

EXECUTIVE SUMMARY

Recommendation to Approve Extension of Bid and Additional Spending Authority RFP 14-036N – Adult Workforce Education Advertising Agency Services

This Request for Proposal (RFP) provides comprehensive marketing services (creative development, media buys across multiple platforms, social media and search engine marketing and optimization, and data tracking) for Broward's Workforce Education (WFE) schools; three (3) Broward technical colleges, two (2) community schools, and three (3) adult centers. The services are vital to allow Broward's WFE programs to increase public awareness in a market filled with many competing, often for-profit, adult, and career education providers. Each year of this contract, the WFE marketing committee establishes a budget for the year, reviews the expenditures on a monthly basis, and approves all expenses for WFE marketing efforts purchased under this RFP. The committee also receives monthly reports tracking Return on Investment (ROI) and adjusts planned expenses, or media buys for the next month, based on that data.

Agenda Item E-5 was presented to the School Board on April 10, 2018, in order to reject all bids received and rebid the services with revised specifications. RFP 14-043V - Adult Workforce Education Advertising Agency Services has already been released on Demandstar with revised specifications.

In accordance with Special Condition 2.3 of RFP 14-036N, the term of the contract may, by mutual agreement between SBBC and the Awardee be extended 180 days beyond the expiration date of the renewal period. Procurement & Warehousing Services Department is recommending that this contract be extended for 180 days (6 months) in order for a new RFP to be awarded and there would be no lapse of contact services.

Financial Impact

The total spending authority requested is \$750,000 based on the monthly expenditure from the previous bid.

<u>(historical average monthly expenditures)</u>	<u>\$ 116,391</u>
<u>(number of months)</u>	<u>6</u>
<u>(total)</u>	<u>\$ 698,347</u>
<u>(Total spending authority (rounded))</u>	<u>\$ 750,000</u>

With School Board approval, the total spending authority will be for \$7,834,301. Funding for this Bid is provided by Workforce Development fund.