



Custom Class Charter School

REQUEST FOR PROPOSALS

Online Students, Supplies, and Curriculum Services

Custom Class Charter School

3083 E 2890 S Cir.

St. George, UT 84790

Phone: 435-680-8046

Email: info@customclass.org

Website: www.customclass.org



SECTION I: Selection Schedule

Notice of RFP: Aug. 22 – Sept. 15, 2025 (published on the Custom Class website)

Submission Deadline: Monday, Sept. 15, 2025, by 5:00 pm to info@customclass.org

Proposals must be submitted in compliance with Section IV.

SECTION II: Introduction

A. Purpose and Overview

Custom Class Charter School (“Custom Class”) invites proposals for comprehensive online student services, supplies, and coursework services to support K–12 learners across Utah, beginning in August 2026. Custom Class aims to serve students statewide with a mastery-based, flexible model that leverages high-quality online curriculum, a secure and configurable learning management system (LMS), robust student supports, and actionable data reporting. This RFP seeks qualified providers with demonstrated capacity to deliver students interested in such customization, standards-aligned coursework, technology platforms, student support services, and analytics tailored to the needs of full-time and part-time online learners.

B. Award of Contract

The contract will be awarded to the offeror(s) whose proposal is determined most advantageous to Custom Class, based on price and evaluation factors outlined in this RFP.



SECTION III: Proposal Information

A. Submission Compliance

Proposals must adhere strictly to the requirements detailed in Section IV.

B. Proposal Limits

Only one proposal per offeror will be accepted. Offerors may include any specialized or unique services they intend to provide.

C. Evaluation Process

A committee appointed by the Custom Class Governing Board will evaluate proposals. Discussions may be held with offerors to ensure full responsiveness.

D. Reservation of Rights

Issuance of this RFP does not obligate Custom Class to accept any proposals or incur costs. No contractual obligation exists until formally executed by the Governing Board.

E. Proposal Ownership

All submissions become the property of Custom Class.

F. Final Offers

The evaluation committee may request final proposals from qualifying offerors.

SECTION IV: Proposal Requirements

A. Cover Letter Requirements: - Statement of intent to provide outlined services - Legal company name - Complete address - Contact person's name, phone number, and email - Company website - Signature, title, and submission date of authorized representative

B. Proposal Content: Proposals must fully address all specifications listed in Section V.

C. Submission Format and Deadline: Proposals must be submitted electronically in PDF format to info@customclass.org by 5:00 pm, September 15, 2025. Cost details must be clearly identified in a separate PDF file.

D. Email Subject Line: "Request for Proposal – Custom Class Online Student, Supplies, and Curriculum Services"

E. Signature Requirement: All proposals must bear the signature of the submitting party.



SECTION V: Specifications

Scope of Services

Proposals will be accepted for online students, supplies, and coursework services that meet the minimum specifications, performance requirements, and terms and conditions identified herein.

Online Students

1. The commitment and demonstrated ability to find up to and including 300 full time students (as specified later by Custom Class) to be served starting in August 2026 and assist the same to provide their intent to enroll with Custom Class no later than March 1, 2026.
2. The commitment and demonstrated ability to find up to and including 500 full time students (as specified later by Custom Class) to be served starting in August 2027 and assist the same to provide their intent to enroll with Custom Class no later than March 1, 2027.
3. The commitment and demonstrated ability to find up to and including 800 full time students (as specified later by Custom Class) to be served starting in August 2028 and assist the same to provide their intent to enroll with Custom Class no later than March 1, 2028.

Supplies

1. The willingness and demonstrated ability to provide the required supplies or reimbursement for such to the enrolled students to learn from home.
2. The willingness and demonstrated ability to provide documentation of these supplies provided at the request of Custom Class.

Curriculum

1. Provide online courses tailored to the educational needs of students. This includes: • Engaging, interactive, and comprehensive course materials. • Integration of multimedia, activities, assessments, and quizzes. • Adherence to Utah educational standards and guidelines. • Courses that address a variety of student levels.
2. Coursework Breadth and Depth: The program must include coursework for a variety of academic and CTE courses in grades K–12, including the following: • Math,



Science, English Language Arts (ELA), and Social Studies in grades K–8 • Secondary Math I, Secondary Math II, Secondary Math III • English 9, English 10, English 11, and English 12 • World History, U.S. History, Economics, and Government • Physical Science, Biology, Chemistry, and at least one additional lab science course • At least ten additional high school academic courses • At least five additional middle school academic courses • At least five CTE course titles. The courses must be able to function on a variety of devices.

3. Platform Management: Provide and maintain a learning management system (LMS) to deliver courses. • Ensure platform accessibility, ease of navigation, and robust reporting features. • The platform must be secure and user-friendly. • Provide complete administrative access to the LMS domain(s), allowing customization to our implementation. • Include the ability to configure or modify user roles and permissions, system features, integrations, and related settings.
4. Student Support: Offer technical support, academic assistance, and synchronous seminars and small groups for students taking online courses. • Must support a variety of accommodations for students in special populations, including students with disabilities (SWD) and English learners (EL).
5. Data Analytics and Reporting Implement tracking, performance analytics, and progress reports and other metrics used to maintain membership for students.

Working with our Staff

1. Respondent representatives shall, in a timely manner, work on a regular basis with district/school personnel in order to answer all questions regarding production or financial matters pertaining to the individual services required.
2. Provide a local and/or toll-free phone number and/or email address for access to respondent representatives. Respondents shall reply to all requests/telephone calls within twenty-four (24) hours between 8:30 AM and 4:00 PM, MST, Monday–Friday.



Experience and Qualifications

Required Qualifications:

- Experience: Vendors must have a proven track record in providing online learning platforms, virtual school services, and course development for grades K–12.
- Technology Expertise: Vendors should have expertise in management systems, online collaboration tools, and educational technologies.
- Compliance: Vendors must comply with data privacy (FERPA, COPPA) and accessibility standards (WCAG, ADA).
- References: Provide, upon request, references from current or previous K–12 clients who have used your services outlined above.

Cost and Contract Terms

Contract Requirements: (submitted as a separate file)

- Service initiation date: November 2025 with students to be served starting August 2026 with the first payment to be made no earlier than Sept 1st, 2026.
- Initial term of five years, renewable annually at the discretion of Custom Class
- Contract must include termination clauses consistent with state law and board policy
- The cost of the following must be clearly outlined.
 1. The **cost per student** for the vendor to recruit and acquire a student interested in full-time enrollment, providing curriculum, supplies, and supporting that student to maintain enrollment throughout the school year.
 2. The **cost per class** for the vendor to recruit and acquire a student interested in part-time enrollment, providing curriculum, supplies, and supporting that student to maintain enrollment.
 3. The **markup percentage** applied to per-student license costs for online curricula that the vendor procures and resells to Custom Class for use with other students, thereby saving Custom Class from incurring additional costs and dedicating additional human resources to procuring minimal numbers of select online-curriculum licenses.



SECTION VI: Evaluation Criteria

Non-Cost Criteria (150 points total)

- **Scope of Services (75 points):** Ability to fulfill responsibilities listed in Section V.
- **Experience and Qualifications (75 points):** Relevant experience and references if requested.

Cost Criteria (100 points total)

- **Fixed Monthly Cost:** Clarity, transparency, and overall cost-effectiveness of fee structure for each of the three items requested.

Total Available Points: 250 points

***NOTE:** Cost is evaluated and scored independent from other criteria.