



**EDUCATIONAL  
SERVICE  
DISTRICT 112**

**EDUCATIONAL SERVICE DISTRICT 112**

**ITB NO. ESD112-DE-10**

**ADDENDUM NO. 02**



**DigitalEdge**

BUYING POWER FOR  
INTERACTIVE LEARNING TOOLS

***RETURN THIS ADDENDUM WITH YOUR BID  
TO THE ISSUING OFFICE AT:***

EDUCATIONAL SERVICE DISTRICT 112  
BID ADMINISTRATOR  
2500 NE 65<sup>TH</sup> AVENUE  
VANCOUVER, WA 98661-6812

**DATE ADDENDUM ISSUED: AUGUST 25, 2010**

**INVITATION TO BID TITLE:**

**INSTRUCTIONAL TECHNOLOGY AND AUDIO-VISUAL EQUIPMENT**

**Important note to Bidder(s):**

This addendum must be signed, dated, and received by the issuing office no later than **5:00 p.m. PT on September 20, 2010**. This signed addendum shall be placed in the Bidder's three-ring binder with its own labeled tab divider. In addition to providing a hard copy in the three-ring binder, the Bidder shall include an electronic version of this addendum in PDF format on the required CD.

Only the following item(s) referenced in this addendum are to be changed. All other provisions, requirements, or terms and conditions of the Invitation to Bid #ESD112-DE-10, shall remain the same.

\_\_\_\_\_  
NAME OF COMPANY

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE

**Required changes to ITB #ESD112-DE-10:**

***In reference to Pages 8 & 9 of the Invitation to Bid, Section entitled DigitalEdge Marketing, shall read:***

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#### **New language:**

#### **DigitalEdge Marketing.**

The DigitalEdge utilizes a comprehensive marketing plan that promotes the Contract and provides information about the DigitalEdge products and pricing. Some of the DigitalEdge marketing activities include:

#### **Availability of the DigitalEdge Web Site.**

The DigitalEdge office maintains a web site that includes a searchable database of products on the Contract and their current Contract price; a downloadable Product and Price List in PDF format; the Invitation to Bid and the Bid Documents; Affidavits; information about Interlocal Agreements; Vendor information; and other pertinent information that assists eligible Purchasers and the Awarded Bidders. The DigitalEdge web site also links to Awarded Bidders' DigitalEdge-specific web sites, thereby increasing visibility of the Awarded Bidders and the OEM's equipment categories they are selling on the DigitalEdge Contract.

#### **Production and Publication of the DigitalEdge Catalog.**

The DigitalEdge office develops and publishes a **DigitalEdge Product and Price Catalog** on a monthly basis, and makes it available for download on the DigitalEdge web site. The **DigitalEdge Catalog** includes current information about an OEM's equipment, including model #, key specifications and features, contract price, and Awarded Bidder on the DigitalEdge Contract. Additional information is included, as well.-

The DigitalEdge catalog will feature the "best sellers" of each OEM's equipment category. Best sellers will be identified and justified by the Awarded Bidders, who will also provide additional information about what they know about the products that deem them a "best seller."

The DigitalEdge catalog can be sectioned off and used by individual Awarded Bidders who wish to promote their products without providing information about their competitor's products.

#### **Other DigitalEdge Marketing.**

The DigitalEdge utilizes the services of the ESD 112 Office of Public Information for assistance and direction with DigitalEdge marketing activities. Marketing activities include, but are not be limited to, brochures and flyers, mailers, e-mail blasts, visitations, product webinars, and other pertinent activities that promote the Contract to eligible Purchasers.

#### **Professional Development, Instructional Support, and Technology Integration.**

The DigitalEdge is a program of the ESD 112 Educational Technology Support Center that provides professional development, instructional support and technology integration seminars to school districts.

#### **Professional Development.**

The DigitalEdge office will collaborate with the Awarded Bidders to increase the efficiency of training on the core products (document cameras, interactive whiteboards, response systems, projectors) through online professional development sessions throughout all 12 states. DigitalEdge will assist the Awarded Bidders with some or all of the following:

- Advertising webinars that are scheduled by the Awarded Bidders.
- Scheduling webinars for some of the core products.
- Creating links to the OEM's online videos, handouts and tutorials on the use of their products.

#### **Instructional Support.**

Along with developing classroom models and professional development opportunities that develop the skills in educators to use these technologies, the DigitalEdge office also writes and provides white papers on the technology solutions that are offered through this

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bid, and provides professional development on the uses of the equipment. The goal is to connect the technology to the research that is available on proven classroom practices and applications.

#### **DigitalEdge Instructional Technology Grants for Technology Integration.**

Beginning with the DigitalEdge Contract #ESD112-DE-10, DigitalEdge will be offering a **Sustainable Technology Grant** to each of the states served by the Contract. **The Sustainable Classroom** model promotes the use of highly visual, interactive technology solutions to Support the nine research-proven instructional strategies in Robert Marzano's book **Classroom Instruction That Works** (Marzano, Pollock and Pickering, ASCD, 2010). DigitalEdge will work with Awarded Vendors to provide interactive whiteboard solutions, document cameras, clickers, projectors and sound amplification systems to teachers and/or instructional technology coaches, and will provide the professional development on the use of the technology to support the instructional strategies. DigitalEdge will contact Awarded Vendors to survey their interest in their participation in this project. More information about the Sustainable Classroom Project can be found at <http://www.esd112.org/edtech/sustainableclass.cfm>.

#### **DigitalEdge Playoffs**

~~After the initial Contract Award for ITB #ESD112-DE-10, DigitalEdge will sponsor the DigitalEdge Playoffs for the core equipment categories (interactive whiteboard solutions, document cameras, clickers, projectors). DigitalEdge will invite district technology directors to participate in a panel to compare, evaluate and select models in each equipment category that are the best value for the dollar for their intended purpose, and will produce a special catalog entitled **the Technology Directors' Choice Awards**. The purpose of this catalog is to make it easier for novice technology directors to select key technology solutions for their organizations, based on recommendations of their peers who served on the playoff panel.~~

#### **Communication with Awarded Bidder.**

The DigitalEdge office works with the Awarded Bidders to keep them apprised of state and federal grants, and to help them prepare for the grant recipients' needs.

#### **Visibility for the Awarded Bidder.**

Awarded Bidders are provided numerous opportunities to increase their visibility with potential eligible Purchasers by sponsoring events, providing vendor exhibits, hosting "lunch and learns," and participation in other such activities and events.

#### **Minimum Performance Thresholds for Awarded Bidders.**

The DigitalEdge incurs a significant cost to administrate the contract and to market **all** products on the Contract and their pricing throughout the Contract period. These costs are paid with the use of the DigitalEdge Administrative Fees remitted to the DigitalEdge by Awarded Bidders. It is reasonable to expect **all Awarded Bidders** to share the cost of this expense through payment of Administrative Fees that result from generated sales in each state. Awarded Bidders are thus expected to generate sufficient sales to remit **an annual minimum of \$3,000 in Administrative Fees for each state for which they are awarded a contract, in order to support these operational costs.**



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