

INTENT TO AWARD A SOLE SOURCE PROCUREMENT

BACKGROUND

Lane Education Service District (ESD) is seeking to award a sole source contract to Teach Upbeat, Inc., doing business as Upbeat, for educator survey services. Upbeat is a unique education research and consulting firm staffed by former educators and school leaders. Its comprehensive, research-backed offerings and region-specific comparisons are designed exclusively to predict and improve teacher retention.

The Western Regional Educator Network (WREN), which supports Lane ESD and Linn Benton Lincoln, aims to partner with a provider that can deliver a regional survey focused on teacher retention would elevate educator voice, support engagement, and provide actionable data to improve educator retention across Lane, Linn, Benton, and Lincoln counties.

Educator retention, particularly among educators of color, special education teachers, and early-career educators, remains a persistent challenge across Oregon. Survey participants will have access to comparative data across the 28 regional districts for action planning, collaboration, and professional learning specific to teacher retention. While national norms are useful, regional comparisons between similarly sized and demographically matched districts offer greater relevance and value for local decision-making.

This decision is supported by the district's policies and state regulations regarding procurement.

WORK DETAILS

Specialized Survey Design

- Provides a predictive algorithm that measures an employee's level of engagement with their school/District through Upbeat's Teacher Engagement Score. This measurement has a correlation to the teacher's decision to stay or leave their school. The higher an individual's engagement score, the more likely a teacher is to stay. The lower the employee's engagement score, the more likely they are to leave their school. All engagement scores are reported in groups of four or more to individual school and district leaders. School and district leaders can use the average engagement score to understand what level of teacher turnover to expect at an individual school or across the district.
- Provides a predictive algorithm that measures an employee's level of engagement with their school/District through Upbeat's Teacher Engagement score. School and district leaders can use the average engagement score to understand what level of teacher turnover to expect at an individual school or across the district.
- Customizable content, available in English and Spanish
- Exit Survey conducted independently (secure third party) to encourage candid responses

Survey Administration

- Biannual survey administration for both licensed and classified staff (fall and spring)
- Timely data turnaround (within 2 weeks)
- Upbeat does the bulk of the communication with the staff

Actionable Data Tools

- One-of-a-kind, unique, and original comparison index that allows a district to view its teacher engagement data in comparison to both overall averages and averages of similar districts
- Regional norms tailored to Lane, Linn, Benton, and Lincoln counties
- An interactive built-in analytics dashboard with demographic filters
- Retention tracker uses HR data and reports turnover rates by school, role, experience level, subject, race, and other demographics in order to monitor trends, equity gaps
- Comparison data from over 42,000 teachers in 26 states
- Links survey results to actual retention outcomes

Capacity-Building Supports

- Leadership action planning sessions
- Principal coaching for small districts
- Option to add on additional coaching supports for larger districts
- Key findings presentation deck and interpretation guides
- Participation in Upbeat's National Working Group on Teacher Retention

Proven Results:

- Schools using Upbeat report an average 1.7 percentage point increase in retention
- Upbeat estimates an average savings of \$374,000 per district due to reduced turnover

Pricing Advantages:

- Costs are fair and reasonable
- Approximately 40% cost savings for our region
- Two-year discount and sliding scale based on school count
- Up to 230 schools included
- Other organizations were also considered, but they could not provide the same services with teacher retention specificity as listed above

The total estimated cost for the services over 24 months is \$450,000.

PERIOD OF PERFORMANCE

The contract is set to be effective from May 12, 2025, with an estimated duration of 24 months.

PLACE OF PERFORMANCE

The services will be performed within the Western Regional Educator Network in Lane, Linn, Lincoln, and Benton counties.

BIDDING REQUIREMENTS

The contract is designated as a sole source procurement under ORS 279B.075 and Lane Education Service District Board Policy DJC-AR. No specific set-aside certifications or additional bidder requirements are mentioned beyond the designation of Upbeat as the sole source provider.