

# Pre-Bid Conference

Request for Qualifications No. 2022-31  
OER Communications and Outreach Coordinator  
March 9, 2022



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# Land Acknowledgment



Squaxin Island Tribe – People of the Water



# Disclaimer

OSPI shall be bound only to written answers to questions.

Any oral responses given at the pre-bid conference shall be considered unofficial. Questions arising at the pre-bid conference or in subsequent communication with the RFP Coordinator will be documented and answered in written form.

A copy of the questions and answers in the form of an Addendum will be published on the OSPI website and released on WEBS under the commodity code(s) listed on the cover page of this RFP.

# All Questions/Communications pertaining to RFQ

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Olympia, WA 98504-7200  
Email: [contracts@k12.wa.us](mailto:contracts@k12.wa.us)

# OER – Open Educational Resources

Teaching and learning materials in the public domain or released under an open license that permits their free use, adaptation, and sharing.

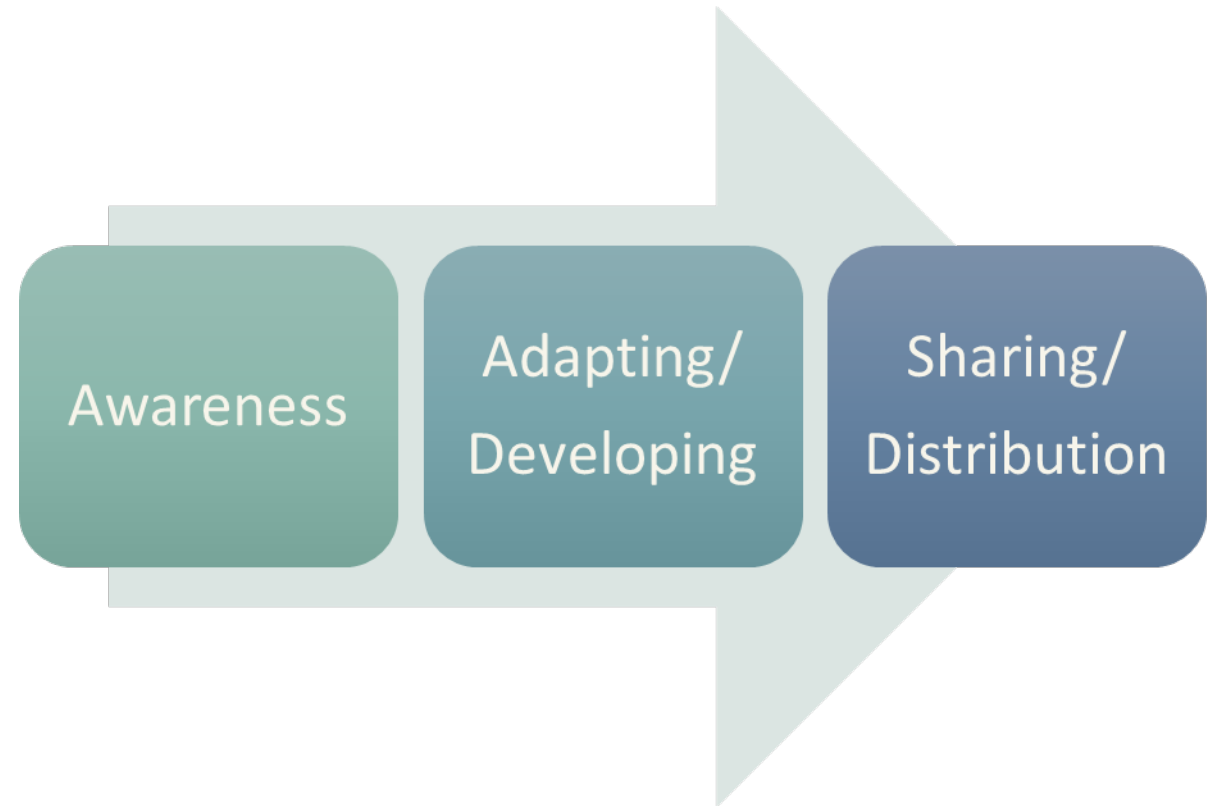
OER can be produced in any medium --digital or print. They include full courses, supplemental units and lessons, videos, and any other resource used to support access to knowledge.

Cost-shifting	Adaptation	Equitable Access
Cost-shifting from content acquisition to other critical areas that support learning and teaching.	Empower districts to make adaptations to support their students.	Promote equitable access to strong materials for all students.



# Washington K-12 OER Project

- **OER Awareness and Advocacy:** increasing district awareness of OER and providing resources to locate, evaluate, adopt, and implement OER.
- **OER Review and Development:** working with districts to develop full-course or unit level OER aligned to learning standards.
- **OER Library:** maintaining a library of resources that have been developed by OSPI grantees or collaborators and aligned to Washington K-12 Learning Standards.



[Washington K-12 OER Project](#)

# Washington OER Hub

## What is the Washington OER Hub?

The Washington OER Hub is an online library for freely sharing K-12 open educational resources **created by and curated for** educators.

## Our Vision

To harness the potential of OER to share resources widely - promoting **equitable access** to standards-aligned, **quality instructional materials**.

[OER Commons Washington Hub](#)



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# Purpose

Assist in managing statewide communication and professional learning associated with OSPI K–12 Open Educational Resource (OER) Project through June 30, 2023.



Expand district and educator awareness of existing, free, standards aligned OER developed by Washington districts and available on the Washington OER Hub



Support professional learning programs that offer support, guidance, and instruction regarding OER, use and continuous improvement based on identified student needs.



# Scope

## Engage stakeholders

- Solicit feedback to develop a Needs Assessment Report

## Establish engagement metrics

- Measure changes in educator engagement/awareness/usage of the Washington OER Hub
- Collect and report data on an ongoing basis

## Develop and implement a communication and outreach plan

- Social media
- OER Hub Highlights on YouTube
- Other strategies informed by contractor and needs assessment...

*The resulting plan, once submitted to and approved by the Contract Manager, will become incorporated into the contract.*



# Scope cont.

## Identify and support OER learning opportunities for educators

- Assist in identification of a contractor to develop a series of short "how to" videos that explore Washington OER Hub best practices in searching, sharing, and remixing
- Assist in the organization, recruitment, and facilitation of a virtual or in-person OER Summits

Monthly Update Report, Quarterly Progress Reports, and Summative Report

# Period of Performance and Funding

**May 2, 2022 – June 30, 2023**

**Year 1 (FY22): \$18,750**

**Year 2 (FY23): \$81,250**

\$6250/mo (\$12,500 in June of each fiscal year)

OSPI reserves the right to amend to extend the contract for one additional contract year through fiscal year 2024 (July 1, 2023–June 30, 2024). Decision to amend shall be based on sustained satisfactory performance as decided by the Contract Manager, successful completion of project objectives, and availability of funding.



# Minimum Qualifications

- Licensed to do business in the State of Washington. If not licensed, provide a written intent to become licensed in Washington within thirty (30) calendar days of being selected as the Apparent Successful Bidder.
- Demonstrated experience with Open Educational Resources usage, adaptation, and/or development.
- Demonstrated experience with communication and outreach strategies to increase program engagement.

# Desirable Qualifications

- Experience communicating and partnering with K–12 educators and district/school administration.
- Experience organizing virtual, hybrid, and in-person meetings and conferences.
- Experience applying Diversity, Equity, and Inclusionary (DEI) practices
- Experience using video editing software and publishing to YouTube.
- Experience producing ADA-compliant deliverables.



# Proposal Submission

Included in Proposal	Component
<input type="checkbox"/>	Letter of Submittal
<input type="checkbox"/>	Management Proposal
<input type="checkbox"/>	References
<input type="checkbox"/>	Certifications and Assurances
<input type="checkbox"/>	COVID-19 Vaccination Certification
<input type="checkbox"/>	Qualification Affirmations
<input type="checkbox"/>	Contractor Intake Form Download an editable version from <a href="#">OSPI's website</a>
<input type="checkbox"/>	Washington State Business License, if applicable (see Contractor Intake Form) For more information about this, visit the <a href="#">Department of Revenue website</a> .
<input type="checkbox"/>	Business Enterprise Certification Form, if applicable (see Contractor Intake Form) For more information about certification, visit the <a href="#">Office of Minority and Women's Business Enterprises website</a> or <a href="#">Department of Veterans Affairs website</a> .

Exhibit H – Proposal Checklist

Proposals due by 3 pm PT on April 4, 2022  
 Email proposal to [Kyla Moore](mailto:kyla.moore@k12.wa.us), RFQ Coordinator, [contracts@k12.wa.us](mailto:contracts@k12.wa.us)

- Attach proposal to email in MS Word or PDF format
- The RFQ number 2022-31 must be noted in the email subject line
- Late proposals will not be accepted
- Proposal order should follow checklist and use same headings.

# Management Proposal

## Project Management

- Project Team Structure/Controls
- Staff Qualifications

## Experience of the Consultant

- Relevant Experience
- Related Contracts

## References

## Past Performance

**Review the RFQ for requested information for each section.**

Be sure to note there are different expectations for an organization vs. individual applicant.



# Selection of Apparent Successful Bidders

OSPI evaluation team will score and rank proposals	April 5-8
References may be contacted for top scoring bidders only	
OSPI may request oral interview/presentation	April 12-13
OSPI announces "apparent successful bidder"	April 15
Proposer debriefings (if requested)	
Anticipated start date	May 2



# Question & Answer



**Vision**

**Mission**

**Values**

*All students prepared for post-secondary pathways, careers, and civic engagement.*

Transform K–12 education to a system that is centered on closing opportunity gaps and is characterized by high expectations for all students and educators. We achieve this by developing equity-based policies and supports that empower educators, families, and communities.

- Ensuring Equity
- Collaboration and Service
- Achieving Excellence through Continuous Improvement
- Focus on the Whole Child



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# Equity Statement

Each student, family, and community possesses strengths and cultural knowledge that benefits their peers, educators, and schools.

Ensuring educational equity:

- Goes beyond equality; it requires education leaders to examine the ways current policies and practices result in disparate outcomes for our students of color, students living in poverty, students receiving special education and English Learner services, students who identify as LGBTQ+, and highly mobile student populations.
- Requires education leaders to develop an understanding of historical contexts; engage students, families, and community representatives as partners in decision-making; and actively dismantle systemic barriers, replacing them with policies and practices that ensure all students have access to the instruction and support they need to succeed in our schools.



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