Response to Proposers' Questions

1.1   **Question**: How are Ed Tech JPA RFPs run and awarded?

        Answer: Ed Tech JPA offers multiple awards so its members can leverage the vendors that best meet their needs. Ed Tech JPA's RFP team will review Vendor Proposals and award to Vendors who comply with all terms and conditions (no substantial exceptions) and meet all essential requirements. Essential requirements are denoted in the RFP with double asterisks and green highlighting.

Vendors should also answer non-essential criteria (blue highlighting) to the best of their ability. Ed Tech JPA members vary in size from 1,500 ADA to 600,000 ADA, and have different needs. Ed Tech JPA will make all prevailing Proposals available to members for review.   Members will determine what requirements are most important to them and use the information in Proposals to determine which Vendor best fits the needs of their organization.

Vendors who meet all essential requirements (green, double asterisks) and agree to the terms and conditions will be considered for award contingent upon successful contract negotiations. Non-essential criteria (blue) are optional. Vendors are encouraged to respond to non-essential criteria so member districts can make a determination regarding which solution is the best fit for their needs.

Additionally, the Functionality and Usability RFP is sectioned into different modules.   Essential requirements are required only to be considered for award in those specific sections. For example, if a vendor agrees to all terms and conditions and meets all essential requirements for sections 3.1 - 3.4, but not for sections 3.5 - 3.8 they will be awarded for sections 3.1 - 3.4. Below is an example of a possible award scenario.

Vendor	3.1 User/General	3.2 LMS Interoperability	3.3 Organization	3.4 Sharing	3.5 Media	3.6 Reporting & Analytics	3.7 Mobile Device	3.8 Accessibility
Vendor A	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Vendor B	Yes	No	Yes	Yes	Yes	Yes	No	Yes
Vendor	Yes	No	No	No	Yes	No	No	No

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JPA members have varying needs, and some may require services for only some modules included in this RFP. Members will evaluate Proposals based on their specific needs, so please include a clear description of what your solution offers.

If offering multiple separate solutions please be clear in your proposal which solution meets each criteria by either including separate sections for each product, or differentiating in responses:

Example 1:

3.1 - Product 1 Name response to all criteria

3.2 - Product 1 Name - no response

3.1 - Product 2 Name - no response

3.2 - Product 2 Name response to all criteria

Example 2:

**2.1.5 Specify whether the Solution is Vendor-hosted (web/cloud-based) or Participant hosted (on-premise).
Product 1 Name: *Product 1 Name is web/cloud based…*
Product 2 Name : *Product 2 Name is on-premise….*

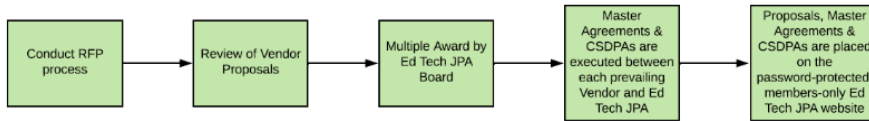Please also be sure to list each product separately in the Pricing Form.

1.2 **Question**: Are contracts available for future Ed Tech JPA members as well, or just to members at the time the RFP is run?

Answer: When a member joins Ed Tech JPA it can leverage any current or previously awarded contract. The membership process is very quick and straightforward. There are no fees for members to join. Ed Tech JPA provides sample board agenda and resolution templates for members in an effort to assist members with their boards' required approvals. The [Ed Tech JPA Membership](#) site contains detailed instructions for prospective members.
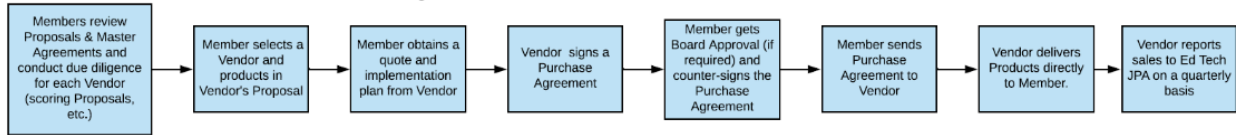
1.3 **Question**: Once the RFP is awarded, how do Ed Tech JPA members enter into agreements with awarded vendors?

Answer: Prevailing vendors will enter into a Master Agreement with the Ed Tech JPA. When JPA members elect to purchase a vendor's product they will enter into a Purchase Agreement between the vendor and JPA member. Samples of the Master Agreement and Purchase Agreements are included as Appendix A of the RFP. For additional clarity please refer to the illustration below.

Ed Tech JPA:
RFP Award & Master Agreement Execution

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Conduct RFP    →   Review of Vendor   →   Multiple Award by   →   Master            →   Proposals, Master
process            Proposals              Ed Tech JPA            Agreements &           Agreements &
                                          Board                  CSDPAs are             CSDPAs are placed
                                                                 executed between       on the
                                                                 each prevailing        password-protected,
                                                                 Vendor and Ed          members-only Ed
                                                                 Tech JPA               Tech JPA website
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JPA Member:
Vendor Selection & Purchase Agreement Execution

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Members review       →   Member selects a   →   Member obtains a   →   Vendor signs a   →   Member gets          →   Member sends    →   Vendor delivers   →   Vendor reports
Proposals & Master       Vendor and             quote and              Purchase             Board Approval (if       Purchase            Products directly     sales to Ed Tech
Agreements and           products in            implementation         Agreement            required) and           Agreement to        to Member.            JPA on a quarterly
conduct due diligence    Vendor's Proposal      plan from Vendor                             counter-signs the       Vendor                                    basis
for each Vendor                                                                              Purchase
(scoring Proposals,                                                                          Agreement
etc.)
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1.4   **Question**: Why is the JPA releasing a new RFP, when there are already media repository agreements awarded under the previous Ed Tech JPA RFP from 2019/2020?

        Answer: Ed Code section 17596 limits contract terms to a maximum five (5) years. The previous RFP for Media Repository Solutions was awarded in July 2020. Releasing this RFP allows for award and contract negotiations with responsive vendors with no lapse in contract availability for media asset management systems for Ed Tech JPA's members.

1.5   **Question**: Does Irvine USD have a Digital media asset management system that it is currently using? Curious if the requested platform is an existing platform or a new platform.

        Answer: Irvine USD currently uses Kaltura for both public videos and closed, internal-use videos. It has been critical to our success for live streaming and hosting Board meeting videos, hosting curricular videos, and other situations.

Ed Tech JPA members vary in size from 1,500 ADA to 600,000 ADA, and have a variety of different needs. Interested members will select the awarded product that bests their unique needs.

1.6   **Question**: Would love to hear from the team a couple ideal use cases. I'm curious who the user is anticipated to be and how it would be used. There is a lot of data referenced in the RFP, and I would love to hear the ideal use from a school site user, etc.

        Answer: Irvine USD's vision of success for the requested Solution would include a product that effectively supports:
- Teachers who wish to upload and share content with students and families (as a standalone link or as embedded video in a Learning Management Solution),
- District personnel who need to to upload/host videos for wider distribution to our community (e.g., school district highlights and initiatives),
- Students participating in video production and distribution (e.g., hosting and playback for a student news team), and

- Hosting of critical public content such as Board Meetings, Public Hearings and town-hall events.

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1.7 **Question**: Would videos be instructional videos, such as found on YouTube and Khan Academy, or would they be videos that are created in-house, such as by newspaper students. Specifically, would videos be licensed or created in-house?

Answer: For Irvine USD, most videos would be district-produced content (please see RFI 1.6 for additional information about desired use). IUSD is looking for a Solution that is intuitive for users that have no prior experience in video production, can meet the needs of more experienced users, and allows for video playback in an advertisement-free environment.

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1.8 **Question**: It sounds like Irvine USD wants video production and the JPA is more open to other products, such as sharing previously existing instructional videos.

Answer: Yes, that is accurate. Ed Tech JPA members vary in size from 1,500 ADA to 600,000 ADA, and have a variety of different needs. Interested members will select the awarded product that bests their unique needs. Some members may be interested in a Solution to host self-created content, others may be looking for a Solution that includes pre-built curricular content for them to embed in the learning environment. There is room for diverse needs to be met through this RFP. Irvine USD's needs do not represent the needs of all JPA members.

1.9 **Question**: I am wondering why an existing management system, such as Google Drive or Microsoft Teams would not meet these needs.

Answer: Some Ed Tech JPA Members are seeking Solutions that would include features beyond the standard cloud storage platforms, such as custom branding, production quality, enhanced management/oversight features, and seamlessness of use.

When selecting its provider Irvine USD will weigh many factors, such as video sharing capability, the ease of use for users and the capabilities of the Solution to meet the use cases described in RFI 1.6.

Ed Tech JPA members vary in size from 1,500 ADA to 600,000 ADA, and have a variety of different needs. Interested members will select the awarded product that bests their unique needs. This may include pre-built curricular content.

1.10 **Question**: Do you want Microsoft Sharepoint or Google Drive, but better and easier to use?

Answer: It may be possible for a Vendor to attach a front-end solution to one of the existing cloud storage systems mentioned and be considered for award. If Vendors are proposing this approach, the Proposal must clearly define the Vendor's assumptions and/or options related to licensing of the cloud hosting platform (e.g., are they including licensing or additional storage costs in their proposal or expecting the customer to bear those costs and license the product/storage).

Ed Tech JPA members vary in size from 1,500 ADA to 600,000 ADA, and have a variety of different needs. Interested members will select the awarded product that bests their unique needs. The RFP was written broadly on purpose, to allow for vendors to propose various solutions to meet members' media and asset management needs.

1.11   **Question**: Does Ed Tech JPA want storage that is better than Google?

        Answer: Ed Tech JPA members vary in size from 1,500 ADA to 600,000 ADA, and have a variety of different needs related to media hosting. Interested members will select the awarded product that bests their unique needs.

1.12   **Question**: Would the desired solution be something like YouTube but with more ability to adjust the features and not include ads, similar to Vimeo?

        Answer: The desired Solution for Irvine USD would include features similar to large cloud storage solutions. However, IUSD is looking for a Solution that also meets the needs described in RFI 1.6.

Ed Tech JPA members vary in size from 1,500 ADA to 600,000 ADA, and have a variety of different needs. Interested members will select the awarded product that bests their unique needs.

1.13   **Question**: Is there a limitation to Vimeo?

        Answer: Ed Tech JPA Members have legal requirements related to internet filtering and student data privacy that make some platforms and versions of platforms unattractive. Vimeo and similar public media hosting systems mention inappropriate content that students should not be exposed. They may also have limitations related to differentiating access to videos (targeting a video for a specific group within the Participant's organization), custom branding, and other desired features.

1.14   **Question**: How was the RFP developed? Do you all sit around and decide to re-issue an RFP and then ask What would folks like to see?

        Answer: The RFP creation process includes several steps. Ed Tech JPA's work is directed by 7 board members, representing 7 districts/COEs. The board reviews input from members and potential members obtained through surveys, in person at conferences, emails, and additional communications. After reviewing input the board determines which procurements to run for each fiscal year. Ed Tech JPA

focuses on procurement where there is widespread need and for which a current procurement vehicle is not readily available through other consortiums such as NASPO and CMAS.

When developing requirements for upcoming RFPs Ed Tech JPA facilitates conversations to determine what the needs for the desired Solution are. The JPA makes an effort to write broad and flexible requirements so one district's needs do not dictate the requirements for the RFP. When a RFP is published it typically means there is significant interest from Ed Tech JPA members, including at least one large district.

1.15   **Question**: Is there a need out there for this type of Solution or is this driven by Irvine USD's need? What is your sense of the market for this Solution based on other Districts, COEs, etc.?

        Answer: The current Ed Tech JPA agreements in place with vendors awarded as a result of the previous 2020 Media Repository RFP have a limited term left. Ed Code limits agreements to five year terms. Formal procurements and contract negotiations are a timely process, and Ed Tech JPA strives to re-issue RFPs every 4 - 5 years so our members have continuous services available from the best providers.

The Media Asset Management Systems RFP in particular is an Irvine USD need. Irvine USD's agreement with its current provider (Kaltura) is set to expire around the same timeframe as the Ed Tech JPA contract expirations. Irvine USD wants to ensure that there is a procurement vehicles for a successor agreement to provide this type of service.

Needs driving this RFP also include:
(1) The need for improved ways for educational agencies to hone content and reach families and staff that are oversaturated with media content. Video is a great way for educational agencies to share their message. This need can be met best on platforms that do not have a lot of outside content and ads distracting viewers.

(2) Absenteeism rates are increasing, additional intervention needs have surfaced post-Covid, and teacher and staff turnover has increased, resulting in an erosion of institutional knowledge. Students are missing class and it's harder to reach them. So, the ease of use and delivery of video addresses the need for students who do not show up as well as students who have limited infrastructure at home. It also allows staff to provide continuity of high-quality videos/curriculum regardless of how long they've been with the district.

1.16   **Question**: Does the Solution include gated/permission based content that would require a log-in to access?

        Answer: The RFP is designed to solicit proposals for Solutions that provide hosting for both public media and media intended for use by a specific audience. The RFP includes requirements related to both public and private content. Our Members have requested three tiers of permission:
(1) Public: Public content that is appropriate for anyone to consume.

(2) <u>Intranet</u>: Content that requires a login to access (either a single password distributed for the video or all authenticated users).

(3) <u>Specific Groups</u>: Content that is secured and made available to specific targeted groups (e.g., every staff member at a particular school site). This would typically be done leveraging a group within a directory system or data from a source database (e.g., student information system, human resources system)

Please refer to the RFP for detailed requirements.

1.17 **Question**: Does Irvine USD need a platform for document and video storage that is customizable, can be branded, and is free from noise/advertisements of 3rd party platforms?

Answer: Yes, IUSD does require those features. Please refer to the RFP for detailed requirements.

1.18 **Question**: In addition to video products, does Irvine USD need mobile device compatibility? Is the district looking for a teacher to be able to use a phone/ipad to create a video, and the Solution just had to store and present it? Or does the district want a video production/filming, etc.

Answer: Irvine USD's first priority is media hosting. It is a priority for teachers and district staff members to be able to upload and share videos. The awarded Solution must have hosting and sharing capabilities.

Mobile device compatibility would not be required by Irvine USD, but would be "nice to have." IUSD does not require that the Solution has the ability to support full video production and editing.

1.19 **Question**: It sounds like there is a need for schools to crowdsource media in a way that benefits students and teachers. There are complexities regarding content ownership and student data. It sounds like the Solution would need to take into account consent management of distribution of content and would need to systematically aggregate content in a way that can be distributed to staff and families.

Answer: For potential customers that intend to host a lot of student-created and teacher-created content, those features would be very beneficial. Often educational agencies have developed their own workflows regarding who can post to the Solution. Often student media consents are collected during educational agencies' annual notification/data confirmation process. Embedding these features in the workflow of the Solution may be attractive to some members.

1.20 **Question**: Is Ed Tech JPA looking for existing Solutions? We build solutions.

Answer: Ed Tech JPA members vary in size from 1,500 ADA to 600,000 ADA, and have a variety of different needs. Interested members will select the awarded product that bests their unique needs. Different organizations may have very different preferences for Solutions that are fixed/fully developed

and Solutions that can be modified or custom-built to meet their needs. *Regardless of the Vendor's approach, a Solution must meet all of the required criteria within a section to be considered for award for that section of the RFP.*

To be awarded for a custom-built solution, a Vendor would need to demonstrate that they have built and sold a comparable product in the past. Vendors proposing a custom-built solution should be clear about what features are readily available (e.g., previously-developed products/code that could be reused), and which features would require new development or customization for the proposed Solution (including an anticipated timeframe), and all costs (including development, licensing, professional development, etc). Additionally, if the proposed Solution is dependent on any third-party products (e.g., Google Drive or Office 365 for storage), Vendors must be clear about assumptions/responsibilities related to licensing requirements.

If Irvine USD were to select a custom-built solution, it would want to have very concrete evidence that the Vendor could deliver a finished product that meets the district's needs on an accelerated timeline. In this case, extra time and care should be put into references and other requirements in Section 1: Vendor Support and Ability to Perform. Vendors must be able to point to similar completed, successful projects, and provide evidence that the features of those completed projects align with the requirements in this RFP (screenshots and additional supporting documentation).

1.21   **Question**: You mentioned the speed of the build for a new solution. What would be the timeframe of the build if you selected a platform that was in production?

    Answer: This would vary greatly for each Ed Tech JPA member. Members are able to leverage JPA agreements at any point during the term of the Master Agreement with Ed Tech JPA (usually about five years after the award of the RFP).

Irvine USD's timeframe for implementation is not fixed at this time. If the IUSD team felt that a custom-built solution was the best fit for our needs, we would consider (1) what timeline is required by the Vendor to deliver minimally viable product, (2) what time would IUSD staff need to transition content to the new Solution, and (3) whether IUSD would have an option to extend the use of our existing platform to cover any gaps between the expiration of the current contract and the availability of the new Solution. The district would need consistent services to meet its needs. IUSD aims to find the best Solution to meet the district's long-term needs. If the district can find a means to provide continuous services, the implementation timeframe would not be the primary factor in our decision. If the best-fit Solution requires custom development, IUSD would also be open to a phased implementation that allows for transition when a minimally viable product (by district standards) is available and allows for continued development of additional desired features.

1.22   **Question**: When is IUSD's current solution contract set to expire?

    Answer: Irvine USD's current contract with Kaltura is set to expire approximately one year from now at the end of September 2025.