EDUCATION SERVICE CENTER REGION 19
RFP AWARD SUMMARY

RFP TITLE: On-Line Virtual Staffing Services & Related – ESC Region 19 Allied States Cooperative

RFP NUMBER: 14-7066

RFP OPENING DATE: August 19, 2014

CONTRACT TERM: Date of award until August 31, 2015 for a period of one (1) year with an option to renew annually for an additional four (4) years
(Extended by Region 19 until August 31, 2016)
(Extended by Region 19 until August 31, 2017)
(Extended by Region 19 until August 31, 2018)
(Extended by Region 19 until August 31, 2019)

FUNDING SOURCE: Various

RFP's ISSUED: 67

RESPONSES: 1

ADVERTISEMENT DATES: Washington Post – August 2, 2014 & August 9, 2014

BOARD MEETING DATE: October 16, 2014

RECOMMENDED FOR AWARD **Proximity Learning, Inc.**

TOTAL (estimated) **$4,000,000 / year**

EXPLANATIONS:

Award of this contract will enable ESC-Region 19 and Region 19 Allied States Cooperative members to utilize the awarded vendor who can deliver multi-tiered and integrated online staffing resources through a web-based system that provides students with live video conferencing courses and an easy to use virtual classroom to include but not limited to American Sign Language, Mandarin, Latin, Japanese, Spanish, ESL, and Dual Language.

SPECIFICATIONS PROVIDED BY: Royce Cleveland
ESC Region 19 Allied States Cooperative

EVALUATION COMMITTEE: Royce Cleveland
ESC Region 19 Allied States Cooperative

Martin Camacho
ESC Region 19 Allied States Cooperative

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ESC Region 19 Allied States Cooperative

Contact Information

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Proximity Learning, Inc. – under the name Mylanguae 360, PLI began offering its Mandarin courses to public schools in 2009. From an inaugural class of eight students in Quakertown, Pennsylvania, PLI has gone on to educate thousands of students in school all across the county, and now employs dozens highly qualified teachers both here in the U.S. and abroad. Course offerings have greatly expanded, and in addition to Mandarin Chinese, Proximity now offers courses in almost any course subject including but not limited to American Sign Language, Latin, Spanish, Japanese, Dual-Language Math, Advance Placement, Literacy, Math and Computer Programing. Proximity continues to innovate, adding new course options and wider range of subjects in response to the needs of schools, districts, and students across the country.

Proximity Learning's unique approach to online education has proven that keeping educators in teaching is essential. By keeping the teachers in teaching through the pioneering use of video web-conferencing, PLI delivers results that traditional online courses cannot match, while helping schools keep costs down.

Proximity Learning, Inc. – PLI is a part of the online education marketplace. We provide education for students using the internet. PLI is positioned as a leader in video delivery of content.

Proximity Learning, Inc. is a fully accredited online education provider based in Austin, TX. Unlike most online programs, our courses are built around regularly scheduled live class sessions delivered via-web conferencing. Our live instruction model closely approximates the experience of a traditional brick and mortar classroom setting, but is conducted entirely online. Our courses also include the same types of asynchronous elements and online materials as traditional online courses.

We primarily serve public school districts, although we do have some private and charter school clients, and even the occasional individual student signup. We work with schools and students all across the country, and our faculty all work remotely from locations across the U.S. and internationally. We offer world language courses at all grades through 12, including languages as Chinese, American Sign Language, Japanese, Latin and Spanish. Additionally we can take the curriculum from a district for any subject and develop and teach the course virtually using a state accredited educator.

PLI does random observations of our teachers throughout the year. We use the Danielson Framework for teaching to evaluate our staff members. We provide feedback after each observation, warnings if needed, and end of year reports. The PLI team will look over the evaluations at the end of the year to determine if the staff member will stay employed for the following academic year.

PLI offers customer support from 8 am to 5 pm CDT
PLI has one service center
PLI has highly trained personnel to attend to all district questions and issues
PLI provides a survey at the end of the year to determine the level of service the district has been provided

PLI has a strict 24 hour call back or email back policy. Once a client sends a service request into PLI we ensure it is resolved within a 24 hour time period.

The goal of PLI is to change the perception of online education from an Asynchronous path to a classroom academic environment through internet.

Online education for the K-12 student
Synchronous courses taught by a live teacher
Asynchronous courses that allow students to learn at their own pace

Competitive Advantage

Live teachers that allow us to closely resemble an actual classroom
High pass rates of 93%
High satisfactory rating
Customization to school district class schedule
Customization to grading policy

Training

We will set up webinars
Provide access to our FAQ website
Provide access to manuals

PLI has over six years, experience implementing integrated online courses in districts across the United States.

Pricing

*Price structure below was removed 1/30/19. Please see Price Link for updated pricing. **PRICE LINK***

Elementary Foreign Language Synchronous Course Pricing (*updated as of 5/15/2017*)

Number of Classes	Cost Per Class	Number of Students Per Class	Cost Per Student
1 to 5	$5,000.00 $3,500	30	$166.67
6 to 12 21	$4,500.00 $3,190	30	$150.00
13 to 20 classes	$4,000.00	30	$133.33
21 to 40 classes	$3,500.00 $2,395	30	$116.67
41 + classes	$3,000.00 $1,990	30	$100.00

Middle and High School Synchronous Per Course Pricing
Synchronous Live Certified Teacher Instruction during the school day Coupled with Online Learning Materials

Options	Number of Students	Curriculum	Price
One Course Two Live, 45 min Class Sessions, Two Student Work Days, One Flex Day	Up to 25	Supplied by PLI	$7,000.00 $7,350.00
On Course	Up to 25	Supplied by District	$8,000.00
Use PLI technology With a district teacher	Up to 25	Supplied by District	$5,000.00
Adding Additional Students	1 – 5	-	$1,000.00
Three Live, 45 min Class Sessions weekly, Two Student Work Days	Up to 30	-	$8,400.00
Four Live 45 min Class Sessions weekly, One Student Work Day	Up to 30	-	$9,450.00
Five Live 45 min Class Sessions Weekly	Up to 30	-	$10,500.00
SPED per Class	Up to 10	-	$9,989.00
SPED per Student	1	-	$1,200.00
Speech Therapist per Class	Up to 10	-	$12,500.00
Speech Therapist per Student	1	-	$1,900.00

*Pricing below was removed 1/30/19. Please see price link on page 3.

~~*Enroll Student in a live class*~~	~~*1*~~	-	~~*$800.00*~~
~~*Daily Substitute*~~	~~*Up to 30*~~	-	~~*$100.00*~~
~~*One Hour Tutoring*~~	~~*3*~~	-	~~*$35.00*~~
~~*50-Hour Pack of Tutoring*~~	~~*3*~~	-	~~*$1,595.00*~~
~~*100-Hour Pack of Tutoring*~~	~~*3*~~	-	~~*$2,995.00*~~

~~Middle and High Scholl Asynchronous Per Semester Course Pricing~~

~~Options~~	~~Number of Students~~	~~Curriculum~~	~~Price~~
~~One course~~	~~1~~	~~Supplied by PLI~~	~~$400.00 $300.00 / Semester~~

~~PLI Android Tablet Rent or Purchase Pricing~~

~~Technology Solutions~~	~~Quantity~~	~~Buy~~	~~Rent~~
~~PLI Tablet (rent or buy)~~	~~below 1,000 units~~	~~$275.00~~	~~$30.56 / mo.~~
~~-Android Operating System~~	~~1,000 – 5,000 units~~	~~$270.00~~	~~$30.00 / mo.~~
	~~5,001 – 7,500 units~~	~~$265.00~~	~~$29.44 / mo.~~
	~~7,501 – 9,999 units~~	~~$260.00~~	~~$28.89 / mo.~~
~~Tablet Device Covers w/ Keyboard~~	~~1~~	~~$45.00~~	~~$4.00 / mo.~~

~~Contact vendor for more information.~~

Services offered in All States

Approved by: _____   **Date: _____**
(Armando Aguirre – Executive Director)   **(August 27, 2014)**
(Armando Aguirre – Executive Director)   **(July 1, 2015)**
(Armando Aguirre – Executive Director)   **(June 7, 2016)**
(Armando Aguirre – Executive Director)   **(June 20, 2018)**