



Dairy Council of California Curriculum Framework & Recommendations Project: Targeting TK through 3rd Grade Curriculum

- SCOPE OF WORK -

PROJECT OBJECTIVES:

Dairy Council of California offers school-aged children comprehensive, science-based classroom nutrition education programs designed to teach students lifelong healthy eating habits. Teacher materials and student workbooks already exist and are carefully curated; however, we are seeking a curriculum consultant to help us build a curriculum framework, including prioritized standards for program revisions.

The objective of this project is to have an experienced curriculum consultant, well-versed in California's Common Core State Standards for ELA and Literacy, review our existing TK through 3rd grade curriculum and develop a comprehensive Curriculum Framework and Revisions Recommendations Report. This framework and report will be used to support several organizational strategies. It will:

- Guide TK to 3rd grade program development/revisions, slated in the upcoming years.
- Contribute to marketing efforts to promote value of the curriculum.
- Inform and influence key stakeholders in the education system.
- Influence the content development of teacher and family resources.
- Better identify and align the organization's priority food and nutrition content to relevant and appropriate educational standards.

The completed Curriculum Framework is expected to identify and align classroom content/curriculum to the work of Dairy Council of California around the organization's fundamental nutrition education topics and the positioning statements on these topics. Rather than attempting to teach all nutrition topics at a more superficial level, our goal is to focus on healthy eating patterns, breakfast, snacking, beverages, milk and dairy, and farm to you. Future program revisions is not included in the scope of this project.

PROPOSED PROJECT BUDGET: \$5,000

PROJECT DELIVERABLES:

The Scope of Work for Dairy Council of California's Curriculum Framework and Recommendations Report Project will focus on the development of three specific and targeted deliverables: a comprehensive curriculum framework, a written recommendations report and a frequently asked questions resource guide. Each deliverable is expected to be comprehensive, current and align with California's Common Core State Standards. Details outlining expectations are as follows:

- **A Comprehensive Curriculum Framework.** Targeting TK-3rd grade curriculum based on the California Common Core Standards, this framework document is expected to contain comprehensive information about what stakeholders may expect from Dairy Council of California programs.
- **Written Recommendations Report.** The written recommendation report is expected to identify and address potential future additions and revisions. This
- **Frequently Asked Questions (FAQ) Resource.** The FAQ resource is a comprehensive document

designed to address the commonly asked questions we can expect to hear from curriculum directors, school administrators and teachers.

PROJECT COMMITMENTS:

In addition to the Project Deliverables, the consultant is expected to openly communicate during the project cycle, providing Dairy Council of California staff with regular project updates; this includes an in-person kickoff meeting, a formal mid-project status update report to be held via video conference call, and an in-person wrap-up meeting to present the deliverables to Dairy Council of California staff.

Dairy Council of California will provide additional resources to develop the proposal. To assist with the execution of the project, Dairy Council of California staff will also be available as needed. The consultant's primary contact will be **Alyson Foote, Project Manager**.

PROJECT TIMELINE/SUBMISSION DETAILS:

The timeline for Dairy Council of California's Curriculum Framework and Recommendations Report project is as follows:

<u>Due Date:</u>	<u>Deliverable</u>
March 1, 2019	Resume + Non-Disclosure Agreement
March 15, 2019	Completed Proposal Due
Week of March 18, 2019	Finalists Selected + Proposers Informed
Week of March 25, 2019	Finalist Interviews
Week of April 1, 2019	Contractor Selected + Contract Signed
Week of April 8, 2019	Project Kicks off w/ in-person meeting
Week of April 29, 2019	Video conference call for mid-project status update
Week of May 20, 2019	Project concludes w/ in-person presentation of completed Curriculum Framework, Recommendations Report and FAQ
Week of May 27, 2019	Final revisions, if needed

Interested applicants should submit their resume and completed **[Non-Disclosure Agreement](#)*** to Alyson Foote via email at Afoote@DairyCouncilofCA.org. Upon receipt of the non-disclosure agreement, applicants will receive the full project details and resources.

**Please note that Dairy Council of California's curriculum features propriety information. As such, interested contractors must complete and sign the Non-Disclosure Agreement form, included below.*

ABOUT DAIRY COUNCIL OF CALIFORNIA:

Founded in 1919, Dairy Council of California partners with educators, health professionals and communities to elevate the health of children and families through the pursuit of lifelong healthy eating habits. Funded by California's dairy farm families and local milk processors, Dairy Council of California's science-based nutrition education resources, Mobile Dairy Classroom assemblies, training programs and online tools reach millions in California and throughout the United States. Learn more at HealthyEating.org.



Non-Disclosure Agreement

This Non-Disclosure Agreement (the “Agreement”) is entered into this _____ day of _____, _____, by and between Dairy Council of California, a California quasi-government organization, (hereinafter referred to as “DCC”) and _____, a _____.

WHEREAS, DCC is a state government entity funded by California’s dairy producers and processors. DCC is comprised of health professionals and educators dedicated to providing educational information about nutrition to the public; and

WHEREAS, DCC is the exclusive owner of certain web page designs, database information, online services, content, brochures and other publications developed by DCC to further its goals of disseminating nutritional information (collectively referred to herein as “Information Services”); and

WHEREAS, _____ is a _____ (hereinafter referred to as “RECIPIENT”) and is desirous of receiving disclosure of and access to certain information, which includes proprietary and confidential information, content, works and software owned by DCC (collectively referred to herein as “Confidential Information”) for purposes of providing services to DCC; and

WHEREAS, DCC is willing to disclose certain Confidential Information, but only upon the following terms and conditions set forth herein.

NOW, THEREFORE, in consideration of the premises and the mutual covenants and conditions hereinafter set forth, it is hereby agreed as follows:

- I. I. Subject to execution of this Agreement by an authorized representative of RECIPIENT, DCC shall disclose certain Confidential Information regarding Dairy Council of California Curriculum Framework and Recommendations Report to RECIPIENT. RECIPIENT will receive such Confidential Information in confidence and hereby agrees with respect thereto:
 - (a) not to disclose any Confidential Information to any third party; and
 - (b) not to use any of said Confidential Information for any purpose whatsoever other than the express purpose set forth above.
2. In the event it is necessary for RECIPIENT to employ the services of a third party for such purposes, RECIPIENT hereby agrees to obtain a confidential disclosure agreement incorporating the same terms and conditions as this Agreement from such third party prior to any disclosure of any of said Confidential Information, and to notify DCC in writing of the identity of such third parties and to provide to DCC a copy of such agreement.
3. In the event that DCC and RECIPIENT decide not to proceed further relative to use of the Confidential Information, RECIPIENT agrees to immediately return all Confidential Information, including documents, software and written or electronic information provided by DCC to RECIPIENT, including any copies that may have been made for any purpose by or for RECIPIENT.
4. RECIPIENT will return all Confidential Information to DCC immediately upon request by DCC.
5. Confidential Information shall not include any information which:
 - (a) RECIPIENT can show by a writing was, at the time of disclosure to RECIPIENT, known to RECIPIENT;
 - (b) is or becomes publicly available through no wrongful act of RECIPIENT;
 - (c) is received in good faith by RECIPIENT from a third party, without a breach of any obligation of confidentiality by RECIPIENT;
 - (d) is approved for release by written authorization of DCC to RECIPIENT;

- (e) is furnished to a third party by DCC without a restriction on that third party's rights of disclosure; or
 - (f) is disclosed by RECIPIENT pursuant to a requirement of a governmental department or agency, or disclosure is otherwise required by operation of federal, state or local law, provided that RECIPIENT gives notice in writing to DCC of the required disclosure immediately upon its becoming advised of such required disclosure and provided also that RECIPIENT delays such disclosure as long as is reasonably necessary in order to permit DCC to appeal or otherwise oppose such required disclosure.
7. All Confidential Information is and shall remain the property of DCC. RECIPIENT hereby acknowledges that all Confidential Information is the sole property of DCC and that RECIPIENT shall not acquire any proprietary interest in any Confidential Information.
 8. RECIPIENT may not assign or otherwise transfer any rights or obligations under this Agreement to any third party without the prior written consent of DCC.
 9. Failure by a party to enforce any provisions of this Agreement at any time shall in no manner affect the right of that party at a later time to enforce any provision of this Agreement.
 10. This Agreement shall be governed by and construed in accordance with California law.
 11. In the event that any word, phrase, clause, sentence or other provision herein shall violate any applicable statute, ordinance or rule of law in any jurisdiction which governs this Agreement, such provisions shall be effective to the extent of such violation without invalidating any other provision herein.
 12. This Agreement supersedes all previous understandings or agreements between the parties and incorporates the entire agreement of the parties with respect to the receipt and use of

Confidential Information. This Agreement may only be amended by a writing of subsequent date that is signed by an authorized representative of both parties hereto.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date set forth above.

DAIRY COUNCIL OF CALIFORNIA

Consultant Candidate

By: _____

By: _____

Name: Tammy Anderson-Wise

Name: _____

Title: CEO

Title: _____