



Roger León
Superintendent

Newark Board of Education

Where Passion Meets Progress

Request for Proposal 9894 High School Financial Literacy Instructional Materials Evaluation Report

I. List the names of all members on the evaluation committee:

Carynne Conover, Director of Social Studies
Timothy Nellegar, Director of Instructional Technology
Erica Cashaw, Director of Alternative Education

II. List the name and summary of vendors who submitted a proposal:

| Vendor | Summary of Proposal |
|---|---|
| 1. Attainment Company Inc 1158 Clarity St. Verona, Wisconsin 53593 | Technical/Program Plan is a significant hinderance. The level of writing and engagement is not aligned to the needs of general education population as needed at this time. Requirements met. |
| 2. Cengage Learning Inc 5191 Natorp Blvd. Mason, OH 45040 | Technical/Program Plan was serviceable but not a strong contender. More in-depth considerations for some topics that are better explored in other contenders such as debt, predatory loans, etc. Requirements met. |
| 3. CLD Financial Life 111 Town Square Pl Suite 1238, PMB 19417 Jersey City, NJ 07310 | Technical/Program Plan was interesting and mostly accessible, but not fully supported by detailed and clear language. That is, definitions and examples were wanting. Nonetheless, one of the books could be considered as a supplemental in the future. Requirements met. |
| 4. EVERFI Inc. 65 Fairchild St. Charleston, SC 29492 | Technical/Program Plan is aligned to the learning necessary but is only accessible online. We need to provide a textbook for our learners at this time. Positive: Free. This online platform could be used in conjunction with another source as the supplemental. Requirements met. |
| 5. Infobase Holdings Inc. 8 The Green Suite 19225 | Technical/Program Plan: Does not meet the need for core financial literacy instructional materials. From their provided literature, "While our offering |

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|---|--|
| Dover, DE 19901 | focus on providing high-quality supplement and supporting materials rather than a core curriculum, we are confident that our products will enhance and enrich your financial literacy programs.” Requirements met. |
| 6. McGraw Hill LLC 8787 Orion Place Columbus, Ohio 43240 | Technical/Program Plan is solid, intelligent, and appropriate for our learners. As opposed to some other texts under consideration, questionable/condescending language was absent. The activity book coupled with the online access to the text are positives. Requirements met. |
| 7. Savvas Learning Company LLC 15 East Midland Ave Suite 502 Paramus, NJ 07652 | Technical/Program Plan: This text suffers from identity crisis. Teachers could get lost in the direction. The amount of information is pertinent for the most part, but overwhelming in design and organization. Also, some concerns for the language; dated and/or offensive. Requirements met. |
| 8. Study Smart Tutors, Inc. 30721 Russell Ranch Road, Suite #140 Westlake Village, CA 91362 | Rejected, vendor failed to submit a responsive proposal. |
| 9. The Goodheart Willcox Company Inc. 18604 West Creek Drive Tinley Park, Illinois 60477 | Technical/Program Plan positives: The end of unit Event Activity, Math Skills, and Communications Skills sections. Negatives: Some of the language is telegraphing moral agendas versus consensus norms. Some language is dated. Requirements met. |

III. Rank vendors in order of evaluation 1-9, 1 being the highest:

| Vendor | Recommendation To Award (yes or no) | Overall Rank |
|--------------------|-------------------------------------|--------------|
| Mc-Graw-Hill | Yes | 1 |
| EVERFI Inc | Yes (Free) | 2 |
| Cengage | No | 3 |
| CLD Financial Life | No | 4 |

| | | |
|--------------------------|----|---|
| Savvas | No | 5 |
| Goodheart Willcox | No | 6 |
| Infobase | No | 7 |
| Attainment | No | 8 |
| Study Smart Tutors, Inc. | No | 0 |

IV. Identify the vendor(s) recommended for awarded and why the vendor or vendors have been selected among others considered.

| Vendor | Justification for Selection |
|---------------|---|
| Mc-Graw-Hill | Offering is solid, intelligent, and appropriate for our learners. As opposed to some other texts under consideration, questionable/condescending language was absent. The activity book coupled with the online access to the text are positives. |
| EVERFI | This online platform could be used in conjunction with another source as the supplemental. (Free) |

V. Identify the terms, conditions, scope of services, and fees for vendor(s) recommended for award.

This contract is for a two (2) year period with the option to renew for one (1) additional two (2) year period. Please see the Summary of Proposals section I for the scope of services. The cost proposals are enclosed.

McGraw-Hill awarded at an amount not to exceed \$510,000.

EVERFI awarded at an amount not to exceed \$0 (free).

vendor name

VI. List all schools to receive services and or goods.

| | |
|--|---|
| All NBOE High Schools as follows: | Newark School of Fashion and Design High School |
| American High School | Newark School of Global Studies |
| Arts High School | Newark Vocational High School |
| Bard High School | Science Park High School |
| Barringer High School | Technology High School |
| Central High School | University High School |
| Eagle Academy for Young Men (High School) | Weequahic High School |
| East Side High School | West Side High School |
| Malcolm X Shabazz High School | |
| Newark School of Data Science and Information Technology High School | |

Submitted By: 
signature

9 Aug 2024

Printed Name: Carynne Conover

Title: Director of Social Studies _____

9894 High School Financial Literacy Instructional Materials Cost Proposal Form No. 1 Instructional Materials

The evaluative process requires an assessment of cost. The overall proposed materials may contain one or more components. This pricing table has been developed to provide uniformity for evaluative purposes. You may copy this form to a Microsoft Excel/Word document to present additional information. **Please duplicate this pricing form as necessary to include all goods and services. Indicate all known ISBNs for proposed materials. Attaching a grid style Microsoft word/excel document is acceptable. Indicate any materials that are not proprietary, licensed, and/or copyrighted to your organization. (component = an additional offering)**

| Company Name: McGraw Hill LLC | | |
|---|---|---------------------|
| | Component I | Component II |
| Subject/Curricula Title (Mandatory Data Field) | Personal Finance | |
| Targeted Grade Level(s) (Mandatory Data Field) | 9-12 | |
| Total Price Years 1 and 2 Per Classroom Set including shipping (assume 30 students) (Mandatory Data Field) | \$4,248.72 for 2 Years | |
| Total Price Per Years 3 and 4 Classroom Set including shipping (assume 30 students) (Mandatory Data Field) | \$4,248.72 for 2 years | |
| Itemized Contents of Classroom Set with per item cost. If additional spaced is needed provide an attachment. (Mandatory Data Field) | 2 Year Premium Bundle (book, workbook, and online) - 978-1-26-601135-1 - \$141.62 Teacher Manual - 978-1-26-563743-9 - \$46.78 2 Year Teacher Subscription - 978-1-26-564872-5 - \$179.04 | |
| Online access per student Years 1 and 2 | Yes | |
| Online access per student Years 3 and 4 | Yes | |
| <u>FREE</u> Professional Development per Classroom Set (specify min/max participants, session duration, and number of instructors per session) | In person Initial Implementation Training. (Can be virtual) 2 hours, Minimum of 8, Maximum of 40 teachers/leaders. 1 Instructor per session. Virtual Follow-up Implementation Training. 90 minute to 2 hours. Minimum 6, No Maximum. 1 Instructor per session. On Demand Training Padlet Additional Sessions can be purchased. ½ Day Virtual (2 hour session) \$1500 Full Day Virtual (2 – 2 hour sessions) \$2500 In person day (any part of a day up to 7 hours) \$3500 | |

| | | |
|--|--|--|
| <p>OTHER (indicate items, duplicate form as necessary, add attachments if necessary)</p> | | |
| <p>Travel/ Delivery/ Administrative: All related expenses must be included in cost listed above. All travel, incidental, delivery, and/or administrative expenses related to the materials delivered or services provided are the responsibility of the service provider. The District will not provide reimbursement for any travel/ administrative, delivery, and/or incidental expenses.</p> | | |

9894 High School Financial Literacy Instructional Materials
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| Company Name <u>EVERFI Inc.</u> | | |
|--|--|---------------------|
| | Component I | Component II |
| Subject/Curricula Title (Mandatory Data Field) | EVERFI High School Financial Literacy Curriculum - Eleven (11) online courses with accompanying offline lessons. | |
| Targeted Grade Level(s) (Mandatory Data Field) | 9-12 | |
| Total Price Years 1 and 2 Per Classroom Set including shipping (assume 30 students) (Mandatory Data Field) | \$0 | |
| Total Price Per Years 3 and 4 Classroom Set including shipping (assume 30 students) (Mandatory Data Field) | \$0 | |
| Itemized Contents of Classroom Set with per item cost. If additional spaced is needed provide an attachment. (Mandatory Data Field) | \$0 All access to EVERFI courses and offline lesson plans accessed via Clever | |
| Online access per student Years 1 and 2 | \$0 | |
| Online access per student Years 3 and 4 | \$0 | |
| FREE Professional Development per Classroom Set (specify min/max participants, session duration, and number of instructors per session) | <ul style="list-style-type: none"> • No maximum participants • No minimum participants • Virtual or in-person professional development offered in 30-90 minute increments | |
| OTHER (indicate items, duplicate form as necessary, add attachments if necessary) | <ul style="list-style-type: none"> • Number of instructors per session = 1 | |

Travel/ Delivery/ Administrative: All related expenses must be included in cost listed above. All travel, incidental, delivery, and/or administrative expenses related to the materials delivered or services provided are the responsibility of the service provider. The District will not provide reimbursement for any travel/ administrative, delivery, and/or incidental expenses.

9894 High School Financial Literacy Instructional Materials

Cost Proposal Form No. 2 Additional Professional Development

The evaluative process requires an assessment of cost. The overall proposed professional development may contain one or more components. This pricing table has been developed to provide uniformity for evaluative purposes. (component = an additional offering)

Duplicate this pricing form as necessary to include services proposed.

| | | |
|--|---|---------------------|
| Company Name _____ EVERFI Inc. | | |
| | Component I | Component II |
| Title of Professional Development (Mandatory Data Field) | Digital Tools to Address Financial Literacy and Support Economic Equity | |
| Type of Professional Development (e.g. Workshop, Course, Seminar or Activity) (Mandatory Data Field) | Workshop with Built in Exploration Activity | |
| Description of Session (Mandatory Data Field) | This session will provide educators with resources to support New Jersey financial literacy standards and requirements. Through a whole child approach, teachers will leave equipped with the resources and strategies to prepare students to successfully navigate these important topics in their everyday lives. | |
| Total Price Per Session Years 1 and 2 (in US Dollars) (Mandatory Data Field) | \$0 | |
| Total Price Per Session Years 3 and 4 (in US Dollars) (Mandatory Data Field) | \$0 | |
| Duration of Session (Mandatory Data Field) | Professional Development offered in 30-90 minute increments | |
| Min/Max Participants (Mandatory Data Field) | Max = N/A Min = N/A | |
| Virtual or In-person (Mandatory Data Field) | Virtual or in-person offered | |
| Number of Instructors per Session (Mandatory Data Field) | 1 | |
| OTHER (indicate items, duplicate form as necessary, add attachments if necessary) | | |
| Travel/ Delivery/ Administrative: All related expenses must be included in cost listed above. All travel, incidental, delivery, and/or administrative expenses related to the services provided are the responsibility of the service provider. The District will not provide reimbursement for any travel/ administrative, delivery, and/or incidental expenses. | | |