

EXECUTIVE SUMMARY

Direct Negotiations Recommendation of \$500,000 or Greater 55-119E - ParentLink Parental Engagement Solution – Parlant

Information & Technology and Procurement & Warehousing Services worked with Parlant Technology, Inc. (Parlant) to secure a new three (3) year contract for the continuation of ParentLink services for Broward County Public Schools.

The direct negotiation process, as stated in School Board Policy 3320, Section VI, Purchasing Policies – Technology, Item C, 5(c), proves advantageous for several important reasons. First, the process resulted in an immediate \$174,000 cost reduction for ParentLink services over the initial three (3) year contract term. Second, this solution allows the District to further reduce the total cost of ownership by approximately \$220,000 in costs associated with retraining staff in schools and departments District-wide, on the use of a new system and cost of re-integrating a new solution that has six back-office systems currently linked to ParentLink. Staff analysis of the marketplace indicates that the rates being paid by Broward for this service are highly competitive and the cost avoidance of using the direct negotiation process is substantial.

It should also be noted that the structure of the new directly negotiated contract allows for the addition of new features that will enhance the overall benefits of the ParentLink automated messaging system. Should the District opt to implement these social media management enhancements and improved visibility into student data by parent, the contract is inclusive of these services at both a la carte and bundled (discounted) pricing. The current functionality of the ParentLink system is the following:

Total Parents	RESULT	Message Trends	RESULT
w/ e-mail	166,830	Total Messages Sent 2014-2015	39,710,827
w/ SMS	279,536	Total Messages Sent 2014-2015	41,871,717
Message delivery by type for March 2015		Increase over last year	2,160,890 (with 2.5 months remaining)
Phone – voice	645,228 messages delivered to 2,610,323 phones	E-Mail	1352 messages delivered to 762,739 mailboxes
Phone – SMS	345 messages delivered to 263,970 phones		

While the contract supports the continued use of ParentLink services at the current level (general messaging and the mobile application), it also allows for the addition of two additional modules that enhance the management of social media and provide parents with access to additional information through the system at an annual bundled price (for the full suite of services) of \$817,000 per year. Should the District decide to pursue the option to procure the additional modules, additional spending authority will be sought to cover the increased cost of the service. This item was reviewed and approved by the Technology Advisory Committee on April 13, 2015.

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April 21, 2015 Board Agenda**

M/WBE PARTICIPATION

Parlant has committed a minimum of 5 percent M/WBE participation under this Agreement; however, an M/WBE vendor has not been identified at this time. The Office of Supplier Diversity & Outreach will work with Parlant to identify an M/WBE vendor.