



## Arlington Public Schools

2110 Washington Blvd., Arlington, VA 22204 • Phone: (703) 228-6123 • Fax: (703) 841-0681  
Purchasing Office  
www.apsva.us

### Amendment No. 6

**Subject:** Survey Research and Survey Administration Services - Contract 44FY17 Amendment No. 6

**Contractor**  
Panorama Education, Inc.  
Attn: Xan Tanner  
109 Kingston, St., 5<sup>th</sup> Floor  
Boston, MA 02111  
[Xtanner@panoramaed.com](mailto:Xtanner@panoramaed.com)

**Contract:**  
44FY17

By mutual agreement, attached is Amendment No. 6 to revise:

- Exhibit B – Scope of Services, by adding Student Surveys and Student SEL: Platform License and Services. Appendix to Exhibit B is included with the revisions reflected in red.
- Exhibit C – Fee Schedule, by adding fees for the Student Surveys and Student SEL: Platform License and Services. Appendix to Exhibit C is included with the revisions reflected in red.

All other terms and conditions shall remain unchanged.

#### Arlington Public Schools

Authorized  
Signature:

David J. Webb, C.P.M.  
Procurement Director /  
Procurement Agent

Printed Name  
and Title:

Date:

October 25, 2021

#### Panorama Education, Inc.

Authorized  
Signature:

Printed Name  
and Title:

Katie Mallett, COO

Date:

10 / 22 / 2021

Contract 44FY17  
Amendment No. 6

**EXHIBIT B**  
**SCOPE OF SERVICES (Revised Amendment No. 6)**

The Contractor shall provide design, data collection, analysis, and reporting services for a set of survey modules to be administered to students, parents, school staff and community members.

**A. SURVEY DESIGN**

The Contractor will be responsible for designing a complementary set of survey modules to be administered to students in elementary, middle, and high school; all parents of Arlington Public Schools (“APS”) students; all APS staff; and Arlington community members.

The Contractor must provide an outline and workflow for survey design.

The Contractor will be working collaboratively with the Survey Advisory Group, a standing group of committed stakeholders from APS, Arlington County (“the County”) and the Arlington community, and will need to demonstrate an understanding and competency for working with community stakeholders to write survey questions.

Each of the survey modules may examine one or more tenets outlined in section I. B. 3., as appropriate for that respondent group

1. Health Education
2. Physical Education and Physical Activity
3. Nutrition Environment and Learning
4. Health Services
5. Counseling, Psychological, & Social Services
6. Social & Emotional Climate
7. Physical Environment
8. Employee Wellness
9. Family Engagement
10. Community Involvement

Arlington’s community consists of varied cultures, backgrounds, and primary languages. An understanding of how to engage and develop culturally appropriate survey questions for use with diverse audiences will need to be demonstrated.

The Contractor’s question development process should include a review of past survey questions and results to ensure that existing trend data can continue going forward as appropriate, as well as a consideration of ways to utilize existing national data for comparison.

The Contractor shall be responsible for pre-testing and revising survey questions.

The Contractor shall suggest a regularly occurring process to review and revise survey questions prior to each implementation of subsequent survey modules.

**B. ADMINISTRATION/DATA COLLECTION**

The Contractor will be required to submit student sampling plans and will need to make recommendations about best sampling strategies to meet project goals. Past student surveys have sampled classrooms for ease of survey administration. Sampling procedures at the four alternative sites (Arlington Career Center, Langston High School Continuation, New Directions, and Arlington Community High School) has varied based on the size of the program. One program, the Arlington Career Center, includes part-time students who regularly attend other

APS high schools, as well as full-time students. School-specific feedback is desired from both part-time and full-time students.

The Contractor must provide a projected timeline for the implementation of each survey, a communication plan for contacting respondents, and draft communication materials that ensure high rates of participation.

- a. Student surveys will require passive parent consent. Contractor shall be required to propose a system for handling the coordination of opt-outs.

The Contractor must have the capacity to administer surveys in multiple formats, including: online; by paper and pencil; by mail and by phone, as needed to increase the response rate. Contractor assumes responsibility for cost associated with these tasks.

- a. APS does not have contact information for community members. Contractor must provide with their proposal response, a plan and be responsible for obtaining a representative sample of the community.
- b. Traditionally, parent surveys have been conducted through a mixed-mode, paper/online methodology. Paper surveys have been mailed to each household and may need to continue in this manner until APS can ensure that a representative sample of all parents can conveniently and reliably be reached and access a survey online. Mixed-mode methodology may be used.
- c. Surveys administered to students may be completed electronically, but the Contractor will need to have the ability to receive potentially 6,000 survey responses simultaneously.

Technical specifications for the administration for each survey will need to be submitted at least 60 days prior to the survey launch date for implementation and testing.

The Contractor must submit a sample plan to protect anonymity of respondents with their proposal response.

The Contractor must propose a secure data system, such as FTP server, to protect data during transfer and once received from respondents.

All data will be owned by APS.

The Contractor shall provide with their proposal response information about any language translation capabilities or features available. At a minimum all surveys will be administered in English and Spanish.

### **C. ANALYSIS AND REPORTING**

The Contractor must provide raw data from the surveys in a ready to analyze format such as: .spss or .xls and will include information about how the data was coded.

The Contractor must provide a deidentified data report, meeting APS specifications, along with accompanying documentation.

Examples of analyses and reporting formats shall be provided by the Contractor that demonstrates flexibility to account for changing priorities within Arlington.

The Contractor must provide a quality assurance plan to ensure that data is reported accurately.

It is the responsibility of the Contractor to include any and all services required for a complete and comprehensive solution.

**D. STUDENT SURVEYS AND STUDENT SOCIAL-EMOTIONAL LEARNING (SEL) PLATFORM LICENSE AND SERVICES:**

Full District Standard SEL Platform:

License Fees:

- Includes unlimited survey administration for students on all topics, including custom content.
- Survey reporting at the district, school, classroom, and individual student level.
- Ability to build groups of students and log support notes on student profiles.
- Access to Playbook of resources for all schools.

Annual Licenses:

Access to Platform and Support: Survey administration, analysis and reporting.

- Student Surveys

Services:

Project Management

Includes dedicated Client Success Manager who will work with the client's main point of contact to execute a successful project administration.

- Develop project timeline
- Manage setup and administration
- Customize configurations
- Coordinate rollout of reports

Foundations Package (Virtual):

Includes up to two virtual workshops from Panorama's core offerings menu. Each workshop includes a consultative planning session with a professional learning specialist and up to 2 hours of virtual facilitation for groups <50 (Larger sessions can be supported as interactive webinars, and additional facilitators can be added for breakout rooms or chat moderation at an additional cost).

**End of Scope of Services**

**APPENDIX TO EXHIBIT B**  
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**End of Appendix to Exhibit B**

**EXHIBIT C**  
**FEE SCHEDULE (REVISED AMENDMENT NO. 6)**

TASKS	YEAR 1				YEAR 3				YEAR 5			
	LEVEL OF EFFORT (HOURS)	HOURLY RATE (FULLY LOADED)	EXTENDED COST	SURVEY DESIGN SUBTOTAL YEAR 1	LEVEL OF EFFORT (HOURS)	HOURLY RATE (FULLY LOADED)	EXTENDED COST	SURVEY DESIGN SUBTOTAL YEAR 3	LEVEL OF EFFORT (HOURS)	HOURLY RATE (FULLY LOADED)	EXTENDED COST	SURVEY DESIGN SUBTOTAL YEAR 5
<b>SURVEY DESIGN</b>												
PROJECT MANAGEMENT	100	\$125	\$12,500		100	\$125	\$12,500		100	\$125	\$12,500	
TECHNICAL SUPPORT	25	\$50	\$1,250		25	\$50	\$1,250		25	\$50	\$1,250	
CONSULTANTS	100	\$250	\$25,000		100	\$250	\$25,000		100	\$250	\$25,000	
CLERICAL SUPPORT	0	n/a	\$0		0	n/a	\$0		0	n/a	\$0	
	SURVEY DESIGN SUBTOTAL YEAR 1			\$38,750	SURVEY DESIGN SUBTOTAL YEAR 3			\$38,750	SURVEY DESIGN SUBTOTAL YEAR 5			\$38,750
<b>SURVEY ADMINISTRATION &amp; DATA COLLECTION</b>												
PROJECT MANAGEMENT	160	\$125	\$20,000		160	\$125	\$20,000		160	\$125	\$20,000	
TECHNICAL SUPPORT	170	\$50	\$8,500		170	\$50	\$8,500		170	\$50	\$8,500	
CONSULTANTS	0	\$250	\$0		0	\$250	\$0		0	\$250	\$0	
CLERICAL SUPPORT	0	n/a	\$0		0	n/a	\$0		0	n/a	\$0	
	SURVEY ADMINISTRATION & DATA COLLECTION SUBTOTAL YEAR 1			\$28,500	SURVEY ADMINISTRATION & DATA COLLECTION SUBTOTAL YEAR 3			\$28,500	SURVEY ADMINISTRATION & DATA COLLECTION SUBTOTAL YEAR 5			\$28,500
<b>ANALYSIS &amp; REPORTING</b>												
PROJECT MANAGEMENT	150	\$125	\$18,750		150	\$125	\$18,750		150	\$125	\$18,750	
TECHNICAL SUPPORT	130	\$50	\$6,500		130	\$50	\$6,500		130	\$50	\$6,500	
CONSULTANTS	15	\$250	\$3,750		15	\$250	\$3,750		15	\$250	\$3,750	
CLERICAL SUPPORT	0	n/a	\$0		0	n/a	\$0		0	n/a	\$0	
	ANALYSIS & REPORTING SUBTOTAL YEAR 1			\$29,000	ANALYSIS & REPORTING SUBTOTAL YEAR 3			\$29,000	ANALYSIS & REPORTING SUBTOTAL YEAR 5			\$29,000
<b>GRAND TOTAL OF ALL TOTALS FOR YEARS 1, 3, AND 5.</b>	TOTAL OF YEAR 1			\$96,250	TOTAL OF YEAR 3			\$96,250	TOTAL OF YEAR 5			\$96,250

**IN WORDS: Two Hundred Eighty-eight thousand, Seven Hundred Fifty Dollars**

**IN FIGURES: \$ 288,750**

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**STANDARD ITEMIZED PRICE LIST  
(REVISED)**

**(YEARS 1 THROUGH 5) IDIQ UNIT PRICE**

	UNIT	PRICE
ON-SITE MEETINGS	EACH	\$1,750
FACILITATED WORKSHOPS	EACH	\$3,000
FOCUS GROUP FACILITATION	EACH	\$3,000
BOARD / LEADERSHIP PRESENTATION	EACH	\$2,000
DATA ENTRY FOR PAPER SURVEYS	HOUR	see below
ADVISORY SERVICES	HOUR	\$125
LANGUAGE TRANSLATION (PER LANGUAGE)	JOB	\$2,000

	Cost
<b>Data Entry for Paper Surveys</b>	
<b>*Bundles of surveys: Client prints &amp; mails, and then ships to Panorama for processing</b>	<b>\$0.15 / survey (\$50 min)</b>
<b>Bundles of surveys: Panorama prints &amp; ships to client; client ships back to Panorama for processing</b>	<b>\$0.60 / survey (1 double-sided page)</b> <b>\$1.00 / survey (multiple pages with staples)</b> <b>(\$200 min)</b>
<b>Direct mail surveys: Panorama manages survey delivery directly</b>	<b>\$1.80 / survey</b>

<b>Student Surveys and Student SEL: Platform License and Services</b>			
Description	Unit	Quantity	Price
Annual License Fee	Each	27,400	\$20,550.00
Project Management	Session	1	\$ 5,000.00
Professional Development	Session	1	\$ 3,000.00
	Total		\$28,550.00

**End of Fee Schedule**

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**APPENDIX TO EXHIBIT C  
FEE SCHEDULE (REVISED AMENDMENT NO. 6)**

TASKS	YEAR 1				YEAR 3				YEAR 5			
	LEVEL OF EFFORT (HOURS)	HOURLY RATE (FULLY LOADED)	EXTENDED COST		LEVEL OF EFFORT (HOURS)	HOURLY RATE (FULLY LOADED)	EXTENDED COST		LEVEL OF EFFORT (HOURS)	HOURLY RATE (FULLY LOADED)	EXTENDED COST	
<i><b>SURVEY DESIGN</b></i>												
PROJECT MANAGEMENT	100	\$125	\$12,500		100	\$125	\$12,500		100	\$125	\$12,500	
TECHNICAL SUPPORT	25	\$50	\$1,250		25	\$50	\$1,250		25	\$50	\$1,250	
CONSULTANTS	100	\$250	\$25,000		100	\$250	\$25,000		100	\$250	\$25,000	
CLERICAL SUPPORT	0	n/a	\$0		0	n/a	\$0		0	n/a	\$0	
	SURVEY DESIGN SUBTOTAL YEAR 1				SURVEY DESIGN SUBTOTAL YEAR 3				SURVEY DESIGN SUBTOTAL YEAR 5			
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CLERICAL SUPPORT	0	n/a	\$0		0	n/a	\$0		0	n/a	\$0	
	SURVEY ADMINISTRATION & DATA COLLECTION SUBTOTAL YEAR 1				SURVEY ADMINISTRATION & DATA COLLECTION SUBTOTAL YEAR 3				SURVEY ADMINISTRATION & DATA COLLECTION SUBTOTAL YEAR 5			
			\$28,500				\$28,500				\$28,500	
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	ANALYSIS & REPORTING SUBTOTAL YEAR 1				ANALYSIS & REPORTING SUBTOTAL YEAR 3				ANALYSIS & REPORTING SUBTOTAL YEAR 5			
			\$29,000				\$29,000				\$29,000	
<b>GRAND TOTAL OF ALL TOTALS FOR YEARS 1, 3, AND 5.</b>			\$96,250				\$96,250				\$96,250	

**IN WORDS: Two Hundred Eighty-eight thousand, Seven Hundred Fifty Dollars**

**IN FIGURES: \$ 288,750**

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STANDARD ITEMIZED PRICE LIST  
(REVISED)

(YEARS 1 THROUGH 5) IDIQ UNIT PRICE

(YEARS 1 THROUGH 5) IDIQ	UNIT	PRICE
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FACILITATED WORKSHOPS	EACH	\$3,000
FOCUS GROUP FACILITATION	EACH	\$3,000
BOARD / LEADERSHIP PRESENTATION	EACH	\$2,000
DATA ENTRY FOR PAPER SURVEYS	HOUR	see below
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		Cost
Data Entry for Paper Surveys		
*Bundles of surveys: Client prints & mails, and then ships to Panorama for processing		\$0.15 / survey (\$50 min)
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	Total		\$28,550.00

End of Appendix to Exhibit C

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