**Exhibit B.  MDK12 and Report Card Websites**

The Project Manager selected for this TORFP will be responsible for providing project management services on behalf of MSDE for the following scope of work that is being performed by a vendor contracted to provide maintenance and support of the MDK12 and Report Card Websites.

**MDK12 Background**

The MDK12 website was created to help schools analyze their State assessment data and guide them in making data-based instructional decisions that would support improved performance for all students. Talented educators across the State have contributed to the resources of this website. Website development was originally funded as part of a research grant from the Office of Educational Research and Improvement (OERI). With the expiration of the grant, the MSDE has provided funding for maintenance and further development.

The MDK12 website is designed to serve as a comprehensive tool usable by a variety of stakeholders to assist in understanding, analyzing, and making use of student achievement data.

The system is designed to serve as a tool to help educators and parents understand:

- Maryland's School Reform Initiatives;
- Maryland's Content Standards;
- Maryland's Assessment Systems;
- Maryland's School Accountability System;
- School improvement planning tools;
- How to use data to inform school improvement planning.

Feedback from principals and teachers indicates that many of them have found the website very helpful in improving student performance.

The layout, design, navigation, and implementation of the website were developed by UAQA. This includes the HTML development, directory structure management, and graphic/multimedia support (adding audio and video interviews and animated explanations).  UAQA also hosts the website at their location.

**Report Card Background**

The goal of the Maryland School Performance Program is for each school in the state to offer an excellent education to its students. The performance of school systems and individual schools are judged against growth in other school systems or in other schools. The Maryland School Performance Report, first published in 1991, now is produced in two parts. This report contains detailed information on the state and its 24 local school systems. Each school system electronically submits school data in flat file format to MSDE for each of its schools.  In December 1998, MSDE launched the performance report website, which contains data published in the Maryland School Performance Report and additional data on trends in education. It also includes information on numbers of students tested, absent, excused, and exempted from state test administrations. For further information the website address is: http://www.mdreportcard.org.  There are additional data reported without standards, which describes school, school system and state characteristics. School populations differ greatly in Maryland.  This data describes those differences.

MSDE is seeking a contractor to provide highly technical website/database maintenance and support services to implement reporting requirements of the No Child Left Behind Act within the Department's existing Report Card website. The Contractor shall provide maintenance and technical services to support the website and

database. This shall include refining, modifying, and updating functionality and data within the website to meet State Education Accountability measures and to meet mandated federal reporting requirements of the Federal Public Law 107-110, the No Child Left Behind Act of 2001 signed into law January 2002 (NCLB). This law is intended to reform the Elementary and Secondary Education Act (ESEA), requiring changes to the accountability of the educational system. This legislative change requires extensive changes and modifications to the EDW application.

The NCLB sets requirements and deadlines for States to expand the scope and frequency of student testing, revamp accountability systems and guarantee that every classroom is staffed by a Highly Qualified Teacher in the subject matter.

NCLB requirements also include providing information regarding demonstrable progress from year to year (Adequate Yearly Progress) in raising the percentage of students proficient in reading and mathematics, and capturing data that measures the test-score gap between advantaged and disadvantaged students.

**Websites Database Background**

The database behind both websites is a 3 GB MS SQL 2000 database consisting of over 60 tables.

The database behind both websites and graphs generated from the database were developed by Sligo Computer Systems, Inc., a Maryland based company.

**CURRENT SYSTEM DESCRIPTION**

**Data Reported on the School Improvement Website:**

The MDK12 website guides educators through a process of analyzing and using data to improve student achievement. MDK12 both disseminates large amounts of data in a readily accessible format as well as provides guidance on data analysis, school improvement process, best practices and benchmarking for the K-12 communities. The School Improvement website showcases the State's reform efforts and excellent partnership between the Maryland business community and the education community in their joint efforts to improve schools and ensure that Maryland high school graduates are prepared to contribute and compete in the global economy.

Resources included on MDK12 include the following:

- Graphed assessment data at the state, school system, and school levels including; breakdowns according to subgroups – race/ethnicity, poverty, special needs, etc.;
- A guided process on how to analyze data;
- Public release tests for the elementary, middle, and high school assessments;
- Student work that illustrates how responses on the state assessments are scored;
- A guided school improvement process;
- Academic content standards;
- Monitoring plan templates; and
- Online course on using data to improve student achievement.

The MDK12 website is an invaluable tool for all stakeholders of the Maryland public education school system. Because of federal guidelines under the NCLB and the resulting changes to Maryland's School Performance/Student Achievement assessment programs and data, MDK12 requires continual maintenance and support to ensure its accuracy and timeliness.

**Student Performance Data Reported on the Report Card Website**

The Maryland Report Card is a collection of data compiled on an annual basis to provide information on school performance to all education stakeholders; provide information to support school improvement efforts; provide accountability at the State, school system and school level for reporting educational progress.

The Report Card website and database includes, but is not limited to, the following:

- Maryland School Assessment
- High School Assessments
- Alternate Maryland School Assessment
- Data from Maryland Functional Tests (MFT)
- Attendance
- Graduation Rate
- Dropout Rate
- Student Mobility
- Students receiving Special Services
- Regular and Special Education students

- Gifted and talented students
- Data from comprehensive tests of basic skills (CTBS5)
- Data on race /ethnicity, gender
- Enrollment
- Discipline data
- Staff (instructional, professional and staff)
- Wealth, expenditures
- Teacher State Certification
- Percentage of Classes Not Taught by Highly Qualified Teachers
- First Graders with Kindergarten Experience
- High school completion data
- Grade 12 Documented Decision data
- Maryland School Performance Report which provides a snapshot of the data for each school, school system, and corresponding state summaries.

## MARYLAND SCHOOL ASSESSMENT

The Maryland School Assessment (MSA) measures student achievement in K-8 reading and math and grade 10 reading. The MSA data reported on the web site replaces the information previously reported as the Maryland School Performance Assessment Program. (MSPAP) The MSA information will be reported for grades 3 through 8 and for grade 10 in reading.

The Maryland School Assessment is reported with three statewide performance standards. These standards are divided into three levels of achievement. These levels are Basic, Proficient, and Advanced.

In order to meet the NCLB requirements contained in No Child Left Behind, the State must offer a mathematics assessment in the grade 10–12 band. High school students who complete the geometry course will take the High School Assessment in geometry. The geometry test will fulfill the federal requirements for a math test at the high school level.

The statewide performance standards reflecting three levels of achievement; Basic, Proficient, and Advanced are also reported for geometry.

## HIGH SCHOOL ASSESSMENTS

The High School Assessments are end-of-course tests that students take as they complete the appropriate high school level course. All students, including middle school students taking any one of five high school level courses, must take the High School Assessment after they complete the appropriate course. The courses include English I, government, algebra/data analysis, biology, and geometry.

Data will be reported this year for schools, school systems, and the State as the percent passing.

## ALTERNATE MARYLAND SCHOOL ASSESSMENT (ALT-MSA)

The Alternate Maryland School Assessment (ALT-MSA) is the Maryland assessment in which students with disabilities participate if through the IEP process it has been determined they cannot participate in the Maryland State Assessment (MSA) even with accommodations. The ALT-MSA assesses and reports student mastery of individually selected indicators and objectives from the reading and mathematics content standards or appropriate access skills. A portfolio is constructed of evidence that documents individual student mastery of

the assessed reading and mathematics objectives.

In 2003–2004, eligible students participated in the ALT-MSA in Grades 3–8, 10 and 11. In subsequent years, students will participate in grades 3–8 and 10.

The statewide performance standards reflecting three levels of achievement; Basic, Proficient, and Advanced are also reported for the ALT-MSA.

**School Improvement Website and Database**

The work to be accomplished on the School Improvement website and database consists of the following tasks:

1. Provide comprehensive maintenance and support services to the MDK12 website and database
2. Update the MDK12 website and links as necessary to reflect changes in State Educational Assessment programs and NCLB reporting requirements;
3. Maintain, support, modify, enhance and update all components of the MDK12 website
4. Maintain and support audio, video, and animation to online course;
5. Maintain and support section on examining student work with additional annotated student work and a discussion of instructional implications;
6. Maintain and support the online course in using data to focus on Title I leadership teams;
7. Maintain and support tools for classroom teachers to monitor individual student progress;
8. Integrate and revise content standards database into a designed set of instructional resources that include paths to:
    How does this indicator look at different grades?
    How is it taught and assessed?
    How is it measured on the state assessments?
    How does it relate to the workplace?
9. Implement website content edits according to agreed upon timelines;
10. Participate in weekly meetings with MDK12 Project Manager;
11. Maintain and host MDK12 servers;
12. Maintain a development environment for MDK12
13. Maintain and support graphic arts needs for the website;
14. Perform quality assurance testing of changes to MDK12 website and database;
15. Support creation and maintenance of additional database, table and graph requirements for the website;
16. Maintain and support online data courses including animation and templates;
17. Provide programming services in a .Net environment for the maintenance and support of the website;
18. Provide support for Graphics server 6.0 and Microsoft SQL 2000 to create approximately 50,000 potential dynamic graphic for individual schools, Local School Systems (LSS), clusters and the State of Maryland
19. Provide user training documentation and knowledge transfer for up to 10 MSDE staff
20. Create and Maintain Technical Documentation on the website and database. This documentation will include, but is not limited to:
    - Specifications of all computer hardware and software included in the site;
    - Warranty information of all hardware;
    - A log of all patches and updates installed on all hardware;
    - A log of all database configuration changes;
    - A listing of all programs and scripts that comprise the website that describes:
        - Program/Script Name

- Brief description of the purpose of the Program/Script
- How often the Program/Script is processed

21. Use a web-tracking tool such as NetTracker to provide monthly statistics to MSDE Project Manager regarding access of the website. These statistics include, but are not limited to:
    - Number of visits
    - Number of unique visitors
    - Number of Hits
    - Pages viewed
22. Support three (3) development servers:
    - One for datapage development (The development servers contain over 100 Gigabytes of raw assets including audio, word processor, Photoshop layered graphics and other multi-media. Paper assets fill two-four drawer file cabinets);
    - One for database maintenance and support;
    - One for staging files for testing and launch to the production site

**Report Card Website and Database**

The work to be accomplished on the Report Card website and database consists of the following tasks:

1. Provide comprehensive maintenance and support services to the Report Card website and database.
2. Update the Report Card website and links as necessary to reflect changes in State Educational Assessment programs and NCLB reporting requirements
3. Maintain, support, modify, enhance and update all components of the Report Card website
4. Implement website content edits according to agreed upon timelines.
5. Participate in periodic status meetings with Report Card Project Director;
6. Maintain and support a Report Card development environment at vendor site.
7. Maintain and support graphics arts needs for the Website.
8. Perform quality assurance testing of changes to the Report Card website and database.
9. Support creation and maintenance of additional database, table and graph requirements for the Report Card website.
10. Perform proofing of any documents requiring changes to the website and corresponding reports.
11. Maintain and support the current release of the website hosting 5-6 million hits per month.
12. Maintain and support import functionality to coordinate with Oracle/Informatica database transformation routines.
13. Maintain and support a Data Mart comprised of 9 databases. Three databases are used for the Maryland State Report Card (MSP) site. This site currently uses 62 tables, 11 stored procedures, 32 Data Transformation service scripts and a password access system. Six databases are used for the MDK12.ORG site for: the current year site (partial sharing with MSP above), past sites for archive purposes, a school cluster dataset, a feedback dataset and a logging dataset for site statistics.
14. Maintain a Visual Basic.NET application that creates 4 PDF files for every school and system as well as the state for the Maryland School Report Card.
15. Provide the technical and graphic capabilities to create other data versions of the performance data, such as the annual Maryland School Performance Report for submission for publication
16. Create and Maintain Technical Documentation on the website and database. This documentation will include, but is not limited to:
    - Specifications of all computer hardware and software included in the site;
    - Warranty information of all hardware;
    - A log of all patches and updates installed on all hardware;

- A log of all database configuration changes;
- A listing of all programs and scripts that comprise the website that describes:
  - Program/Script Name
  - Brief description of the purpose of the Program/Script
  - How often the Program/Script is processed
17. Use a web-tracking tool such as NetTracker to provide monthly statistics to MSDE Project Manager regarding access of the website. These statistics include, but are not limited to:
    - Number of visits
    - Number of unique visitors
    - Number of Hits
    - Pages viewed
18. Provide User Training documentation and Technical Knowledge Transfer for up to 10 MSDE staff.