

**DETERMINATION AND FINDINGS
FOR A
SOLE SOURCE PROCUREMENT**

CONTRACT NO.: GAGA-2015-C-0057
CAPTION: Teacher Recruiting, Selection, Training and Certification
PROPOSED CONTRACTOR: The New Teacher Project (TNTP)
PROGRAM AGENCY: Office of Human Capital

FINDINGS

1. AUTHORIZATION:

D.C. Code § 2-354.04.5 and 27 DCMR, Section 1304 and 1702

2. MINIMUM NEED:

The District of Columbia Public Schools (DCPS), Office of Human Capital has an immediate need for The New Teacher Project (TNTP) to provide consulting services with respect to the recruitment, selection, training and certification of new teachers to DC Public Schools.

3. ESTIMATED REASONABLE PRICE:

The estimated reasonable price is \$300,000.00 from 10/1/15-9/30/16.

4. FACTS WHICH JUSTIFY SOLE SOURCE PROCUREMENT:

I. Background and History

TNTP is a premier education non-profit organization dedicated to ensuring that all students have access to high performing teachers. TNTP operates several programs to help recruit, train, and hire new teachers in high-needs schools. They also work with schools, districts, and states to develop new policies and practices in order to improve teacher effectiveness in the classroom. The organization is recognized nationally for high quality research and communications work, including its new study around teacher professional development, *The Mirage*.

DCPS has a long history of working with TNTP through a variety of channels. Most notably, DCPS has contracted with TNTP for fourteen years to recruit, select and train teachers to serve in DC Public Schools via the DC Teaching Fellows program. The DC Teaching Fellows program has trained over 1,250 Fellows and has reached over 265,000 students.

II. Vendor's Unique Qualifications

The DC Teaching Fellows program benefits from being part of TNTP's nationwide network. Nationally, few organizations can claim to equal TNTP's reach in terms of

teacher recruitment. TNTP has extensive experience in developing marketing strategies for high volume teacher recruitment. Over the past decade, TNTP has pioneered unique strategies to attract high quality professionals to the teaching profession. Overall, their high-impact marketing campaigns have recruited over 26,000 new teachers to work in high needs schools across the country.

TNTP has the credentials necessary to develop a nationally impactful marketing campaign, since they operate in over eighteen (18) districts across the country. Their experience in target markets for DCPS such as New Orleans, Illinois, Tennessee and Pennsylvania give them a unique perspective on what draws teachers from across the nation – a credential of paramount importance to DCPS to continue to attract outstanding teaching talent from across the country, particularly for our high-need subject areas.

In short, no other vendor has the history of working in urban school districts (among them DCPS), the experience in teacher recruitment, and the national reach and expertise, as does TNTP.

III. Adverse impact of not choosing this vendor or completing this project

If TNTP is not retained as a vendor, DCPS will not be on track to meet its ambitious recruitment targets for the 2016-2017 school year. DCPS principals benefit from hiring DC Teaching Fellows, especially when there are last minute resignations of teachers in the summer. DC Teaching Fellows are available to fill positions in these crucial instances and over half of incoming Fellows are rated effective or highly effective in their very first year in the classroom. Students benefit from access to strong teachers, who would not otherwise be available, especially late in the hiring season.

This work is necessary because teacher recruitment remains a critical Human Capital function at DCPS. With IMPACT, the district has spent the past three years focusing on evaluating teacher performance. Ultimately, however, we lose many teachers every year through some combination of voluntary and forced attrition. Teacher retention efforts are only so effective as a stop gap measure.

The Chancellor has mandated a new focus on teacher recruitment, one that will ensure that every teacher coming into the District is predicted to be rated at least Effective on the DCPS IMPACT performance system. Teacher quality is widely recognized as the most important factor in raising student achievement. Without great teachers like those we intend to recruit to the district, DCPS cannot achieve the bold goals set out for students in the *Capital Commitment*.

A market survey was conducted in August 2015. The three vendors surveyed were (1) Capital Teaching Residency (2) Center for Inspired Teaching and (3) TNTP/DC Teaching Fellows. As a result of the market survey TNTP/DC Teaching Fellows is the only vendor that meets the requirements to support DCPS in teacher recruitment, selection, training and certification.

In light of the above findings a sole source award is in the best interest of DCPS and would be the most efficient and cost-effective procurement method.

CERTIFICATION BY DCPS PROGRAM DIRECTOR:

I hereby certify that the above findings are true, correct and complete to the best of my knowledge.

Date

Director, Teacher Recruitment and Selection
Office of Human Capital

DETERMINATION

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive bidding process under Section 305 of the District of Columbia Procurement Practices Act of 1985 (D.C. Law 6-85; D.C. Official Code § 2-303.05). Accordingly, I determine that the District is justified in using the sole source method of procurement.

Date

Contracting Officer