Santa Monica-Malibu Unified School District
Board of Education Meeting
Updates to June 1, 2006

CLOSED SESSION

MINUTES

CONSENT AGENDA

MAJOR ITEMS

A.28   Award Purchase of Data Warehouse Product to Achieve Data Solutions
This item has been updated and now includes funding information

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TO: BOARD OF EDUCATION   ACTION/MAJOR
                                                06/01/06
FROM: MICHAEL D. MATTHEWS/DONNA E. MUNCEY/   **Updated**
         WILLIAM CAREY

RE: AWARD PURCHASE OF DATA WAREHOUSE PRODUCT TO ACHIEVE
         DATA SOLUTIONS

RECOMMENDATION NO. A.28

It is recommended that the Board of Education approve contracts
ith Achieve Data Solutions in the amount of $60,445 and Cognos in
an amount not to exceed $38,600 (plus applicable taxes) to begin
configuring and implementing a data warehouse for the Santa
Monica – Malibu Unified School District.

Company	Product	Description	YEAR 1
Achieve Data Solutions			
	Data Director	Data Warehouse (includes implementation and 2 training days)	$ 35,354
	Action Learning	Benchmark Assessment (item bank)	$ 12,191
		Workstation scanning software (3)	$ 1,500
		6 additional training days	$ 11,400
	Hosting	Server hosting at co-location in L.A.	included
Cognos			
	Cognos 8	Administrator	$ 12,500
	C8 Business Author	10 licenses for building and using cubes and reports	$ 13,000
	C8 Metrics Builder	1 developer license	$ 1,300
	C8 Metrics (user)	1 user license	$ 800
		Cognos installation and configuration	$ 6,000
		10 training days	$ 5,000
		total	$ 99,045

FUNDING INFORMATION:
Budgeted: Yes
Fund: General
Resource: Unrestricted
Account Number:01-00000-0-19100-21000-5801-030-1300

COMMENT: Staff in Educational Services and Information Services
    identified key areas of need regarding access to student data
    in a timely and user-friendly way, and worked with Marina Data
    Solutions to identify a short list of data warehouse products
    that would best meet our needs. Seven finalists presented
    demonstrations of their products to a team of central office
    and site-based staff. The recommended selection, Achieve Data
    Solutions, is uniquely configured to meet the needs of
    California school districts. For example, Achieve
    automatically loads California summary data for all districts
    after every CST and CAHSEE testing cycle. This will enable us
    to make more detailed and comparative analyses of the data we
    regularly receive from the CDE. Additionally, Achieve has a
    benchmark assessment system (Action Learning Systems) for
    grades 2-12, that is aligned with California State Standards
    and includes over 10,000 questions in the item bank. This
    will help with the creation of state-aligned formative
    assessment for elementary and secondary levels. (In
    particular, this has been raised as a strong recommendation at
    the most recent WASC reviews at both Santa Monica High School
    and Malibu High School.) Finally, Achieve Data Solutions
    hosts the data warehouse for us, addressing several key
    maintenance issues as part of their contract with SMMUSD.

    In addition to the Achieve Data Solutions selection, the
    review team recommended beginning to work with Cognos Power-
    Play, to enhance our ability to deepen and refine our use of
    data analysis. Once the Cognos Power-Play component of the
    data warehouse is in place, SMMUSD will be able to undertake
    higher level statistical analyses of achievement, discipline
    and other data.

    Over the next few months, the implementation of this data
    warehouse will enable teachers to view information about their
    students at their desktops. Data will be "refreshed"
    (updated) weekly, and some key reports will be made available
    to teachers and administrators on a regular basis. This
    should vastly enhance our efforts to make instructional,
    classroom, and school-wide decisions that are data-driven and
    aimed at improving the achievement of all students.

MOTION MADE BY:
SECONDED BY:
STUDENT ADVISORY VOTE:
AYES:
NOES: