

Business Operations
Ofelia San Pedro, Deputy Superintendent

SUBJECT: REQUEST AUTHORIZATION TO ENTER INTO A CONTRACTUAL SERVICES AGREEMENT BETWEEN THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, AND GAGGLE.NET, INC., PURSUANT TO REQUEST FOR PROPOSALS NO. 022-HH10 – STUDENT ELECTRONIC-MAIL COMMUNICATIONS

COMMITTEE: INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS

LINK TO DISTRICT STRATEGIC PLAN: EVALUATE AND REDESIGN INTERNAL BUSINESS OPERATIONS

Request For Proposals No. 022-HH10 – STUDENT ELECTRONIC-MAIL COMMUNICATIONS, which opened on October 23, 2007, is to obtain a district-wide, enterprise-level license for a student electronic-mail communications software solution, for the purpose of providing educators and students a method for collaboration and crystallization of life skills through technology, for the Office of Information Technology. This is a term proposal. Four (4) proposers responded to this advertised solicitation.

In June 2007, the Board approved Item E-201 (School Board Rule 6Gx13- 5C-1.09, Policy for Utilization of the Student E-Mail System), which establishes a policy for the use of Miami-Dade County Public Schools (M-DCPS) student electronic mail (e-mail) system by students, their parents, and others, in preparation for a District Student E-Mail initiative.

The proposed system will provide many unique instructional benefits, which include an appealing application for learning computer skills, extended opportunities for advancing reading and writing skills, pen-pal (e-pal) projects that open new vistas into other locations and cultures, educational opportunities to work outside the classroom by reading and responding to e-mail, electronic newsletters providing class and school news, a new tool for teacher/student, student/student, student/mentor resource communications.

Additionally, this system will provide extensive control of the application's features at the school level, giving each school the flexibility in how it handles student e-mail in its own unique situation, comprehensive and customizable automatic monitoring for unacceptable messages, including violent and obscene language, a unique module to scan picture documents for obscene materials, and translation capabilities for Spanish and Creole languages.

A meeting of the Selection Committee was held on October 26, 2007. Four (4) proposals were presented for consideration: AT & T; e-Pals, Inc.; Gaggle.Net, Inc.; and Hayes e-Government Resources, Inc. These proposers were ranked based on the criteria set forth in the Request For Proposals. Based on these rankings, two firms, e-Pals, Inc. and Gaggle.Net Inc., were selected for oral presentations, which were held on November 1, 2007. The Committee recommended Gaggle.Net, Inc., the highest rated proposal, for a Proof of Concept (POC), which was conducted from November 5, 2007, through November 9, 2007. A final Evaluation Committee meeting was held on November 15, 2007, where the POC sub-committee presented its recommendations. Based on these recommendations, the Evaluation Committee recommended Gaggle.Net, Inc., the highest rated proposal, for award.

Fund Source

0322 – Master Lease Equipment

RECOMMENDED: That The School Board of Miami-Dade County, Florida, **AUTHORIZE** the Superintendent of Schools to negotiate and enter into a contractual services agreement between The School Board of Miami-Dade County, Florida, and Gaggle.Net, Inc., pursuant to Request For Proposals No. 022-HH10 – STUDENT ELECTRONIC-MAIL COMMUNICATIONS, to obtain a district-wide, enterprise level license for a student electronic-mail communications software solution, for the purpose of providing educators and students a method for collaboration and crystallization of life skills through technology, for the Office of Information Technology, effective December 19, 2007, through September 30, 2009, as follows:

1. GAGGLE.NET, INC.
P.O. BOX 1361
BLOOMINGTON, IL 61702
OWNER: MICHAEL KESSLER, VICE PRESIDENT

Highest Rated Proposal

Cost @ \$2.05 per student.

2. Authorize Procurement Management Services to purchase up to the estimated amount of \$430,000.

OSP/lja