


August 13, 2018

Memorandum

To: Maria Pitre-Martin, Ph.D.

From: Verna Lalbeharie  8/13/2018

Subject: Intent to Contract – NCICU Ed. Prep. & Digital Learning
 Requisition No. RQ 21116853
 (Required for Service Contracts Greater Than \$5,000)

Important Information: Approval of this Memorandum of Intent to Contract is required prior to initiating the contract process. It does not constitute a contract, nor does it imply that a contract will be approved. In that regard, please note that no contractor work can begin until a contract has been approved and signed by both parties. Signed contracts will be returned to the listed DPI Contract Contact Person by the DPI Purchasing and Contracts Section.

Instructions: The questions/information in this memorandum must be completed, and the appropriate approvals obtained prior to initiating a Request for Proposal (RFP) or any contract paperwork, including amendments. All appropriate requested questions and information must be answered and completed, or the form will be returned. If approved, the original memorandum will be forwarded to the Purchase and Contracts Section, and a copy will be returned to the division. If not approved, the original memorandum will be returned to the division.

1. Please complete the following information (If you will use competitive bidding, please insert a short name for the RFP or other bid instrument in the place for Contractor Name; for example: RFP for Parking Services, and do not complete the contract amount or contract dates.)

Contractor Name: University of North Carolina (UNC) System
Contract Amount: \$128,000.00 (\$49,239.00 (2017-18FY) + \$58,761.00 (2018-19FY Div. P-12 Partnerships) + \$20,000.00 (UNC-TV Public Media North Carolina)). For clarity, total payments due and payable to the UNC System during the 2018-19FY shall not exceed **\$120,000.00 (\$128,000.00 (total project costs) - \$8,000.00 (payments previously made)).**
Contract Dates: Effective Date – June 30, 2019
DPI Contract Contact Person and Telephone Number:
 Hunter Huffman, 919.807.3655

2. Is this a contract amendment? If so, please explain fully why you are amending it. (Note: If the amendment is for a date extension only, do not answer questions #3 through #12) **Yes. This amendment extends the term through the end of the fiscal year (June 30, 2019) and adds additional services to the scope (see #3 below for details).**
3. Why are you initiating a contract? What services will you require?

Scope of Work A: Division of University and P-12 Partnerships

- a. Complete all activities and deliverables as previously identified in section 4.1, “Deliverables,” of the original Task Order at no additional cost to the NCSBE (“No Cost Extension”).
- b. Continue to support the “Work Group,” as defined in section 4.1 of the original Task Order, and develop and deliver the following additional deliverables at a cost not to exceed \$58,761.00:
 - i. Develop and deliver “Digital Learning Competencies” for pre-service teachers and administrators.
 - ii. Develop and deliver, in conjunction with the Friday Institute for Educational Innovation, a streamlined Digital Learning Progress Rubric for EPPs.
 - iii. Develop and deliver a final professional development plan for faculty and students in approved EPPs for the use of technology and digital resources (rooted in the DLCs) as teaching tools for K-12 students. In accordance with section 4.1 of the original Task Order, the final plan shall include, at a minimum, the following:
 - 1. Background, history, and context
 - 2. Goals, objectives, and performance metrics
 - 3. Evidence-based research review to support the strategy
 - 4. Broad stakeholder engagement and opportunities for input
 - 5. Implementation schedule
 - 6. Personnel (position specific) responsible for completion of identified tasks, milestones, and deliverables
 - 7. Risk assessment
 - 8. Detailed specifications for any products and/or services that may be required to implement the strategy
 - 9. Cost proposal and projections with suggested avenues for funding and sustainability
 - iv. Conduct an assessment and analysis of current digital learning practices within North Carolina Educator Preparation Programs (“EPPs”) utilizing the streamlined Digital Learning Progress Rubric (in accordance with section 2b.ii.).
 - v. Support the convening of representatives from North Carolina Colleges of Education in partnership with NCICU.

Scope of Work B: UNC-TV Public Media North Carolina

- a. Animated explainer video:
 - i. Produce a short (~3 minute) animated video that informs and engages viewers about the success of the NC Digital Learning Initiative.
 - ii. Engage the UNC-TV instructional design team to blend storytelling with desired learning objectives in order to create a dynamic and effective online asset for various stakeholders.
 - iii. Work in collaboration with NCDPI to create a script, design a unique animation approach, and produce a motion-graphic based video.
- b. Live-action video:
 - i. Produce an approximately 3-minute live action video that informs and engages viewers about the success for the NC Digital Learning Initiative.

- ii. **Utilize the production team to conduct interviews with up to six individuals across NC to gather a wide variety of perspectives on the NC Digital Learning Initiative.**
- iii. Work with DPI to identify interviewees, locations, and b-roll opportunities.

4. How does the contract add value to the teaching/learning process?

The goal of this contract is to complete the development of a strategy and solution, as defined in legislation (Session Law 2017-57 Sec. 7.23K.(a)), for all teachers in the state to gain exposure and build competency in digital learning while in education preparation programs. Educators with greater experience and competency in digital learning will become better practitioners once they enter the classroom.

5. Is the service unique and not repetitive with agency activity or other contracts? Please state why this service cannot be performed within the resources of the agency.

The legislation directs the department to partner with other institutions in order to implement reforms outside of the purview of the department.

6. What is the impact, if you do not contract for these services?

A legislative mandate may not be implemented.

7. If this contract is being paid with grant money, does the grant require the contracted services? Please describe the grant references to these contracted services, and give a synopsis of the grant. **N/A.**

8. Will you use competitive bidding (e.g., RFP?) If yes, skip the remaining questions # 9 through # 12. **No. A Task Order will be issued under the UNC Master Agreement.**

9. Are you using an IT Supplemental Staffing Convenience Contract or other type of convenience contract? If yes, please skip question # 10 and complete questions # 11 and # 12. **No.**

10. Do you plan to request sole sourcing for this contract? If yes, please complete and attach the required sole source justification memorandum. Sole sourcing is warranted whenever only one acceptable source can be found; sole sourcing should never be the first consideration. (**Important:** The approval of the DPI Section Chief for Purchasing and Contracts, and approval by the Division of Purchasing and Contracts or ITS Procurement Services is required for sole sourced contracts.) **No.**

11. Have you contracted with this vendor previously for related services? If yes, please provide the contract number of all contracts with this vendor during the last twelve months. **No.**

12. How did you calculate the cost (e.g., what is the cost per hour and number of hours?) If the cost per hour is above the DPI maximum for that type of service per the New Service Contract Policies, please attach the required written permission granted by

the Deputy Superintendent. **This is a fixed price deliverables-based contract. Costs are calculated based on market rates for deliverables.**

- 13. Is this contract for information technology services? **No.**
- 14. If this is a personal service contract request, is the vendor/contractor a retiree? **N/A**

_____ Yes _____ No

If answer is yes, is individual a member of:

_____ TSERS (Teachers & State Employees Retirement System)

_____ Other (Please Explain) _____

Requisition No. RQ <u>21116853</u>	
Budget Code: <u>180010138000 - 2150</u>	
Signed: <u><i>Margaret Wall</i></u> <small>89D637D6B9EF48A...</small> Budget Representative	Date: <u>8/22/2018</u>
Approved: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Signed: <u><i>Maria Pitre-Martin</i></u> <small>977BBD140EA34A9...</small> Supt./Deputy Supt./Appropriate CFO/CAO/CIO	Date: <u>8/13/2018</u>
<u>For Technology Contracts Only:</u>	
Approved: Yes _____ No _____	
Signed: _____ Chief Information Officer	Date: _____

TASK ORDER NO. _____
New Modification No. _____

NCSBE CONTRACT ORDER NO. 10429339
Amendment No. 1

TASK ORDER
Issued Under the North Carolina State Board of Education, University of North Carolina
Master Agreement, Version 001

Project Personnel

UNC Institution

Principal Investigator
University: UNC System
Name, Title: Julie Kowal, Associate Vice President for P12 Strategy & Policy
Address: UNC System Office, 910 Raleigh Road
City, State, Zip: Chapel Hill, NC 27514
Email: jmkowal@northcarolina.edu

Contract Administrator
University: University of North Carolina System Office
Name, Title: Sarah Smith, Director of Sponsored Programs
Address: P.O. Box 2688
City, state, zip: Chapel Hill, NC 27515-2688
Phone, fax: 919.962.4557
Email: ssmith@northcarolina.edu

NCSBE

Project Coordinator
North Carolina Department of Public Instruction
Name, Title: Verna Lalbeharie, Director, Digital Teaching and Learning
Address: 301 N. Wilmington St.
City, State, Zip: Raleigh, NC 27601
Phone, fax: 919.807.3270
Email: verna.lalbeharie@dpi.nc.gov

Contract Administrator
North Carolina Department of Public Instruction
Name, Title: Mashonda Southerland, Contracts Administrator
Address: 6308 Mail Service Center
City, State, Zip: Raleigh NC 27699-6308
Phone, fax: W/919-807-3662; Fx/919-807-3660
Email: janet.byrd@dpi.nc.gov

Project Description

Project Title: UNC System Educator Preparation DLCs
Project Contact for University: Julie Kowal for SoW in Appendix A; Travis Mitchell and David Huppert for SoW in Appendix B
Project Start/End Dates: Effective Date through June 30, 2019

Incorporation

The Terms and Conditions of the NCSBE/UNC Master Agreement are incorporated by reference. This Task Order also includes any Appendices or addendums attached hereto, including Appendix A "Scope of Work: Division of University and K-12 Partnerships," and Appendix B "Scope of Work: UNC-TV." Except as modified by this Amendment 1, all remaining terms and conditions in the original Task Order shall remain in full force and effect. In the event of any inconsistency or conflict between or among the documents comprising this Task Order, any such inconsistency or conflict shall be resolved by giving precedence to this Amendment 1, followed by the original Task Order.

IN WITNESS THEREOF, the parties have caused the Task Order to be executed by their authorized representatives as of the date of the last signature below ("Effective Date").

ATTEST:

North Carolina State Board of Education

By: _____
Adam Levinson
Chief Financial Officer

Date

By: _____
Mark Johnson
NC Superintendent of Public Instruction,
on behalf of the State Board of Education following approval by the Chief Financial Officer pursuant to Board Policies SBOP-013 and CNTR-002.

Date

UNC Institution

Authorizing Official Signature

Date

Total Project Costs: \$128,000.00 (\$49,239.00 (2017-18FY) + \$58,761.00 (2018-19FY Div. P-12 Partnerships) + \$20,000.00 (UNC-TV Public Media North Carolina)). For clarity, total payments due and payable to the UNC System during the 2018-19FY shall not exceed \$120,000.00 (\$128,000.00 (total project costs) - \$8,000.00 (payments previously made)).

Total funding to date: \$49,239.00

Funding Source: Digital Learning Initiative (DLI) State Appropriation

Agency #:

CFDA#:

Title:

Recipient Fiscal Agent

Name, Title: Cassandra Jones, Sponsored Programs Accountant
Address: P.O. Box 2688
City, state, zip: Chapel Hill, NC 27515
Phone, fax: (919) 843 - 5187
Email: cjjones@northcarolina.edu

Special Terms and Conditions

[Empty box for Special Terms and Conditions]

Invoicing

All invoices are subject to the approval of the “NCSBE Project Coordinator.” Invoices are to be *addressed* to NCDPI, Accounts Payable, 6331 Mail Services Center, Raleigh, NC 27699-6331, but *mailed* to the Project Coordinator listed on page 1 of this Task Order.

Payment will be based on monthly invoices aligned to deliverable submissions and shall be accompanied with a description of activities performed and deliverables completed (or progress toward deliverable(s) completion) for the corresponding month. Payment will be subject to review and approval by the NCDPI Project Coordinator for successful completion of deliverables.

Amendment Description

Describe the reason for amending this Task Order: To allow for a “no cost extension” for submission of previous deliverables, and extend the term with an increase in scope (i.e., additional deliverables). The additional deliverables include: evaluation of current digital learning practices, support for regular convenings, development of DLCs for pre-service teachers/administrators, development of an EPP Digital Learning Progress Rubric, and development of a final professional development strategy for faculty and students in approved EPPs. These deliverables are the responsibility of the Division of University and P-12 Partnerships in collaboration with NCICU. Detailed information for this scope of work can be found in Appendix A.

This Task Order also contains a scope of work that is the responsibility of UNC-TV Public Media North Carolina. This additional Scope of Work is for the creation of Digital Learning Initiative (DLI) promotional and informative videos. Detailed information for this scope of work can be found in Appendix B.

Budget Code: 18001013800

Budget Source: 2150

Strategic Priority: Every student, every day has excellent educators

Appendix A - Scope of Work: Division of University and P-12 Partnerships

1.0 Objective:

Continue to build upon the effort and successes of the original Task Order to meet the requirements of Session Law 2017-57 § 7.23K(a).

2.0 Deliverables:

During the Extended Term, the Division of University and P-12 Partnerships within the UNC System agrees to continue to collaborate with the North Carolina Independent Colleges and Universities (NCICU), the Friday Institute for Educational Innovation at North Carolina State University (Friday Institute), local faculty and institution leadership from within the UNC System, and the North Carolina Department of Public Instruction (NCDPI) to:

- a. Complete all activities and deliverables as previously identified in section 4.1, “Deliverables,” of the original Task Order at no additional cost to the NCSBE (“No Cost Extension”).
- b. Continue to support the “Work Group,” as defined in section 4.1 of the original Task Order, and develop and deliver the following additional deliverables at a cost not to exceed \$58,761.00:
 - i. Develop and deliver “Digital Learning Competencies” for pre-service teachers and administrators.
 - ii. Develop and deliver, in conjunction with the Friday Institute for Educational Innovation, a streamlined Digital Learning Progress Rubric for EPPs.
 - iii. Develop and deliver a final professional development plan for faculty and students in approved EPPs for the use of technology and digital resources (rooted in the DLCs) as teaching tools for K-12 students. In accordance with section 4.1 of the original Task Order, the final plan shall include, at a minimum, the following:
 1. Background, history, and context
 2. Goals, objectives, and performance metrics
 3. Evidence-based research review to support the strategy
 4. Broad stakeholder engagement and opportunities for input
 5. Implementation schedule
 6. Personnel (position specific) responsible for completion of identified tasks, milestones, and deliverables
 7. Risk assessment
 8. Detailed specifications for any products and/or services that may be required to implement the strategy
 9. Cost proposal and projections with suggested avenues for funding and sustainability
 - iv. Conduct an assessment and analysis of current digital learning practices within North Carolina Educator Preparation Programs (“EPPs”) utilizing the streamlined Digital Learning Progress Rubric (in accordance with section 2b.ii.).
 - v. Support the convening of representatives from North Carolina Colleges of Education in partnership with NCICU.

3.0 Cost:

Subject to the “Availability of Funds” clause in the Master Agreement 001, the NCSBE agrees to pay Contractor an amount not to exceed \$58,761.00 for the deliverables described in Appendix A, Section 1.0, and performed pursuant to this Amendment one (1). For clarity, the costs for the deliverables associated with the No Cost Extension (2.0(a)) shall not exceed \$41,239 (\$49,239.00 (total cost of original Task Order) – \$8,000.00 (payment made to Contractor toward successful completion of deliverable(s) during the previous term)) during the NCDPI 2018-19 fiscal year. Total payments to Contractor by the NCSBE during the entire term of this Contract for the scope of work associated with the Division of University and P-12 Partnerships Division shall not exceed \$108,000.00. (\$49,239.00 + \$58,761.00). The table below further clarifies the costs of this scope of work under the Task Order.

Table 1. Amendment 1 Cost by Deliverable (Division of University and P-12 Partnerships)

Deliverables	Cost
Year One Contract Total	\$49,239.00
Year Two Additional Services Total:	
2.0.b(i-iii): Work Group Deliverables: DLCs for pre-service teachers and administrators, EPP Digital Learning Progress Rubric, Final Professional Development Strategy	
2.0.c.: Assessment and Analysis of current digital learning practices within EPPs	
2.0.d.: Support for EPP representative convenings	\$58,761.00
Total Contract Amount	\$108,000.00
Year One Contract Payments	-\$8,000
Total Amount of Contract Payable to Contractor during Year Two*	\$100,000.00

Appendix B - Scope of Work: UNC-TV Public Media North Carolina

1.0 Project Objective:

The North Carolina Department of Public Instruction seeks assistance designing and developing an “explainer video” and a “live-action video” that highlight the scope, scale, achievements, stakeholders, and beneficiaries of the NC Digital Learning Initiative.

2.0 Project Description:

UNC-TV agrees to produce the following videos:

- a. Animated explainer video:
 - i. Produce a short (~3 minute) animated video that informs and engages viewers about the success of the NC Digital Learning Initiative.
 - ii. Engage the UNC-TV instructional design team to blend storytelling with desired learning objectives in order to create a dynamic and effective online asset for various stakeholders.
 - iii. Work in collaboration with NCDPI to create a script, design a unique animation approach, and produce a motion-graphic based video.
- b. Live-action video:
 - i. Produce an approximately 3-minute live action video that informs and engages viewers about the success for the NC Digital Learning Initiative.
 - ii. Utilize the production team to conduct interviews with up to six individuals across NC to gather a wide variety of perspectives on the NC Digital Learning Initiative.
 - iii. Work with DPI to identify interviewees, locations, and b-roll opportunities.

3.0 Estimated Project Milestones:

No.	Animated Explainer Video	No.	Live-action Video
AE.3.1	DPI delivers rough script to UNC-TV	LA.3.1	DPI meets with UNC-TV to discuss project goals
AE.3.2	UNC-TV refines script and sends to DPI	LA.3.2	UNC-TV sends DPI outline of characters/locations
AE.3.3	DPI signs off on final script	LA.3.3	DPI signs off on project concept
AE.3.4	UNC-TV delivers rough draft of the video	LA.3.4	UNC-TV delivers rough draft of the video
AE.3.5	DPI provides revision notes	LA.3.5	DPI provides revision notes
AE.3.6	UNC-TV delivers final project	LA.3.6	UNC-TV delivers final project

Specific, mutually agreeable, milestone dates will be determined by the parties following execution of this Task Order. Each project is projected to take less than three months from initiation to completion.

4.0 Cost:

Subject to the “Availability of Funds” clause in the Master Agreement 001, the NCSBE agrees to pay Contractor an amount not to exceed \$20,000.00 for the services described in Appendix B, Section 2.0 and Section 3.0, and performed pursuant to this Amendment one (1).

Deliverable	Cost
Animated Explainer Video	\$8,000
Live-action Video	\$12,000
Total	\$20,000