



Chapel Hill-Carrboro City Schools

K-12 ELA Curriculum

**REQUEST FOR PROPOSAL AND SCOPE OF
WORK SPECIFICATIONS**

Due Date: Thursday, November 18, 2026 by 5:00 pm

Chapel Hill-Carrboro City Schools
750 South Merritt Mill Road
Chapel Hill, NC 27516

Contact:
Aisha Howard
Executive Director of Curriculum and Instruction for Elementary Schools
ahoward@chccs.k12.nc.us

IMPORTANT NOTICE TO ALL BIDDERS / PROPOSERS

IMPORTANT NOTICE TO ALL BIDDERS / PROPOSERS

Chapel Hill-Carrboro City School reserves the right to disqualify incomplete proposals, waive minor defects, as it deems applicable, in the written proposals, to request additional information from any respondent, change or modify the scope of the project at any time, without any penalty, negotiate terms with one or more of the respondents, reject any or all proposals, without a penalty, and take any steps necessary to act in CHCCS's best interest. Bids/proposals will not be considered for award if received by Chapel Hill-Carrboro City School after the official closing date and time.

Introduction and Background

Introduction

The Chapel Hill-Carrboro City School System seeks proposals from interested educational entities that provide a K-12 English Language Arts Curriculum. We are interested in organizations and companies that specialize in serving K-12 ELA. The primary purpose of this Request for Proposals (RFP) is to assess the marketplace, ascertain viable service providers available, and select a set of providers that will be part of a portfolio of providers to serve students in Chapel Hill Carrboro City Schools.

Background

Chapel Hill-Carrboro City Schools (CHCCS) is a school district that educates approximately 10,400 students (Pre-K through 12th grade) in the southeastern part of Orange County, North Carolina. CHCCS schools are listed below:

Elementary Schools

Carrboro Elementary
Ephesus Elementary
Estes Hills Elementary
Frank Porter Graham
Glenwood Elementary (will not be in existence after June 2027)
McDougle Elementary
Morris Grove Elementary
Rashkis Elementary
Mary Scroggs Elementary School
Seawell Elementary
Northside Elementary

Middle Schools

Grey Culbreth Middle School
McDougle Middle School
Phillips Middle School
Smith Middle School

High Schools

Carrboro High School
Chapel Hill High School
East Chapel Hill High School
Phoenix Academy

UNC Hospital School

Request for Proposal

This Request for Proposal (RFP) documents Chapel Hill-Carrboro City School (CHCCS) requirements for K-12 English Language Arts Curriculum for CHCCS students.

This RFP is intended to allow Chapel Hill-Carrboro City School a basis for evaluating and selecting the proposal best suited to the district's needs. Accepting a proposal does not obligate Chapel Hill-Carrboro City School to purchase an English Language Arts curriculum from any supplier that submits a proposal. Chapel Hill-Carrboro City School reserves the right to reject any or all proposals and to make a decision in the best interest of the district. CHCCS reserves the right to choose any proposal, even if the bid is not the lowest. All costs for proposal preparation are the responsibility of the vendor. After receipt of the proposal, and prior to signing the contract, Chapel Hill-Carrboro City Schools reserves the right to modify the services to be received by adding or deleting services.

The winning bid will be based on its merit, consisting of cost, bidder's reputation, references, and the ability to meet the district's time schedule, service after-the-fact and the best all-around instructional interest to the Chapel Hill-Carrboro City Schools.

Chapel Hill-Carrboro City Schools is looking for vendors to provide K-12 English Language Arts curriculum that can meet the federal definition of "evidence-based", as outlined in the Every Student Succeeds Act (ESSA), and are aligned with the North Carolina standard course of study (grade-level standards).

Any vendor's solution to this RFP must meet or exceed Chapel Hill-Carrboro City Schools' requirements.

Customer Contacts and Requirements

All questions about the RFP or Chapel Hill-Carrboro City Schools' requirements must be submitted in writing via email to the following contacts:

- Contact Name: Aisha Howard, Executive Director of Curriculum and Instruction for Elementary Schools
Email Address: ahoward@chccs.k12.nc.us
- **The last day to submit questions is November 13, 2026 by 5:00 pm.**
- Only questions answered in writing will be considered binding.

Proposal Filing Date

Proposal Filing Date

All proposals must be received no later than 5:00 PM on November 13, 2026. Proposals after this time will not be accepted. We are not responsible for late or misdirected mail. Proposals must be submitted to: Aisha Howard, Executive Director of Elementary Schools,

CHCCS cannot guarantee that paper copies sent to our office will be received. In order to confirm participation in the process, vendors should confirm receipt of their proposals to Aisha Howard by email: ahoward@chccs.k12.nc.us.

Proposal Submission Deadline

All proposals must be received electronically no later than **5:00 p.m. on Thursday, November 18, 2026**.

Email subject line should read: **“RFP – K–12 ELA Curriculum - CHCCS”**

Proposal Submission Method

Proposals may be submitted by email to: Aisha Howard at ahoward@chccs.k12.nc.us

Scope of Work

Scope of Work

RFP Requirements:

Chapel Hill-Carrboro City Schools (CHCCS) seeks a qualified **K-12 English Language Arts Curriculum Partner** to support successfully implementing the revised [NC Standard Course of Study for English Language Arts, K-12](#) (2026). The ideal partner will provide a comprehensive curriculum that aligns with the new standards, offering a variety of resources and support for teachers and students.

Key Objectives:

- **Curriculum Alignment:** Ensure the curriculum is aligned with the revised [NC Standard Course of Study for English Language Arts, K-12](#) (2026).
- **Comprehensive Resources:** Provide a robust suite of resources for both teachers and students, including instructional materials, hands-on materials, digital tools, and assessments.
- **Effective Implementation:** Support the effective implementation of the curriculum through an agreed upon piloting of resources prior to implementation, professional development, training, and ongoing support.

By partnering with a qualified curriculum provider, CHCCS aims to equip students with the necessary skills and knowledge to excel in English Language Arts.

RFP Questions and Areas of Interest

RFP Questions and Areas of Interest

This Request for Proposals (RFP) seeks qualified vendors to provide K-12 ELA Curriculum services for our school district. We are committed to providing up-to-date, research-based, and engaging curriculum materials that will effectively support teaching and learning for all students.

1. Overview of K-12 ELA Curriculum Services: Please provide an overview of your K-12 English Language Arts Curriculum services, including:

- **CORE Components Offered:** Specify the specific core reading components offered (phonemic awareness, phonics, fluency, vocabulary, comprehension, writing).
- **Grade Levels Served:** Indicate the grade levels of your curriculum (e.g., K-5, K-8, 6-8, 9-12, or 6-12)
- **Materials and Program Description:** Detail the nature of your curriculum materials or program (e.g., textbooks, assessments, digital resources, etc.)
- **Professional Learning:** Outline the frequency and type of professional learning for teachers.
- **Overall Curriculum Approach:** Briefly explain your K-12 English Language Arts Curriculum's overall teaching methodology (e.g., small group instruction, whole group instruction, includes components to support differentiation).
- **Cost:** Provide a specific cost breakdown for materials and any professional development or other services proposed that align with our criteria only. Where possible, enumerate costs on a per-school and per-year basis.

2. Selection Criteria:

Proposals will be evaluated based on the following criteria:

- **Systematic & Explicit Phonics Instruction (K–5):** Provides explicit, systematic instruction in phonemic awareness and phonics.
- **Multilingual & Dual Language Support:** Offers explicit foundational skills instruction across English, Spanish and Mandarin.
- Across all grade bands (K–12), instructional materials provide grade-aligned, culturally responsive, and highly accessible text sets across diverse eras, formats, and modalities, both in virtual and print formats with embedded scaffolds.
- Instructional materials leverage complex anchor text to deliver metacognitive strategy instruction, guiding questions, and culminating tasks that enable students to execute text-to-text comparisons and analyze how different authors develop common themes or varying claims.
- **Interactive Vocabulary Instruction (K–12):** Incorporates engaging, multimodal vocabulary strategies focusing on Tier 2 words, syllabication, phonology, morphology, roots, cognates, and figurative language.
- Across K–12, instructional materials scaffold standards-aligned writing—from explicit recursive processes and contextualized grammar models to organizational tools, peer review, and mechanics

application—while embedding media literacy, research generation, source evaluation, and responsible AI integration.

- **Built-in Accommodation & Differentiation:** Features embedded supports (e.g., sentence stems) catering to Diverse Learners (EC/SWD, AIG, MLL/ML, AVID) directly within the curriculum.
- **Flexibility & Customization:** Resources are easily navigable, customizable, and include clear teacher guidance, editable materials, answer keys, examples, and flexible pacing.
- **Implementation Supports:** Offers professional learning (PL) onsite and ongoing, webinars, and full implementation support with a dedicated consultant.
- **Standards Alignment:** Connects cleanly to NC Standards
- **Evidence of Effectiveness:** Demonstrates research-backed effectiveness, particularly across student subgroups. (Ed Reports, etc.)
- Other Criteria as determined by CHCCS: for example- diagnostic reading assessments and student reading pathways

Evaluation Process

CHCCS reserves the right to accept any proposal, to reject any and all proposals, and to waive any irregularities or informalities. CHCCS reserves the right not only to accept or reject any specific proposal, but also to reject all proposals and either repeat the process or enter into direct contract negotiations with any one or more contractors. Any and all decisions by CHCCS to accept or reject proposals, repeat the process, enter direct negotiations with one or more individual contractors, restrict the invitation to submit proposals to a predetermined group of contractors, and/or exclude one or more individual contractors from the proposal process shall be final and not subject to further review.

Response to Requirements

Provide a point-by-point response to each specified requirement in the project description. Include research studies, whitepapers, external/ independent evaluations, and customer case studies where possible and crosswalk alignment of the program with the North Carolina Standard Course of Study as an appendix. Include any technology or infrastructure requirements at the school level, home or community level that would be needed for a successful implementation and fee and non-fee training available for students, family members, or teachers using the program and school or district staff.

Implementation Plan

Delineate an implementation plan—from contract execution through spring/summer 2027 planning and 2027-28 school year implementation for all related tasks and deliverables, with assigned personnel, expected outcomes, and estimated timelines for each activity. Include a timeline for school and district-level staff training (if needed) and how the provider will work with the school and district to progress monitor the implementation for continuous improvement. Describe customer service, to both the school system and individual users, and technical support—hours, staff qualifications, escalation process, and methods of contact.

Restrictions on Communications

From the issue date of this RFP until a provider is determined eligible or the RFP is canceled, providers are prohibited from communications regarding this RFP with CHCCS, evaluation committee members, or other associated individuals, except the point of contact.

Proposal Evaluations and Selections

The evaluation committee will conduct a comprehensive, fair, and impartial evaluation of all proposals received in response to this RFP. Each proposal received will be analyzed to determine overall responsiveness and completeness as defined in the scope of work and in the instructions on submitting a proposal. The review and evaluation of vendor responses will determine the providers most capable of delivering the best overall tool to CHCCS.

Preliminary Evaluation

The proposals will first be reviewed to determine if the RFP requirements are met. Failure to meet mandatory requirements will result in the proposal being rejected. In the event all vendors do not meet one or more of the mandatory requirements, CHCCS reserves the right to continue the evaluation of the proposals and to select the proposal(s) that most closely meets the requirements specified in this RFP or to extend the window for proposal submission and evaluation period.

Presentations and Demonstrations

Top scoring vendors based on the evaluation of the written proposal may be required to participate in presentations or demonstrations of their tool. CHCCS will make every reasonable attempt to schedule each presentation at a time and location that is agreeable to the vendor. Failure of a vendor to conduct a presentation or demonstration on the date scheduled may result in rejection of the vendor's proposal.

RFP Information

Submission

For a submission to be considered, it must be complete and include the following:

1. Cover letter identifying vendor, including legal name of vendor, address, telephone number, type of business entity (e.g. corporation, partnership)
2. Name and contact information for bidder's principal point of contact
3. Signed "Signature Page"
4. Completed Financial Worksheet
5. Experience, background, references, and litigation/claims history.

All proposals must be submitted in electronic format via email to:

ahoward@chccs.k12.nc.us

with the following subject line: **BID RESPONSE -K-12 ELA CURRICULUM.**

Email bids will be held unopened until the designated bid opening date and time.

It is the sole responsibility of the bidder to submit its proposal by the due date. Late proposals will not be considered.

Obligations of Provider

Provider hereby agrees to provide services to the School System as follows:

To provide k-12 ELA curriculum materials and services based on the standards in this document for the duration of the contract/school year. Work will be completed in a timely manner acceptable to the School System in full compliance with the terms and conditions of the contract, including any documents incorporated by reference.

Qualifications of Provider

Provider warrants that all agents or employees of Provider who will provide services under this Contract will be fully qualified, possess any requisite licenses, and otherwise be legally entitled to perform the services provided, and shall exercise the skill and care customarily exercised by duly licensed and qualified providers of the same or similar services.

Insurance

Provider agrees to maintain Commercial General Liability in the amount of \$1,000,000 each occurrence, Personal & Advertising Injury with \$2,000,000 General Aggregate, and \$1,000,000 in cyber liability insurance. Certificates of such insurance shall be furnished by Provider to the School System prior to the commencement of services and shall provide CHCCS with at least ten (10) days' notice prior to expiration or cancellation of any such coverage.

Lunsford Act

Provider also acknowledges that G.S. § 14-208.18 prohibits anyone required to register as a sex offender under Article 27 A of Chapter 14 of the General Statutes from knowingly being on the premises of any school. Provider shall conduct or arrange to have conducted, at its own expense, sexual offender registry checks on each of its owners, employees, agents and subcontractors ("contractual personnel") who will engage in any service on or delivery of goods to School System property or at a School System sponsored event, except checks shall not be required for individuals who are solely delivering or picking up equipment, materials, or supplies at: (1) the administrative office or loading dock of a school; (2) non-school sites; (3) schools closed for renovation; or (4) school construction sites. The checks shall include at a minimum checks of the State Sex Offender and Public Protection Registration Program, the State Sexually Violent Predator Registration Program, and the National Sex Offender Registry ("the Registries"). For Provider's convenience only, all of the required registry checks may be completed at no cost by accessing the United States Department of Justice Sex Offender Public Website at <http://v.ww.nsopw.gov/>. Provider shall provide certification on the Sexual Offender Registry Check Certification Form (Attachment A) that the registry checks were conducted on each of its contractual personnel providing services or delivering goods under this Contract prior to the commencement of such services or the delivery of such goods. Provider shall conduct a current initial check of the registries. The sex offender registry checks shall be conducted within 30 days of Provider's execution of the Contract and prior to performing any services on School System property. In addition, Provider agrees to conduct the registry checks and provide a supplemental certification form before any additional contractual personnel are used to deliver goods or provide services pursuant to this Contract. Provider further agrees to conduct annual registry checks of all contractual personnel and provide annual certifications at each anniversary date of this Contract. Provider shall not assign any individual to deliver goods or provide services pursuant to this Contract if said individual appears on any of the listed registries. Provider agrees that it will maintain all records and documents necessary to demonstrate that it has conducted a thorough check of the registries as to each contractual personnel, and agrees to provide such records and documents to the School System upon request. Provider specifically acknowledges that the School System retains the right to audit these records to ensure compliance with this section at any time in the School System's sole discretion. Failure to comply with the terms of this provision shall be deemed a material breach of the Contract. If requested by the School System, the Provider shall provide sufficient background information regarding any or all contractual personnel who may deliver goods or perform services under this contract in order to allow the School System to perform a criminal background check on each individual at the School System's expense. Provider further agrees that it has an ongoing obligation to provide the School System with the name of any new contractual personnel who may deliver goods or provide services under the Contract. The School System reserves the right to prohibit any contractual personnel of Provider from delivering goods or providing services under this Contract if the School System determines, in its sole discretion, that such contractual personnel may pose a threat to the safety or well-being of students, school personnel or others, or if such contractual personnel may otherwise pose a risk to the School System's operations. Failure to comply with the terms of this provision shall be deemed a material breach of the Contract.

Anti-Nepotism

Provider warrants that, to the best of its knowledge and in the exercise of due diligence, none of its corporate officers, directors, or trustees and none of its employees who will directly provide services under this Contract are immediate family members of any member of the CHCCS Board of Education or of any principal or central office staff administrator employed by the School System. For purposes of this provision, "immediate family" means spouse, parent, child, brother, sister, grandparent, or grandchild, and includes step, half, and in-law relationships. Should Provider become aware of any family relationship covered by this provision or should such a family relationship arise at any time during the term of this Contract, Provider shall immediately disclose the family relationship in writing to the Superintendent of Schools. Unless formally waived by the School System, the existence of a family relationship covered by this Contract is grounds for immediate termination by School System without further financial liability to Provider.

ATTACHMENT A

List of CHCCS Schools Locations

Elementary Schools 2027-2028

School Name	Address	City
Carrboro Elementary	400 Shelton Street	Carrboro
Ephesus Elementary	1495 Ephesus Church Rd	Chapel Hill
Estes Hills Elementary	500 Estes Dr	Chapel Hill
FP Graham Elementary	101 Smith Level Road	Chapel Hill
McDougle Elementary School	890 Old Fayetteville Road	Chapel Hill
Morris Grove Elementary	215 Eubanks Road	Chapel Hill
Northside Elementary	350 Caldwell Street	Chapel Hill
Rashkis Elementary	601 Meadowmont Lane	Chapel Hill
Scroggs Elementary	501 Kildaire Road	Chapel Hill
Seawell Elementary	9115 Seawell School Road	Chapel Hill

Secondary Schools 2027-2028

School Name	Address	City
Carrboro High School	201 Rock Haven Road	Carrboro
Chapel Hill High School	9217 Seawell School Road	Chapel Hill
Culbreth Middle School	225 Culbreth Road	Chapel Hill
East Chapel Hill High School	500 Weaver Dairy Road	Chapel Hill
McDougle Middle School	900 Old Fayetteville Road	Chapel Hill
Phillips Middle School	606 N Estes Drive	Chapel Hill
Phoenix Academy High School	750 S. Merrit Mill Road	Chapel Hill
Smith Middle School	9201 Seawell School Road	Chapel Hill

ATTACHMENT B

Signature Page

By my signature below, I hereby represent that I am authorized to and do bind the vendor to the provisions of the attached proposal. The undersigned offers and agrees to perform the specified products and professional services in accordance with the provisions outlined in the Request for Proposals. Furthermore, the undersigned fully understands and assures compliance with the terms and conditions contained in the RFP. I further certify that _____ is an authorized dealer in good standing of the products/services included in the proposal submitted in response to the RFP.

Signature of Owner or Authorized
Representative of the company submitting
bid.

Date

