Build, Implement, & Monitor the Framework*

SOURCE MATERIAL: <https://portal.ct.gov/SDE/School-Counseling/Comprehensive-K-12-School-Counseling-Framework/Section-2-2---Build-Implement-Monitor>

Module 3 (10-15 minutes): *Deliver*

SOURCE MATERIAL: <https://portal.ct.gov/SDE/School-Counseling/Comprehensive-K-12-School-Counseling-Framework/Section-2-3-Deliver>

Module 4 (10-15 minutes): *Assess, Act, Announce*

SOURCE MATERIAL: <https://portal.ct.gov/SDE/School-Counseling/Comprehensive-K-12-School-Counseling-Framework/Section-2-4---Assess-Act-Announce>

Module 5: (10-15 minutes): *CCSCF within a Multi-Tiered System of Support*

SOURCE MATERIAL: <https://portal.ct.gov/SDE/School-Counseling/Comprehensive-K-12-School-Counseling-Framework/Section-1---The-Big-Picture>

Module 6 (10-15 minutes): *Leadership and Evaluation of School Counselors*

SOURCE MATERIAL: <https://portal.ct.gov/SDE/School-Counseling/Comprehensive-K-12-School-Counseling-Framework/Section-2-4---Assess-Act-Announce>

Required Minimum Qualifications for Consideration

- All production aspects should be incorporated into the pricing including any equipment, materials (inclusive of music and stock photography), talent, and time.
- A fixed price should be submitted for each module and a per-hour rate for any change orders should be included.
 - Price should include three (3) rounds of revisions.
 - Change order prices will apply following the embedded three (3) rounds of revisions.
- Delivery of the completed project must be no later than September 30, 2021.

Proposal Requirements

- I. Cover page must include:
 - organization/individual name
 - address
 - phone number
 - contact name and email
- II. All proposals must include the following required information as outlined. Failure to include the required information will result in disqualification of proposal from being read/scored:
 - A. Previous work samples (shall be embedded links)
 - B. Pricing shall include both per part (7) and the entire project
- III. All proposals must follow the required format below. Failure to follow the required format will result in disqualification of proposal from being read/scored:
 - All pages must be numbered.
 - Page Limit: 3, including cover page
 - Page Size: 8 ½ x 11, portrait
 - Font Type: Calibri
 - Font Size: 12
 - Double-spaced (except tables)
 - Margins: .75" minimum on the top, bottom, and sides of all pages
 - Do not use material in proposals dependent on color distinctions, animation, hyperlinks, etc.

- Do not include attachments other than those requested or required by this RFP.
- Upload single pdf to <https://ctserc.org/rfpscframework>.

Proposal Schedule

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Instructions for Proposers

I. Contact Limitation

During the period from organization’s/individual’s receipt of this RFP until the Award Announcement is made and a contract is awarded, the organization/individual **shall not contact** any employee of SERC for additional information **except in writing directed to Michelle Weaver**, at weaver@ctserc.org.

II. Questions

Questions for the purposes of clarifying the RFP must be submitted **in writing by email to Michelle Weaver** at weaver@ctserc.org (include **SC Framework** in the Subject Line of the email), and must be received no later than **Friday, August 20, 2021 at 3:00 PM EDT**.

Questions and responses will be posted as an **“Addendum 7-part Storyline Articulate Course Concerning the Connecticut Comprehensive School Counseling Framework (CCSCF)”** by **Monday, August 23, 2021 at 3:00 PM EDT**. Please note that submissions of questions for response do not in any way enhance or guarantee the chances of receiving a contract through this proposal.

III. Proposal Submission

All responses to this solicitation must be received **in single pdf format** at <https://ctserc.org/rfpscframework> no later than **Thursday, August 26, 2021 at 4:00 PM EDT**.

Selection Criteria

All proposals will be blinded and double-scored using a 0-5 point rating scale (0=did not address/meet criteria, 1=poorly met criteria; 3=somewhat met criteria; 5=fully met criteria). Scores will then be averaged. If the average score is equal to or within one point of another proposal, both proposals will be triple-scored and then all three scores will be averaged.

Criteria for Proposal Review	Percent of Score
Understanding of project via specifications of bid	50%
a. Proposer has submitted a detailed description of inputs necessary to execute the project	0-5 points
b. Proposer has submitted work samples that are closely aligned to the anticipated output for this project	0-5 points
Reasonability of cost related to expected products and services	50%
a. Cost is considered reasonable in light of limited funding	0-5 points
b. Deliverables are documented separately from total cost	0-5 points
Total	100%

General Information

I. Contract Period

The contract period shall begin on the day of execution through September 30, 2021. SERC reserves the right to extend this contract.

II. Contract Award

SERC reserves the right to award the contract in a manner deemed to be in the best interests of SERC to meet its legislative requirement.

III. Stability of Proposed Prices

Any price offerings from proposers must be valid for a period of 30 days from the due date of the proposals.

IV. Amendment or Cancellation of the RFP

SERC reserves the right to cancel, amend, modify, or otherwise change this RFP at any time if it deems it to be in the best interests of SERC to meet its legislative requirement.

V. Proposal Modifications

No additions or changes to any proposal will be allowed after the proposal due date, unless such modification is specifically requested by SERC. SERC, at its option, may seek proposer retraction and clarification of any discrepancy or contradiction found during its review of proposals.

VI. Proposer Presentation of Supporting Evidence

Proposers must be prepared to provide any evidence of expertise, experience, performance, ability, and/or financial surety that SERC deems to be necessary or appropriate to fully establish the qualifications represented in the proposal.

VII. Proposer Demonstration of Proposed Services and/or Products

Proposers must be able to confirm their ability to provide all proposed services.

VIII. Erroneous Awards

SERC reserves the right to correct inaccurate awards. This includes revoking the awarding of a contract to a proposer and subsequently awarding the contract to a different proposer. Such action shall not constitute a breach of contract on the part of SERC because the contract with the initial proposer will be deemed voided as if no contract were ever in place.

IX. Proposal Expenses

Proposers are responsible for all costs and expenses incurred in the preparation of proposals and for any subsequent work on the proposal that is required.

X. Ownership of Proposals

All proposals shall become the property of SERC.

XI. Ownership of Subsequent Products

Any product, whether acceptable or unacceptable, developed under a contract awarded as a result of this RFP shall be the sole property of SERC and/or the CSDE unless otherwise stated in the contract.

XII. Oral Agreement or Arrangements

Any alleged oral agreements or arrangements made by proposers with SERC will be disregarded in any proposal evaluation or associated award.

XIII. Not a Contract

This RFP is not a contract and, alone, shall not be interpreted as such. Rather, this RFP serves only as the instrument through which proposals are solicited. SERC will pursue negotiations with the highest-scoring proposal. If, for some reason, SERC and the initial proposer fail to reach consensus on the issues relative to a contract, then SERC may commence contract negotiations with other proposers. SERC may decide at any time to start the RFP process again.

The selected proposer will be required to sign a formal contract. The contract may include a liquidated damages clause at the discretion of SERC, in addition to other relevant clauses.

XIV. Subcontractors

SERC prohibits the use of any subcontractors by the successful proposer. Proposers acknowledge by the act of submitting a proposal that any work provided under the contract is work conducted by the proposer on behalf of SERC and the CSDE.

XV. Accounting Procedures

Generally accepted accounting principles (GAAP) or another acceptable accounting method must be utilized.