



**TEACHER AND PRINCIPAL EVALUATION SURVEY PROVIDERS  
TECHNICAL PROPOSAL - SERVICE SUMMARY**

**Please complete this form if the applicant provides training or professional development services around evaluation and/or the use of their survey(s). If the applicant does not provide additional services, please enter "N/A" into the first field below.**

1.	Name of organization:	Zarca Interactive, Inc. ADBA K12 Insight
	Primary location (city/state):	Herndon, VA
	Contact information: (phone / email / website):	703-956-6460 / jleib@k12insight.com / www.k12insight.com
2.	The number of years the provider has delivered services around evaluation and/or survey use:	10 Years
3.	Professional populations to which the provider has provided services in the past (i.e. teachers, principals, etc.):	Teachers, principals, superintendents, members of district leadership team, state associations of school administrators, New York State Council of School Superintendents (NYSCOSS)
4.	Title of the teacher and/or principal survey submitted with this application:	K12 Insight Survey for Principal Evaluation in New York
5.	Approximate number of teachers and/or principals that have received an evaluation using the submitted survey:	5,000
6.	Detailed description of any professional development, training, and/or other related services offered by the applying provider (or designated partner) to assist with successful implementation of the submitted survey. Responses should include the following: <ul style="list-style-type: none"> <li>• Who will provide the related services? (The applying provider or an identified partner?)</li> <li>• Who are the target participants?</li> <li>• How many sessions might be provided to each LEA?</li> <li>• What is the average length of each session?</li> <li>• What are the instructional content, methodology, and format of the training/professional development sessions?</li> </ul>	<p>The following additional/Optional services are offered by K12 Insight to its client districts: Training of school district personnel in a wide range of areas including data analysis, data interpretation, change management, using survey data to affect change, creating a process to build support for change initiatives (public forums, focus groups, assistance with communication), and to ensure a systemic view of data instead of creating more data silos. Our work is shaped by our experience in helping Balridge-aspiring school districts create a process-driven approach to Data-Driven and Continuous Improvement.</p> <p>Using K12 Insight's advanced technology platform, survey data may</p>

		<p>be correlated with student achievement data to isolate the issues most likely to positively impact student achievement.</p> <p>These services are provided by the applying provider.</p> <p>Target participants are school board members, members of a district's leadership team including principals, teachers and staff. Presentations at community forums include parents, residents who may not have a child attending district schools, special groups such as members of business community, etc.</p> <p>Number of sessions depends on number of attendees. A training session is limited to 25-30 attendees. Community forums may be much larger.</p> <p>Training sessions last 90 minutes to 2 hours.</p> <p>Sessions may be organized as workshops, focus groups or community forums. In training sessions, attendees receive basic information and then are given exercises to help them apply the material covered. Community forums and Focus Groups are moderated by our trained staff members.</p>
7.	<p>Are any of the provider's services mandatory in order to use the survey instrument? If so, please identify which services are mandatory.</p> <p>Please note: providers are not obligated to provide training nor are districts obligated to buy training from providers.</p>	No.

**If approved as a provider of teacher and/or principal evaluation surveys, we are prepared to provide services to (please indicate by clicking on the appropriate boxes below:**

**All Districts/LEAs in the State of New York, or  
Only to those Districts/LEAs indicated (please list):**