New Jersey Digital Readiness for Learning and Assessment Project (DRLAP) – Broadband Component

REGIONAL CONSORTIUM ANALYSIS RESULTS MEETING
PART ONE OF TWO- SCHOOL ANALYSIS AND NEXT STEPS

May 8, 2014

Prepared by Dellicker Strategies, LLC.
www.dellicker.com

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Agenda

New Jersey Digital Readiness for Learning and Assessment Project (DRLAP)- Broadband Component

- Welcome and Introductions
- Workshop feedback survey results
- Request for information results
- Framework for consortium procurements by region
- Action items for schools
- Discussion and questions

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Introductions

Dellicker STRATEGIES

- **New Jersey Department of Education**
- **North Highland Worldwide Consulting**
- **Dellicker Strategies**
- **Regional Education Service Agencies**
  - Bergen County Technical Schools
  - Middlesex Regional Educational Services Commission
  - Education Information and Resource Center
- **Pennsylvania Intermediate Units**
  - Lancaster-Lebanon Intermediate Unit 13
  - Luzerne Intermediate Unit 18
  - Montgomery County Intermediate Unit 23

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NJ Department of Education

Dellicker STRATEGIES

Office of Educational Technology

- Drives innovation through the development and implementation of progressive policies, strategies and practices that effectively integrate educational technology throughout all learning environments
- Current projects include technology readiness planning for PARCC online testing and online learning policy development

Director: Laurence Cocco

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Educational Information and Resource Center

- **Educational Information and Resource Center (EIRC)**
  - EIRC is committed to continuously improving the education, safety, physical and emotional health of children. EIRC meets this commitment by developing and delivering a comprehensive array of support services to those who teach, raise, care for and mentor children. The Center accomplishes its mission while meeting or exceeding the highest standards for client service, product/service value and employee-job satisfaction.
  - EIRC has seen substantial growth in recent years due to increased partnerships with public and private foundations, colleges and universities, and other service agencies. Throughout the organizations 45 years of service, the mission has remained constant and the employees have continued to create substantial programs to service the community of educators throughout the state. Programs also reach into more than 36 states and 15 foreign countries.

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Middlesex Regional Educational Services Commission

Middlesex Regional
Educational Services Commission

Mission Statement

The mission of the Middlesex Regional Educational Services Commission is to provide excellence to students in partnership with New Jersey school districts and coordinate cost efficient purchasing opportunities for educational institutions and government agencies to limit the tax burden on New Jersey residents

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Vision Statement

The Bergen County Technical School District is an educational model that prepares students to live, work and lead in a global community

Mission

The Bergen County Technical High School mission is to provide a comprehensive education that develops students as individuals while preparing them for life-long learning and a career as active participants in a global community

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About Dellicker Strategies

- Lehigh Valley Pennsylvania based consulting firm
- We help schools adopt innovative technologies and teaching methods to personalize instruction and motivate students to learn
  - Since 2005, our team has helped 500+ schools improve their technology infrastructure and provide online learning choices for students
  - Negotiated $150 million in telecom upgrades
  - Regional leaders in emerging field of hybrid learning
  - www.dellicker.com

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Workshop Feedback Survey Results

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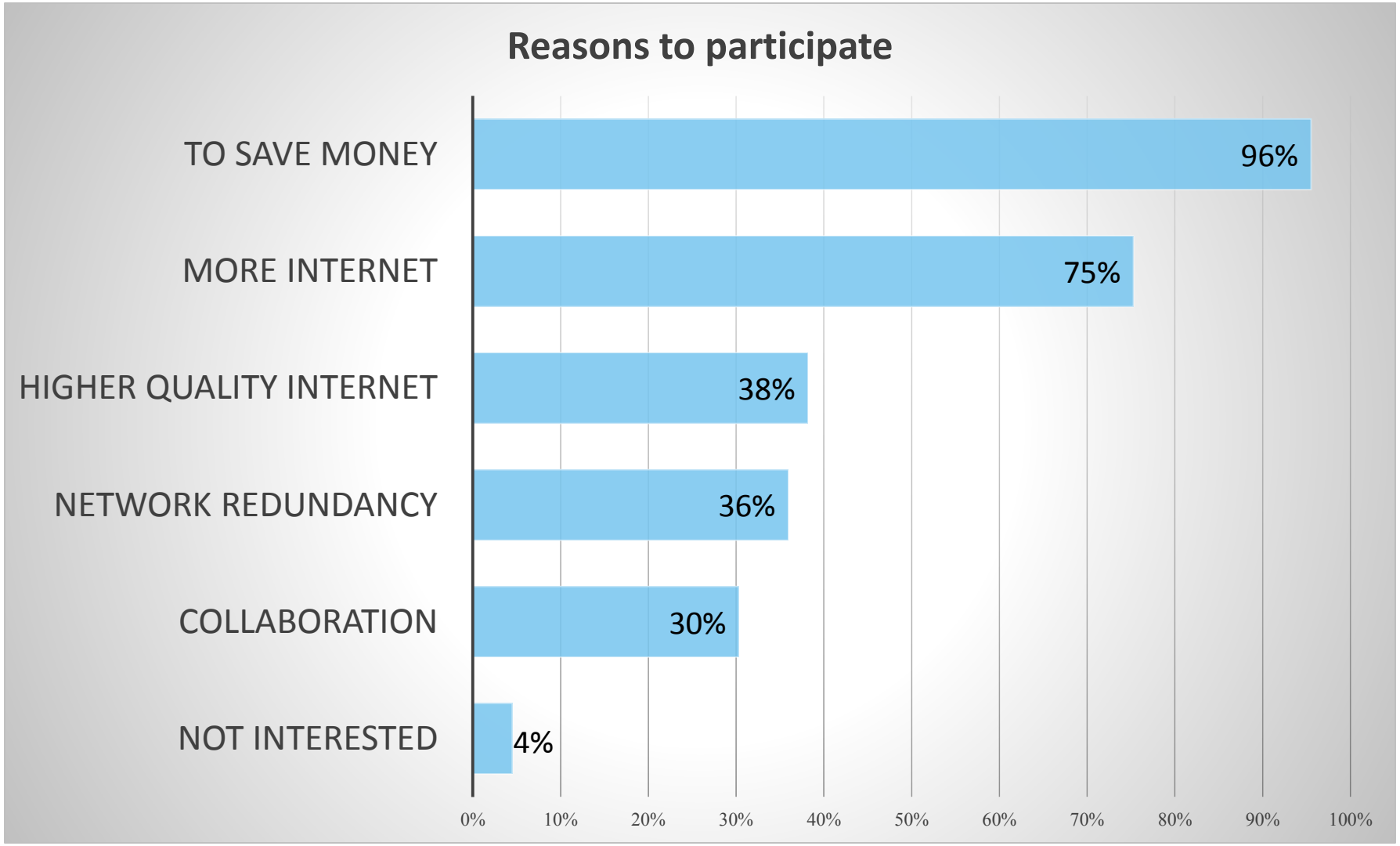
Workshop Feedback Review



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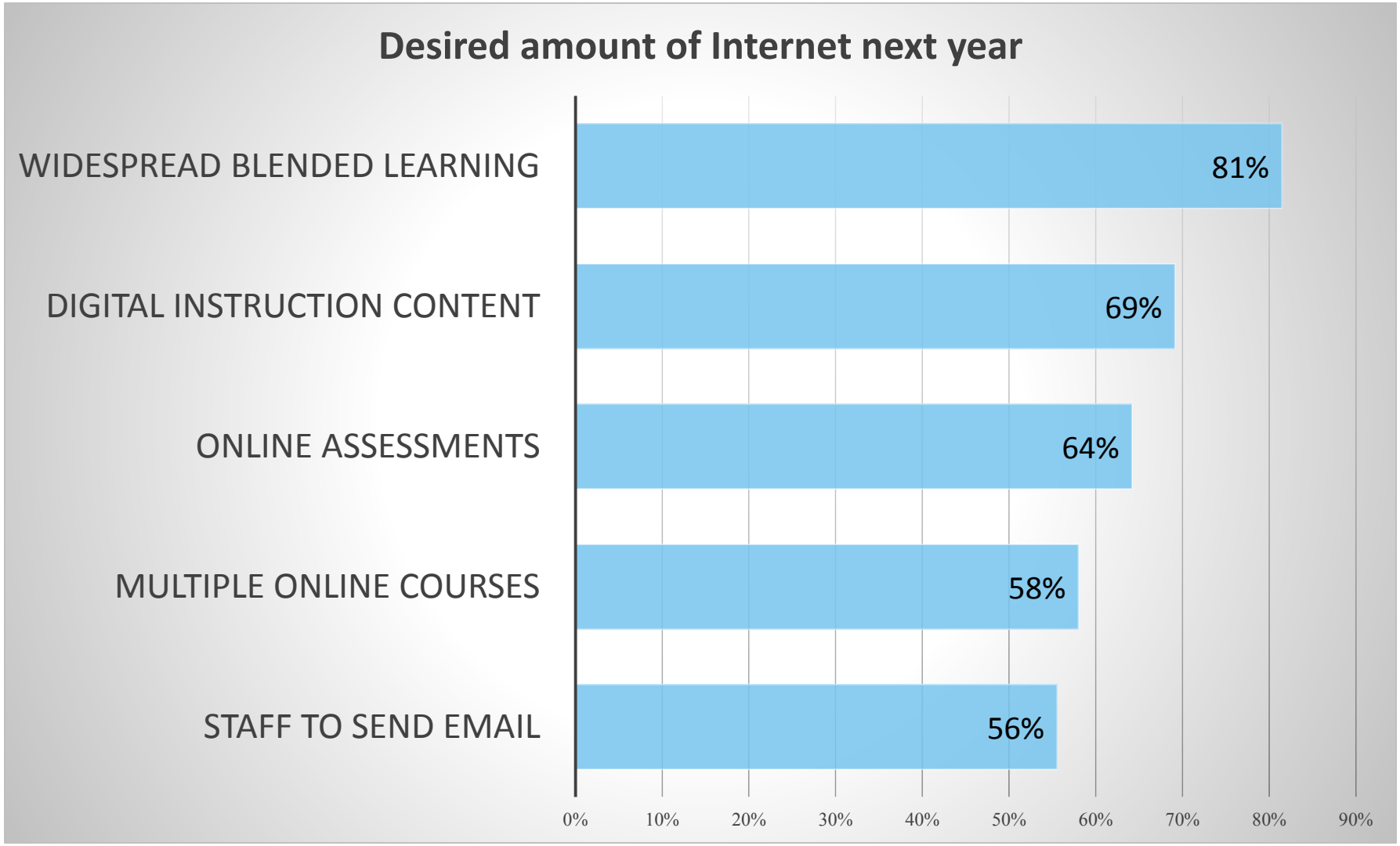
Workshop Feedback Review



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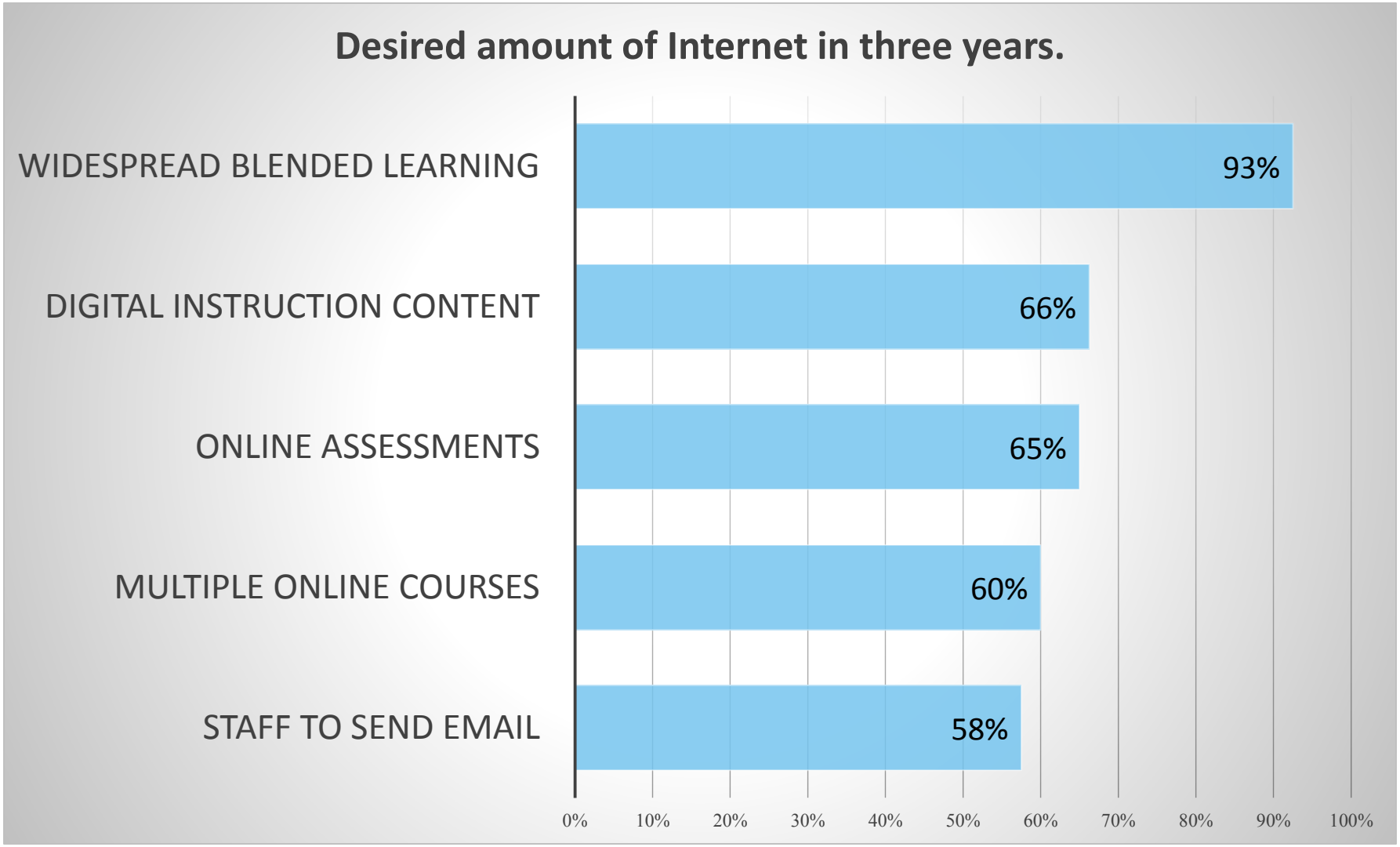
Workshop Feedback Review



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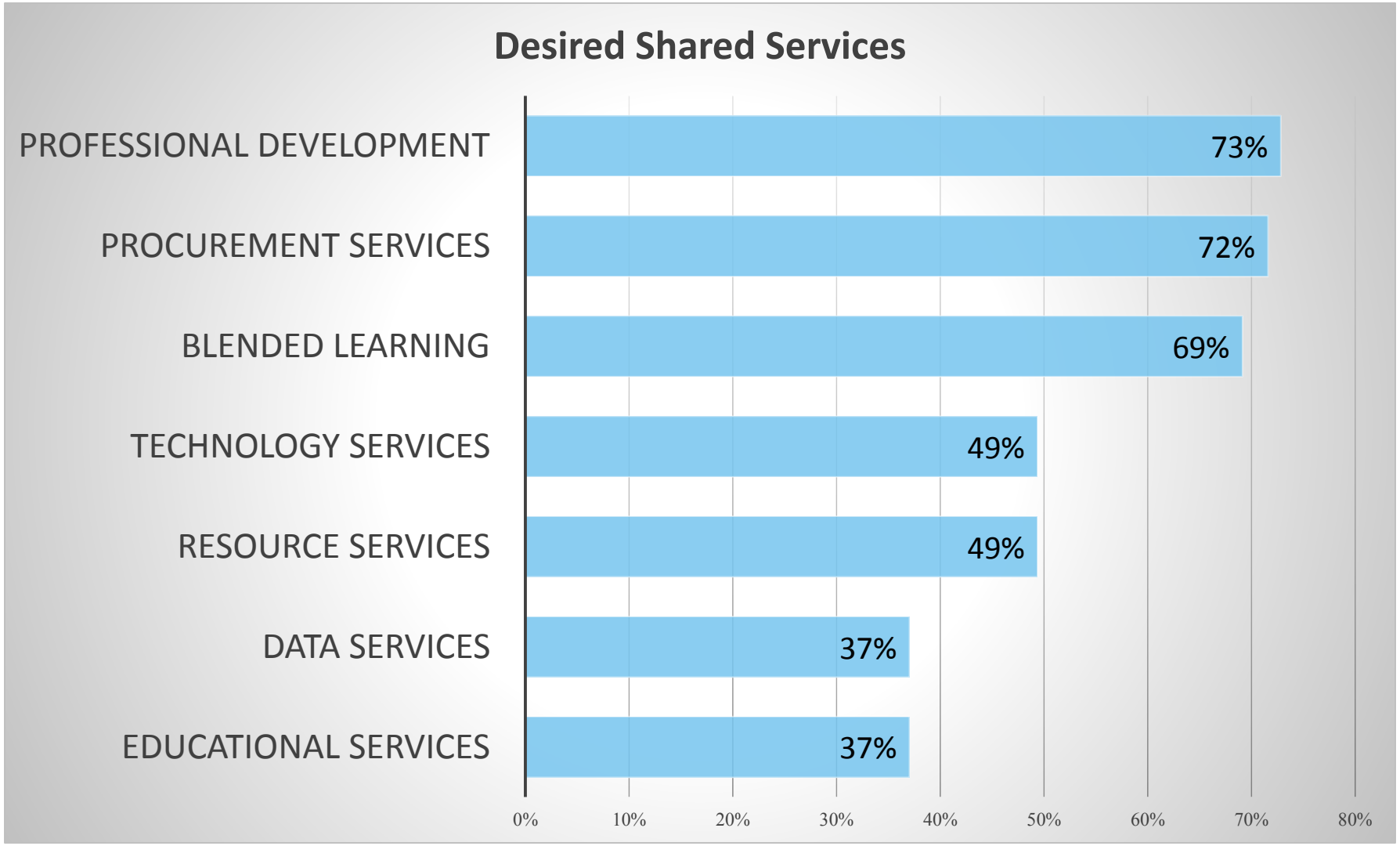
Workshop Feedback Review



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Regional Procurement Framework

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Services Sought:

- Basic Broadband Internet Service
  - Cable modems, DSL circuits, asymmetric fiber or wireless
  - Schools typically connect directly to ISP on best-effort basis
- Dedicated Internet Access
  - Delivered in bulk to specified points (north, central, south NJ)
  - Symmetric service supported by service level agreements
  - RFI assumes Dedicated Internet Access delivered through wide area network transport circuits also purchased in bulk

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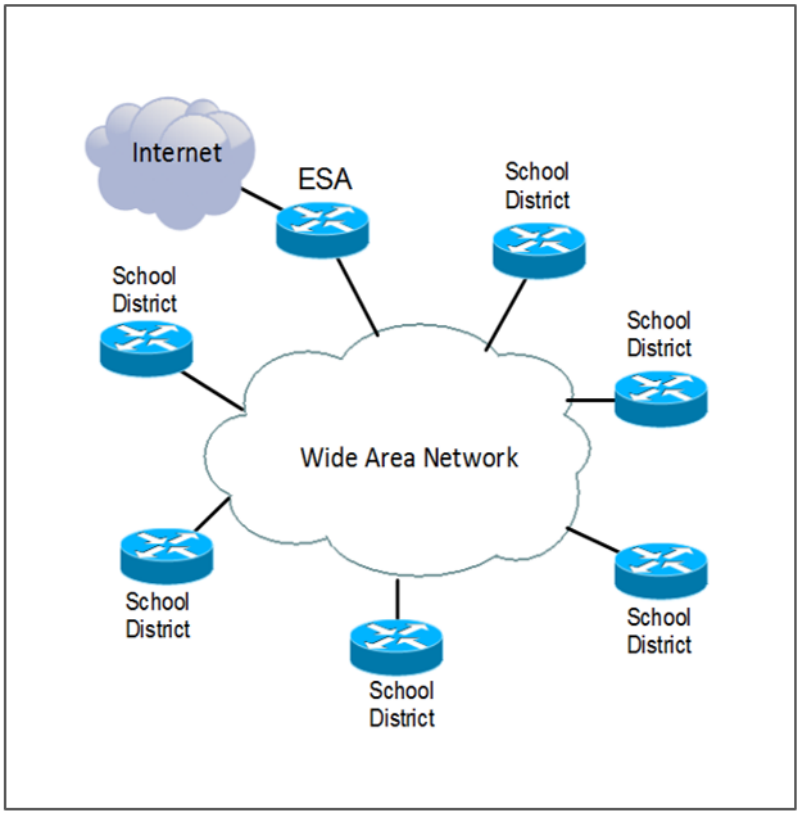
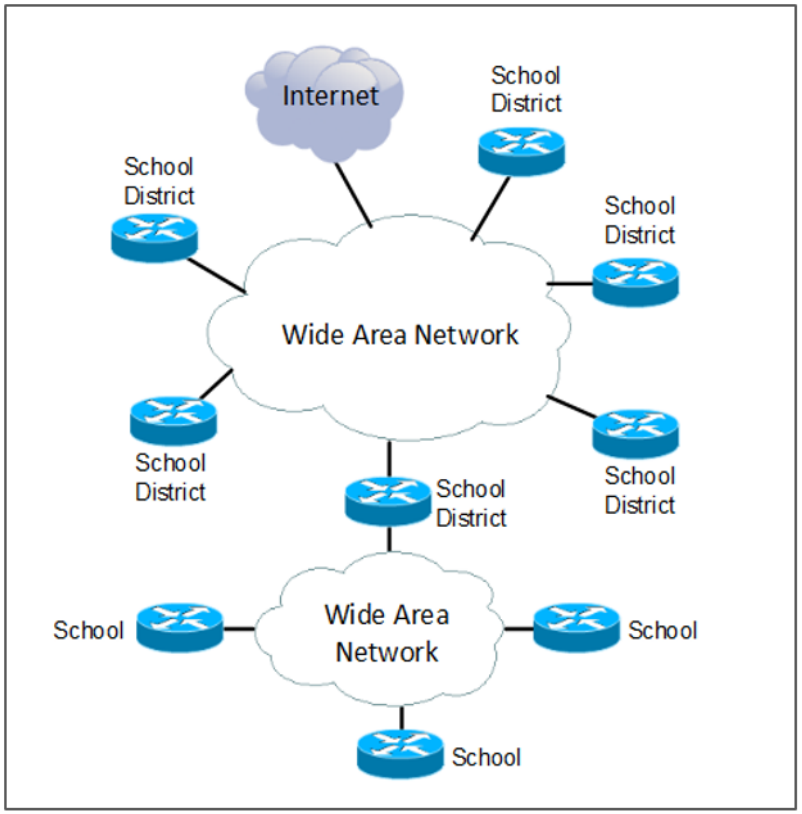
Wide Area Network Service

- **Basic Wide Area Network** (100 Mbps to headend)
- **High Speed Wide Area Network** (1,000 Mbps to headend)





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Procurement Framework

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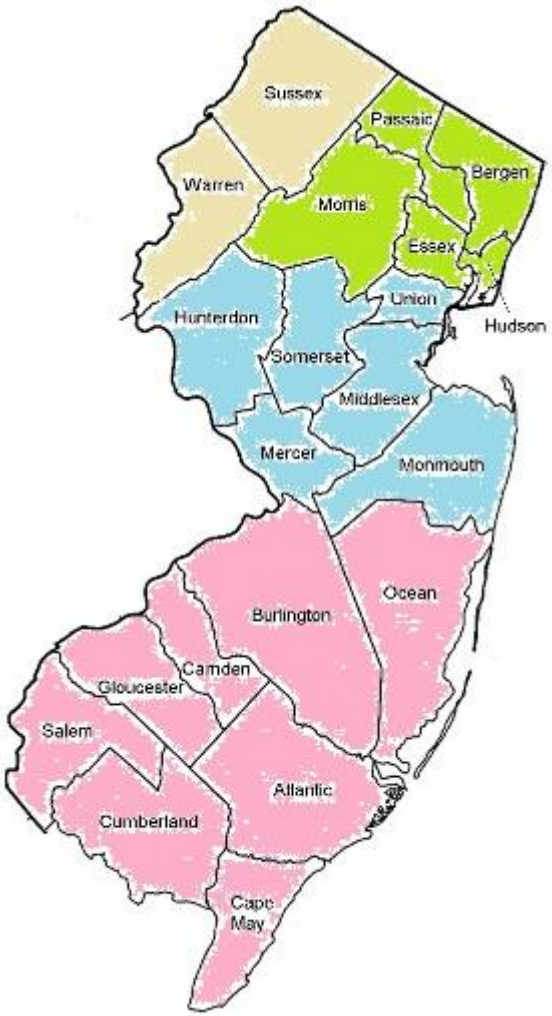
Two main factors to consider

1. Participating school locations
2. Service availability

Procurement Regions

- Northwest
- Northeast
- Central
- South



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Procurement Framework

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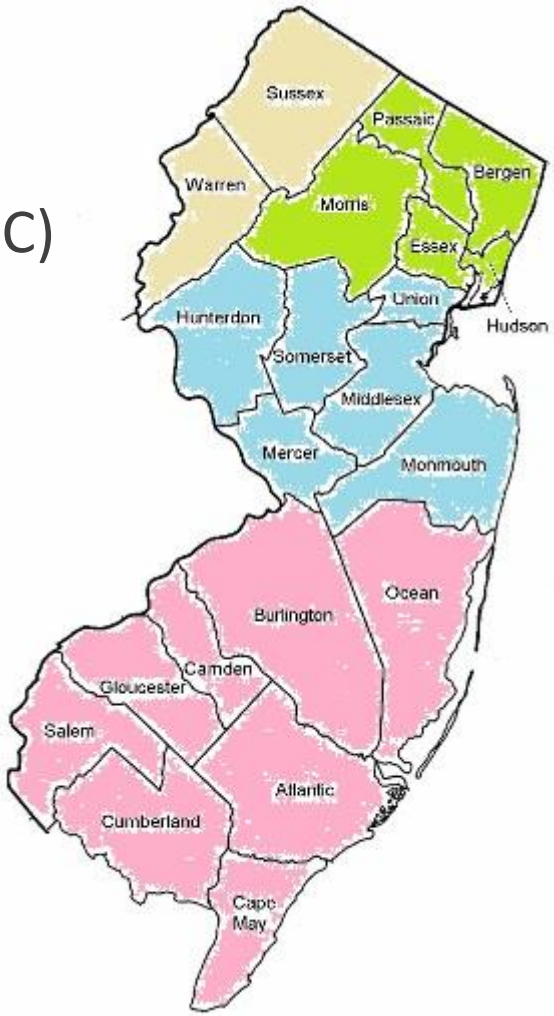
Structure of Request for Proposals

- Single RFP issued by Middlesex Regional Educational Services Commission (MRESC)
- Lead agencies assigned to each region:
  - North-Bergen County Technical Schools
  - Central- MRESC
  - South- Education Info and Resource Center
- Procurement decisions made as consortium region-by-region
- Lead agencies designate at least two secure sites for hosting core equipment
- Provide basic network management



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Procurement Framework

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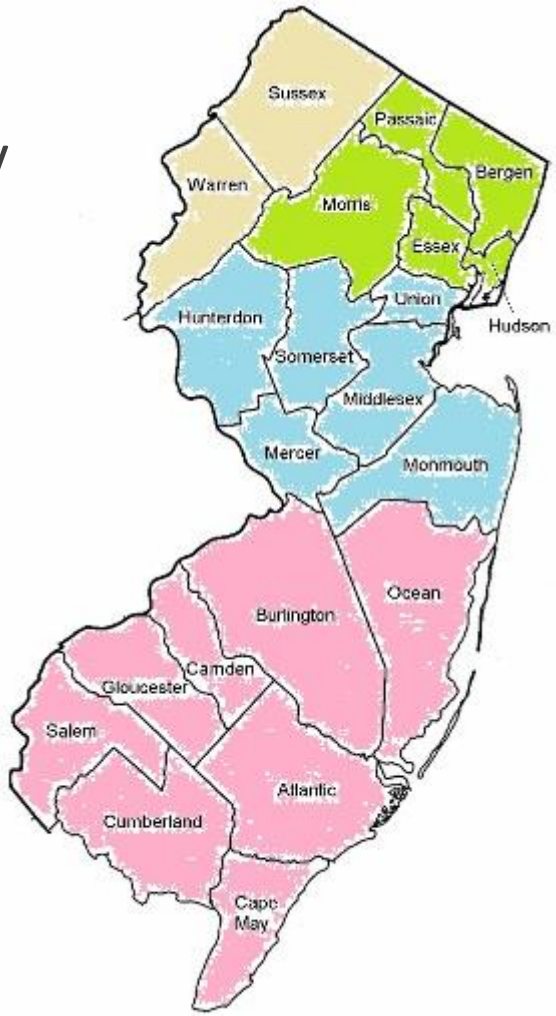
Structure of Request for Proposals

- All schools in all regions have any-to-any connectivity through Internet or WAN
- Agencies may provide network-delivered services to any school regardless of region
- RFP only seeks to buy E-Rate eligible WAN transport and Internet access
- Vendors may propose additional services for schools to consider
- Contracting still to be determined
  - Consolidated, separate or hybrid



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Requirements for Inclusion

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- **Schools MUST act in good faith as consortium partner**
  - Submit letter of intent
  - Consider volunteering for evaluation committee
  - Respond to information requests from DRLAP Broadband team
  - Abide by confidentiality requirements
  - Please don't just be "shopping"
  - Understand process and timeline:
    - RFP is scheduled to be issued in July 2014.
    - Proposals received in September/October
    - Reviewed in October/November
    - Service providers selected in December
    - Contracts signed in early 2015 for July service start

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Requirements for Inclusion

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- **Schools MUST identify a valid hub-site address and phone number to receive the service connection**
  - No PO Boxes; No cellphones
- **Schools MUST select a service start date**
  - July 1, 2015; July 1, 2016; July 1, 2017
- **Schools MUST select a valid category of service**
  - Basic Broadband Internet Access (No WAN)
  - Basic Wide Area Network (100 Mbps WAN Transport)
  - High-Speed Wide Area Network (1,000 Mbps WAN Transport)
- **WAN CATEGORIES ONLY schools MUST input Internet**
  - Enter total amount of Internet port to hub-site in Mbps

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Service Order Form

Dellicker STRATEGIES

– WAN and Internet service to school hub-site (district headend locations)

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Service Order Form- Page One

Primary Connection

District/School Organization Name	*Input district/school organization name*
Contact Information	
Contact Name	*Input school point of contact*
Contact Title	*Input title*
Contact Email	*Input email*
Contact Phone	*Input phone*
Location of District Hub-Site	
Building Name	*Input name of district/organization hub-site*
Street Address 1	*Input physical address where network equipment is located*
Street Address 2	*(no P.O. boxes please)*
City	*Input city*
Zip	*Input zip*
County	*Input county*
Phone	*Input phone at physical location (no mobile numbers please)*
Services Sought	
Category of Service	*Select category from drop-down menu*
Service Start Date	*Select start date from drop-down menu*
Dedicated Internet Access*	*Input bandwidth in megabits per second (Mbps)*

*Only input dedicated Internet access bandwidth if category of service is basic or high-speed wide area network

Please contact John Matthews of Dellicker Strategies with questions: jmatthews@dellicker.com; 717-491-2936

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Intra-district connections

– Schools also can bid intra-district transport by completing and submitting Page Two of Service Order Form

New Jersey Digital Readiness for Learning & Assessment Project (DRLAP) – Broadband Component

Service Order Form- Page Two

Additional Connections

District/School Organization Name	*Input district/school organization name*
	Input six digit County/District Code

Provide address for district/organization hub-site and list additional intra-district locations

ID#	Building Name	Street Address 1	Street Address 2	City	Zip	County	Phone
Hub	*Input name of district/organization hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
1	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
2	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
3	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
4	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
5	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
6	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
7	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
8	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
9	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
10	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
11	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
12	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
13	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
14	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
15	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
16	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*
17	*Input name of additional building to connect to hub-site*	*Input physical address where network equipment is located*	*(no P.O. boxes please)*	*Input city*	*Input zip*	*Input county*	*Input phone at physical location*

Primary Connection | **Additional Buildings**

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Choosing Service Categories

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- **Basic Broadband Internet**
- Great for small schools, low budgets, secondary connections
- Not ideal for blended learning, critical instructional services
- **Basic Wide Area Network** (100 Mbps transport)
- Great for schools seeking lots of scalable Internet access
- Expect to pay at least $1,000 per month
- **High Speed Wide Area Network** (1,000 Mbps transport)
- Long term solution to growing bandwidth needs
- Expect to pay at least $2,000 per month

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Pricing Examples

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- **Basic WAN and Dedicated Internet Access**
  - 100 Mbps transport for $1,200
  - 100 Mbps Internet at $5/Mbps
  - Total monthly bill is $1,700 pre E-Rate
- **High Speed WAN and Dedicated Internet Access**
  - 1,000 Mbps transport for $1,800
  - 400 Mbps Internet at $3/Mbps
  - Total monthly bill is $3,000 pre E-Rate
- **Two critical points:**

1. **Don't select a service you know your school can't afford**
2. **Don't select a service that doesn't support future applications**

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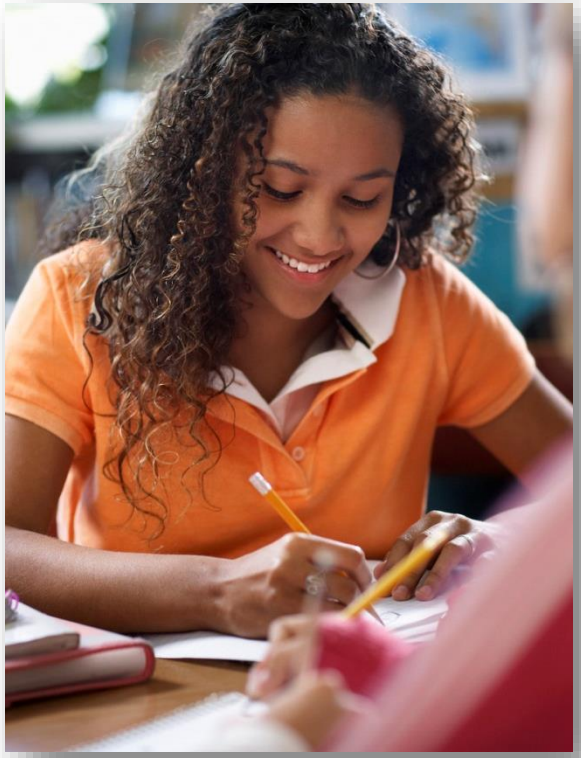
Action Items for Schools

Dellicker STRATEGIES

1. Understand the process
   - Review the timeline and operations guidance document
   - Discuss these materials with your school leadership team
   - Ask questions



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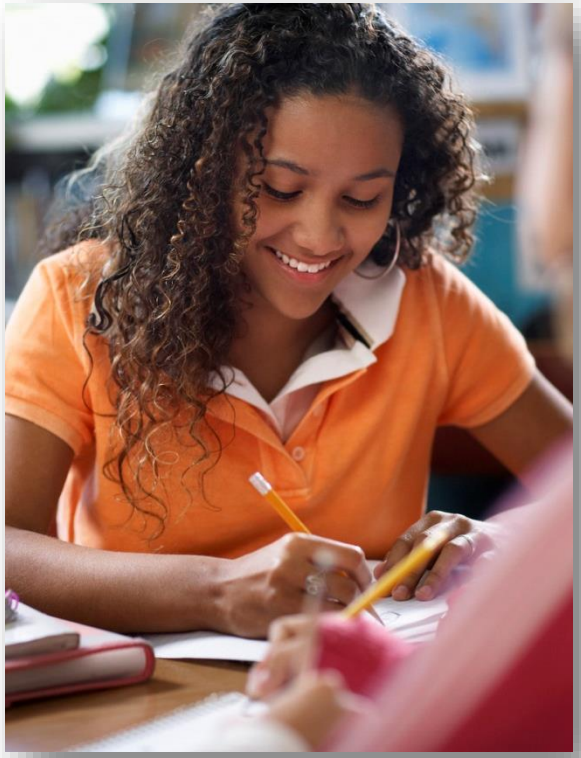
Action Items for Schools

Dellicker STRATEGIES

2. Complete Letter of Intent (LOI)
   - This does not bind your organization to purchase any services
   - It expresses your good-faith intent to participate in the procurement process and ultimately purchase services as part of a consortium in order to get the best value for your school telecommunications dollars



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Action Items for Schools

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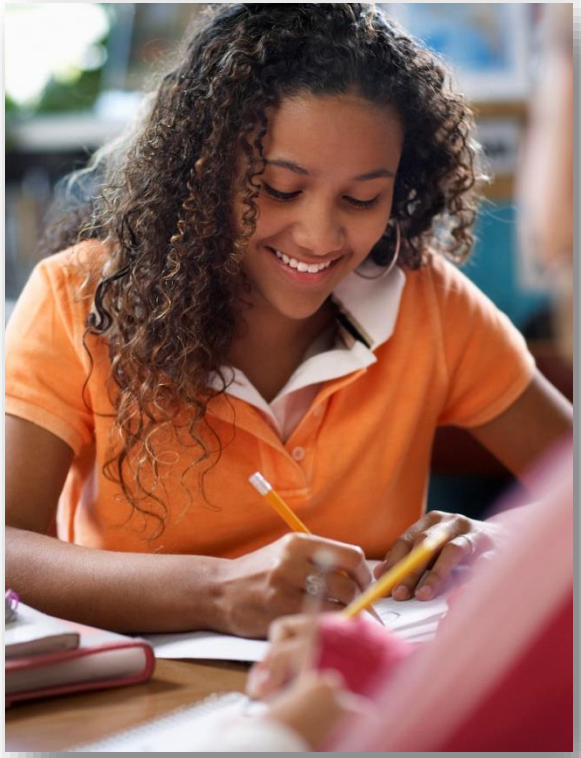
3. Complete Service Order Form (SOF)
   - This form is used to provide the additional information needed to be included in the RFP process to include: District hub-site information, category of service (Basic Internet Access, Basic Wide Area Network, High-speed Wide Area Network), Service Start date, and Dedicated Internet bandwidth
   - LOI and SOF are available at http://eirctech.org/services/broadband-consortium/



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Due Date

Dellicker STRATEGIES

- **Please return the completed Letter of Intent and Service Order Form to John Matthews via email as soon as possible but no later than June 13, 2014**
  - jmatthews@dellicker.com
  - 717-491-2936

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Question and Discussion

- For more information about Dellicker Strategies please visit: www.dellicker.com
- For personalized assistance, please contact John Matthews of Dellicker Strategies, LLC., consultant to NJ DRLAP Broadband Component
  - Phone: 717-491-2936
  - Email: jmatthews@dellicker.com

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