REQUEST FOR PROPOSAL

ST. CLOUD STATE UNIVERSITY IS SEEKING PROPOSALS FOR

CLASSROOM RESPONSE SYSTEMS

Issued by the Classroom Response System Taskforce:
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Vendor Name: Top Hat Monocle
Vendor Responses to Line Items:

1.1 Top Hat allows students to participate using any mobile device they bring to class, including their smartphone, cell-phone (using text messaging), laptop or tablet (Android or iOS.) In addition students can participate using hardware clickers if the instructor uses a clicker receiver. The capabilities with the various combinations of devices is as follows:

(a) With hardware clickers the in-class participation is limited to multiple-choice, numeric, sorting and matching problems.

(b) With mobile devices in-class activities include the full capability of Top Hat. This includes multiple-choice, numeric, word answer, long-answer, sorting, matching, click-on-target questions. In addition Top Hat supports discussions, tournaments and interactive demonstrations.

(c) With simultaneous use of hardware clickers and mobile devices the in-class participation is limited to the capabilities of hardware clickers as in (a) above.

1.2 There are currently over 200,000 students nationwide using our system in classes that range from 20 to 1000 students. The bandwidth requirements for our system are extremely low, typically 2MB per hour per 100 students. In a class of 100 students, typically 20-30% of the students will use laptops and the rest will use smartphones or cell phones, so one access point in the area is sufficient.

The hardware receiver can process over 500 responses per second and prevents clickers from interfering with one another. The system has been tested and can handle at least 1000 remotes in the same hall in real-world conditions.

1.3 The Top Hat system is 100% cloud based and all student responses are recorded on the server immediately following their submissions. If instructors decide to use our clicker option, there will be a physical receiver in the room that will record the students’ submissions on the cloud.

1.4 Students register their account on our website. They create a username/password and provide basic information such as first/last name, school, and university email address. The only device a student must “register” in their account is their mobile phone if they plan to respond via text message. Students do not have to register any wireless device in their account during this process. If the student is using a hardware clicker they register their device during the registration process.

As part of the registration process, students must also purchase a subscription -- this can be done online via an encrypted, secure transaction, or through the bookstore, in which case the student would be given a subscription code that they will enter during the registration process.
Top Hat accounts also offer a single sign-on capability function if preferred by the university. We are integrated with the major SSO providers including Shibboleth, WebAuth, CAS, Google Apps and others.

1.5 Once a student has registered a Top Hat account it is valid for unlimited use in an unlimited number of courses throughout the semester. If necessary, students are also able to purchase a registration card through the campus bookstore to register and create their accounts.

Students have the option to purchase a subscription card through the campus bookstore to register their account. Also, students may transfer ownership of their clicker to another student but the new owner would still need to purchase and register an account to implement the clicker in their course.

1.6 Top Hat is an official Desire2Learn partner (in fact Top Hat was founded in Waterloo, Ontario, home of Desire2Learn and enjoys a close relationship to them.) The integration allows students to use single sign-on so they login to Top Hat with the university username and password. In addition the integration allows synchronization of the course roster and grades from Top Hat into the Desire2Learn gradebook with a single click.

1.7 Each instructor will have access to a one-on-one training session with one of our Account Managers. These training sessions typically last an hour and they are customized to the needs of each individual instructor. Best practices and tips to increase effectiveness of integrating the technology into the course will be discussed in the training session. Each component of the software that the instructor will be using is covered thoroughly until the instructor walks away feeling confident and prepared to use the software. Follow up training sessions can be scheduled as needed and constant support is available to each instructor should they need it.

Instructors will also receive a package that contains the documentations and files as follows: User manual for instructors, introduction to THM (PowerPoint slide), Course syllabus insert text, documentation describing how bookstores can place a purchase order. In addition, short video clips demonstrating how instructors can use different modules in Top Hat are provided online in the Help menu.

We have toll-free phone support during business hours, email support with sub 60-minute response time during business hours, as well as web support. All of these support channels are available to both instructors and students. Instructors are also assigned an Account Manager to assist them as needed.

1.8 Top Hat Monocle is a 4 year old technology company and has been focused on classroom interaction technology since its inception. The Top Hat product is currently in use at over 350 universities across the United States and Canada. For a complete list please review the Top Hat Monocle website at tophatmonocle.com.
1.9 All student data is stored on an Amazon EC2 server database secured by Amazon Web Services (AWS). Security within Amazon is provided on multiple levels with the goal to ensure that data contained within Amazon EC2 cannot be intercepted by non-authorized systems or users and that Amazon EC2 instances themselves are as secure as possible. (For more information about the security of the Amazon EC2, refer to http://aws.amazon.com/articles/1697?_encoding=UTF8&jiveRedirect=1)

The servers are located within the continental US. We will be also happy to consult with institutions IT administrators in implementing a locally hosted registration system.

Top Hat web registration process was specifically designed to consider the privacy act FERPA and we are in compliance to its standards. The data collected by Top Hat Monocle is minimal. No information from students’ educational records is released to Top Hat Monocle from the institution, students or instructors during registration. Students are not mandated to disclose their first name and last name, and the student ID is meaningless when disconnected from the course roster. We do not collect or store the students’ IP addresses. Instructors are able to entirely anonymize the data, so that it is not possible to associate data with identifiable students. Therefore, as related to FERPA, we don’t collect non-directory student information in an interpretable or traceable way. The data is safeguarded such that no one at Top Hat Monocle has access to the data. Top Hat Monocle does not collect any information related to students’ health and fully complies with the HIPPA policy.

The Top Hat Monocle Privacy Policy (outlined above) and the Top Hat Monocle Product Agreement are accessible to all users. They are required to read and accept those terms before their registration is complete

(for more information, please see our FERPA/HIPPA compliance document attached)

We’ve reviewed the Minnesota Data Practices Act and we are also in compliance with this document as well.

1.10 The student is not required to provide any personal data and Top Hat stores all passwords in encrypted form using industry standard best practices (SSL encryption). We do not share or sell the data to others.

1.11 No, per our compliance with FERPA, Top Hat does not share student information as it is against the law.

1.12 Questions can be captured from Powerpoint or other presentation software. There is no export capability at the moment but that functionality is on the product roadmap, and set for completion for September 2013.
1.13 Top Hat is compatible with the following operating systems:
- Windows version XP+
- Mac version 10.4+
- iOS version 3.2+
- Android 2.0+

Top Hat is compatible with the following web browsers:
- Internet Explorer 9+ (versions 6-8 require Chrome to be installed)
- Safari 4+
- Firefox 3.6+
- Chrome 5+

1.14 When students register an account, they select from one of the following three plans (all of which are unlimited use in an unlimited number of courses). Campus-wide adoption pricing (where Top Hat is the sole provider of CRS on campus) is as follows:

<table>
<thead>
<tr>
<th></th>
<th>1-Semester Unlimited</th>
<th>5-Years Unlimited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price per Student</td>
<td>$11</td>
<td>$32</td>
</tr>
<tr>
<td>% Discount*</td>
<td>45%</td>
<td>84%</td>
</tr>
</tbody>
</table>

- Discount based on $20/semester regular price

A hardware clicker device is sold to the bookstore for $30 and can be marked up by the bookstore at their discretion. The MSRP is $35. A hardware clicker comes with 5-year access to the THM software so the student can choose to use his or her own as well device to participate at any time.

The University can subsidize the cost of subscription access for students or purchase the subscription outright via a site license. Based on 15,000 FTE at the St. Cloud State, the annual price per student would be as follows based on the contract term commitment:

<table>
<thead>
<tr>
<th></th>
<th>1-Year term</th>
<th>3-Year term</th>
<th>5-Year term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price per FTE per year</td>
<td>$9</td>
<td>$7</td>
<td>$6</td>
</tr>
<tr>
<td>% Discount*</td>
<td>70%</td>
<td>77%</td>
<td>80%</td>
</tr>
</tbody>
</table>

- Discount based on $30/year unlimited regular price

Top Hat is also excited to announce our new “Freemium” option, which will be implemented by this summer. This allows classes of 30 students and under use the system for free with no cost to the students.

1.15 There is no cost to the university unless a site wide license is purchased to subsidize the use of the system for the students.
1.16 Top Hat’s “Presentation Tool” integrates with not only PowerPoint, but with any other application being used in the classroom. It does this by staying on top of the current active window at all times. With use of the “Presentation Tool,” instructors may either quickly take a screen-shot of the question on the slide (should the question already be listed on the slide), or they may maximize the “Presentation Tool” window and launch a question that was prepared in advance. Either option is available for instructors to use, depending on their preference.

The Presentation Tool is a plug-in downloaded through the web browser and can be either installed on the computer or run directly from a USB key.

1.17. There is no additional server or equipment necessary to use our system.

1.18 The hardware clicker device has large tactile buttons that are usable by students who are visually impaired. Top Hat software is fully compatible with screen readers and is tested to ensure it is usable by students who have issues with color perception. Since students are able to use their own devices with our system, we know they will already own a device that accommodates their needs that they are comfortable using.

1.19 There is no limit on the number of questions an instructor can create and add into our system. We do however not recommend using Top Hat to implement lengthy tests or quizzes as we cannot guarantee its reliability in this application.

1.20 Top Hat supports the ability to upload files for sharing with students as part of the course. In addition Top Hat supports embedding images, code, and URLs inside of questions and open-ended discussions. Further ability to embed media is on the product roadmap, scheduled for completion by September 2013.

1.21 Top Hat follows an agile development process with minor releases and bug fixes happening on a bi-weekly basis. Major releases happen prior to the start of the semester in August, December and April. Prior to every major release one on one training is made available to all customers free of charge.

Pricing has remained stables since Top Hat’s inception and new features will continue to be incorporated free of charge.

1.22 Top Hat is an active learning platform that allows professors to engage with their students in a way that makes learning more fun and interactive.

A quick summary of the features of Top Hat Monocle:

- Top Hat allows students to use any mobile device they have such as a cell-phone, smartphone, laptop or tablet. In addition Top Hat allows students to use a traditional RF clicker.
- Top Hat provides a sophisticated web based gradebook and data management system, including LMS integration with Desire2Learn.
Top Hat provides functionality for out of class use, such as homework, review, and student competitions. Top Hat provides all the traditional clicker style functionality inside the classrooms. This includes polling with multiple-choice, word answer, numeric, sorting, matching, and click-on-target questions, as well as free-form discussions.

We understand that strong student engagement leads to improved grades and higher student satisfaction. Top Hat takes pride in our web-based system enabling students to use their own devices for classroom response, while still leaving instructors with the option to use traditional clickers as well.

The use of our software has proven to increase attendance and in some cases, improve grades by as much as 23%. By increasing student engagement and satisfaction in the classroom, Top Hat’s mission is to assist St. Cloud State University in maintaining a strong student retention rate and improving the overall learning experience.

1.23 The battery life of the clicker remotes is 2 years with normal use in class. Standby battery life in storage is approximately 3 years. The clicker operates off AAA batteries.

1.24 Yes, all the data is permanently saved on our systems servers and accessible within the instructor’s course once logged into their Top Hat account.

1.25 On the roadmap for the near term are the following major initiatives:
   - Deeper integration with lecture capture technology, including Panopto, allowing students to participate in activities while watching video lectures at their own pace.
   - Content sharing and co-authoring on Top Hat. This includes the ability to bundle any Pearson textbook test-bank content with Top Hat free of charge.
   - Sophisticated analytics and reporting functionality for professors and administrators to be able to view comparative data across courses and students.

1.26 There are no software or app requirements to use our system.

1.27 The hardware clicker component of the system operates on the 2.4GHz (ISM) band and has been thoroughly tested to ensure non-interference with Wi-Fi and cell-phones. Due to very short packet length and ability to select one of 31 RF channels it is generally always possible to move the carrier frequency away from the center of any nearby high-powered Wi-Fi.

1.28 In our tests the system has not interfered with the operation of Wi-Fi networks operating in the 2.4GHz range.

1.29 Yes, the system can be used on the fly with the presentation tool (reference 1.16) or through the question module for spontaneous polling. The system can even be used anonymously for conferences or study functions that are not course related.
1.30 If an instructor wishes to import a set of premade questions into Top Hat, there are two options. First, the professor could pose these questions using the Quick-Add feature in the Presentation Tool. Otherwise, the instructor could send the questions to the Top Hat Support team to import these items directly.

1.31 There is no requirement that a portion of the course grade be based on our system. We do recommend that professors assign 3-5% of their total grade towards Top Hat to ensure participation and engagement while using the system.