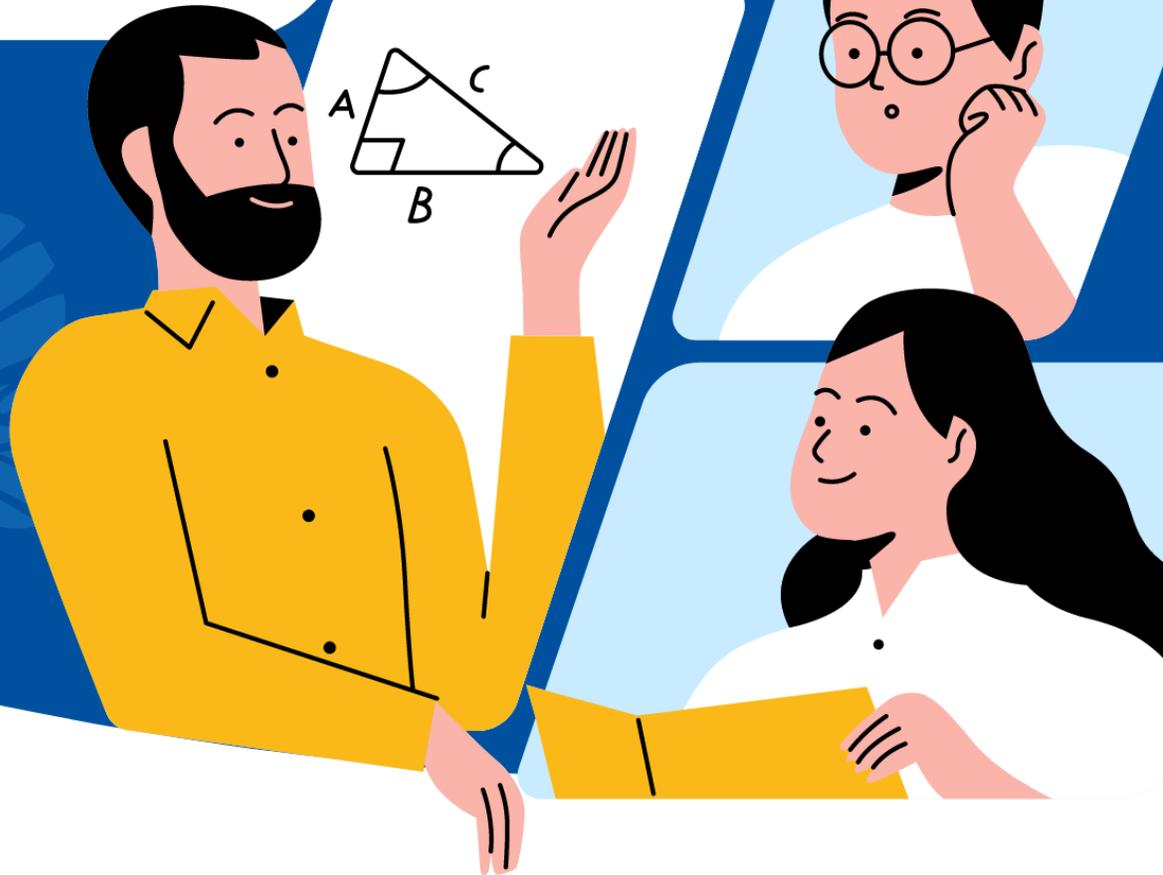# Tutorfly
powered by **Kip McGrath**

Bid # 042820252

Literacy/Math Assessment Program with Diagnostic, Intervention, and Supplemental Resources

Submitted By	To
Tutorfly Holdings Inc.	Jones County School District
Brian Lydon	Dr. Missy Bufkin
brian@tutorfly.com	mabufkin@jonesk12.org
(214) 233-6003	(601) 649-5201
12954 Rockham Lane	5204 Hwy 11 North
Farmers Branch, TX 75234	Ellisville, MS 39437

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Executive Summary

Hello,

The Tutorfly team is excited to respond to your request for a literacy and math assessment program. At Tutorfly, we are deeply committed to improving student outcomes with high-quality software developed and refined by experienced educators. Implementing and managing an impactful program requires hard work, regular communication, and a dedication to the mission of improving student academic performance. Tutorfly was built to do just that. Our team is eager to work with the district to provide this support to increase student achievement. Our team is uniquely positioned to meet the requirements of this proposal with a powerful blend of superior technology and K-12 tutoring experience.

Tutorfly was founded in 2017 as a peer tutor marketplace to help provide cost-effective tutoring to underserved college students. As our experience and business acumen increased, we began working with schools to provide services to K-12 students. We quickly established a collaborative and successful partnership model with schools and school districts. In 2021, as our business continued to grow, Tutorfly was acquired by Kip McGrath Education Centres (KMEC). KMEC, founded in 1976, has decades of experience providing tutoring and has supplied Tutorfly with the additional resources needed to fuel our continued growth. Tutorfly currently employs over 400 tutors who serve both our institutional and marketplace clients all across the US. Our parent company, KMEC, serves students world-wide and employs thousands of tutors.

Tutorfly partners with schools to deliver a comprehensive tutoring program that integrates a standards-aligned curriculum with our dynamic instructional platform. We assess student growth using pre- and post-assessments and tailor lesson plans to each student's academic proficiency. To keep all stakeholders informed, we provide weekly summary reports to school personnel, students, and parents, detailing each student's progress and participation in the program.

After a careful consideration of the scope of work requirements listed in this proposal, we are confident we can meet and exceed the expectations as outlined. We are pleased to present you with the following response and look forward to answering any questions you may have about our services.

Respectfully,

Brian Lydon, CEO
Tutorfly Holdings Inc.
brian@tutorfly.com
(214) 233-6003

Goal and Purpose of RFP

The district is requesting sealed bids for a literacy/math diagnostic, intervention, and supplemental program that can be used as a screener and diagnostic assessment program. The product should also include learning paths for students with teacher resources. This program should be aligned/correlated to the Mississippi College and Career Readiness Standards. [Strategic Plan Goal II: Improve Student Achievement through a Rigorous and Relevant Curriculum; Objective A: Implementation of MS College and Career State Standards and High Stakes Assessments]

RESPONSE:

Tutorfly is committed to a high-dosage tutoring model that provides students regular instructional support through virtual tutoring. With this type of programming, students are able to get assistance with a qualified tutor that fits the curriculum and grade level that they are in. This program supports all students, K-12, specializing in Literacy/ELA and Math.

We are committed to the necessary actions, hard work, and planning needed to engage students selected for tutoring and to deliver improved academic performance. Our team will work closely with each student we serve to ensure they have an enriched and successful academic journey, as well as feeling confident as they navigate the program. We measure this success with pre- and post-assessments and custom instructional lesson plans based upon each student's academic proficiency. We provide to school personnel (along with students and parents) weekly summary reports of each student's activities.

Tutorfly works with each of our partners to create customized tutoring solutions. We design each implementation with measurable goals for student improvement prior to providing services and we regularly update students and schools on our progress. After initial onboarding and training so the teachers and staff are comfortable with the program, we equip our districts with a powerful and proprietary software that provides them access to state-aligned curriculum, lessons, activities, and monitoring tools. We meet regularly with school and district leaders to review lessons and monitor student progress.

All lesson materials and activities will be presented to students via our proprietary Kip Learn learning software. Our software presents students with a combination of virtual tutor led and computer-based lessons. This creates an adaptive lesson plan that is specifically tailored to the students current level of academic proficiency. We generate weekly reports of this progress and email them each Monday to teachers, parents, and

school administrators.   At the end of the engagement, we will provide summary reporting by school or district to illustrate the academic gains of each student.

Kip Learn has also created an advanced hybrid program that allows students to get assistance with schoolwork or homework. This program allows students to ask questions pertaining to their school or homework and the program responds with an intelligent, comprehensible , response to the student that is grade level and curriculum appropriate. Just as the virtual tutoring does, the AI program has the students take a pre-assessment in order to see the student's strengths and weaknesses. Then, using the data collected, the program will have the answers to the student's questions be age, grade, and skill level appropriate.

Our virtual tutoring program and AI program are successful as we are able to align our program and lessons with curriculums and standards that schools require. To ensure we are meeting the standards the district expects us to meet, we have developed an extensive playbook of best practices that we use as a guideline for implementation and management. We work diligently with our partners during the planning and on-boarding stages to ensure we have the appropriate resources and personnel to create and maintain a robust tutoring operation that fits their standards. Our typical project plan is outlined as follows:

1. Introductory meeting with district leaders, principals, teachers, counselors, and other decision makers. Establish framework and goals for the program.
2. Integration and Matriculation meeting with district IT and curriculum leaders. Set up data flows and reporting.
3. District and school visits (or virtual meetings) for training and program implementation. Dry-run of services to determine system access and session logistics.
4. Student rostering, curriculum alignment and assessment scheduling
5. Weekly or Bi-weekly checkpoint meeting schedule established to review student progress, lessons, curriculum alignment, and address ad hoc issues
6. End of year survey and data reporting / program analysis and efficacy results

Service Specifications and Provisions:

The program must adhere to, align with, and provide the following:

1. assess as a screening instrument for Pre K-8th grades for Reading and Math
2. assess in a computer adaptive platform
3. provide diagnostic measures
4. provide reports such as screening, diagnostic, and growth
5. provide supplemental software enhancements to drive student instruction
6. provide lesson plans/paths for individual students and student groups
7. provide literature and informational texts online with correlating assessments
8. provide mathematics lessons and assignments to progress at individual student's pace
9. provide professional development as needed virtual, on-demand, or in-person
10. must have capability to link and sync with ClassLink and OneRoster

RESPONSE:
1. Tutorfly has extensive experience effectively screening students in order to place them in an appropriate learning path. Our platform is built to administer a pre-assessment before any lessons are delivered. This ensures that we can more accurately provide material to meet the student at their current level and close gaps, rather than jump ahead.
2. Our virtual learning management system (LMS) is built to host students who are taking assessments, working through their lessons, or working on homework.
3. Our assessments provide a detailed insight into students proficiency with each subject and topic that is assessed.
4. Detailed progress can then be tracked by the admin as students progress through the material. There are a number of data points made available, including student specific scores and progress. At the end of each year, the post assessment will be conducted to get a broader picture of the students' progress throughout the year. We can also work with leadership to develop any additional data/reports that are needed.
5. We are constantly working to improve our platform and offerings, always prioritizing feedback from our existing partners. Our team is dedicated to meeting the needs of our partners and their students.
6. Following the pre assessment, our system will curate a learning path that is best for each individual student. With our experience and extensive curriculum library, recommended lesson plans are well aligned with the student's areas for improvement. If students/groups are assigned to work with a live tutor, that tutor will review the lesson plan and make adjustments based on their student's diagnostic scores as well as any experience they have working with the student. If

the student is working individually within the LMS, they will have access to Monty, our AI tutor. Monty is trained to guide students through the question, rather than just providing an answer. It is also provided with the students grade level and scores, in order to tailor responses so that each student can easily understand.

7. Although full books are not part of our existing curriculum, we can work with leadership to upload any digital materials that you provide. These would then seamlessly integrate into our platform and can be delivered in student lesson plans.

8. Our curriculum library includes K–12 math material that will be presented based on each students' needs, as outlined in #6.

9. Our team will arrange meetings with leadership to review the program and discuss performance. Prior to launch, we meet with teachers and staff who will be involved with the platform to provide admin training on how to pull reports, review student progress, etc. We are always happy to meet with teachers and staff to provide additional guidance on using the platform.

10. We have experience syncing with a number of SSO's and our tech team will work with leadership to ensure that we are aligned with any technical requirements.

Pricing/quotes/specifications:

The district is requesting quotes for a one-year contract for 9 of our 11 campuses specific to the enrollment and grade levels for the following:

	K	1	2	3	4	5	6	7	8	9-12
Grade Level Enrollment										
Glade Ele.	60	60	55	46	60	54	55			
Moselle Ele.	86	86	75	80	76	66	77			
East Ele.	116	116	101	108	107	113	108			
North Ele.	105	105	125	116	94	111	110			
South Ele.	130	130	164	152	157	169	137			
West Ele.	139	139	160	142	154	155	131			
Northeast High								165	145	70
South High								205	230	100
West High								255	285	125

RESPONSE:

Base pricing (table below) includes software licensing, 24/7 access to AI tutor to support students with homework or curriculum materials, pre/post assessments, data/reporting, and all other requirements outlined in "Service Specifications and Provisions" section. Live (virtual or in-person) tutors are not included in base pricing and can be arranged as needed for $60/tutor/hour for groups of 1-4 students.

Total Students: K – 636, 1st – 636, 2nd – 680, 3rd – 644, 4th – 648, 5th – 668, 6th – 618, 7th – 625, 8th – 660, 9-12th – 295
6110 All grades/schools

# of students	price/student/month	cost/month
1000	$ 10.00	$ 10,000.00
3000	$ 8.00	$ 24,000.00
6000	$ 7.00	$ 42,000.00
20000	$ 6.00	$ 120,000.00
	cost/month for 6110 students	$48,770
	cost for SY25-26 (6/20/25-5/20/26)	$536,470

RFP Submission requirements:

Sam.gov : ZGHULMLFS9J8