

**AGENDA REQUEST FORM**  
**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**

Meeting Date <b>08/06/13</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center; padding: 2px;"> <b>Open Agenda</b>  <input checked="checked" type="checkbox"/> Yes    <input type="checkbox"/> No         </td> <td style="width: 50%; text-align: center; padding: 2px;"> <b>Special Order Request</b>  <input type="checkbox"/> Yes    <input checked="checked" type="checkbox"/> No         </td> </tr> </table>	<b>Open Agenda</b> <input checked="checked" type="checkbox"/> Yes <input type="checkbox"/> No	<b>Special Order Request</b> <input type="checkbox"/> Yes <input checked="checked" type="checkbox"/> No	Agenda Item Number <b>EE-1</b>
<b>Open Agenda</b> <input checked="checked" type="checkbox"/> Yes <input type="checkbox"/> No	<b>Special Order Request</b> <input type="checkbox"/> Yes <input checked="checked" type="checkbox"/> No			

TITLE: **Request for Proposals (RFP) Recommendation – 14-036N – Adult Workforce Education Advertising Agency Services**

REQUESTED ACTION:  
 Approve RFP recommendation as stated on the attached award recommendation.

<u>RFP</u>	<u>TITLE</u>	<u>LOCATION</u>	<u>AMOUNT</u>	<u>M/WBE VENDORS</u>
14-036N	Adult Workforce Education Advertising Agency Services Contract period: August 6, 2013 through June 30, 2016	Career, Technical, Adult, and Community Education	\$4,200,000	-----

SUMMARY EXPLANATION AND BACKGROUND:  
 The School Board of Broward County, Florida (SBBC), through the Adult Workforce Education Marketing Committee, representing Broward technical centers, Broward community schools, and adult centers, received proposals from advertising agencies/media planners to increase the enrollment and awareness of Career, Technical, Adult, and Community Education (CTACE), Workforce Broward, and Continuing Education Programs. The awardee will provide professional advertising services, utilizing a media mix of outdoor, television (cable or broadcast), video, radio, print, direct mail, grassroots initiatives, internet, etc., and oversee the marketing efforts on behalf of the above entities, in conjunction with the Marketing Plan Mission.

Board approval of this RFP recommendation does not mean the amount shown will be spent. This amount represents the estimated contract value through the term of this contract from available funds included in Workforce Development Funding.

SCHOOL BOARD GOALS:

- Goal 1: High Quality Instruction
- Goal 2: Continuous Improvement
- Goal 3: Effective Communication

FINANCIAL IMPACT:  
 All expenditures for this contract will come from Workforce Development Funding. Staff will provide a report to the Board semi-annually detailing expenditures.

EXHIBITS: (List)

1. Executive Summary
2. RFP 14-036N

<b>APPROVED</b>	SOURCE OF ADDITIONAL INFORMATION: <table border="0" style="width: 100%;"> <tr> <td style="padding: 2px;">John Felser</td> <td style="text-align: right; padding: 2px;">754-321-8401</td> </tr> <tr> <td style="padding: 2px;">Jeanette Johnson</td> <td style="text-align: right; padding: 2px;">754-321-5700</td> </tr> <tr> <td style="padding: 2px;">Carol Barker</td> <td style="text-align: right; padding: 2px;">754-321-0506</td> </tr> <tr> <td style="padding: 2px;">Name</td> <td style="text-align: right; padding: 2px;">Phone</td> </tr> </table>	John Felser	754-321-8401	Jeanette Johnson	754-321-5700	Carol Barker	754-321-0506	Name	Phone
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Name	Phone								
<small>(For Official School Board Records' Office Only)</small>									

**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**  
*MW*  
**Maurice L. Woods**  
**Chief Strategy & Operations Officer**  
**Office of Strategy & Operations**

Approved in Open Board Meeting on: **AUG 6 2013**

By: 
  
 \_\_\_\_\_ School Board Chair