



AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

MEETING DATE	2018-06-12 10:05 - School Board Operational Meeting
AGENDA ITEM	ITEMS
CATEGORY	EE. OFFICE OF STRATEGY & OPERATIONS
DEPARTMENT	Procurement & Warehousing Services

Special Order Request	
<input type="radio"/> Yes	<input checked="" type="radio"/> No
Time	
Open Agenda	
<input checked="" type="radio"/> Yes	<input type="radio"/> No

ITEM No.:
EE-25.

TITLE:
Recommendation to Approve the Second Amendment to Agreement and Additional Spending Authority - 14-036N - Adult Workforce Education Advertising Agency Services

REQUESTED ACTION:
Approve the Second Amendment to Agreement and additional spending authority for the above Request for Proposal (RFP). Contract Term: July 1, 2018 through December 31, 2018, 6 Months; User Department: Career, Technical & Adult Education (CTACE); Additional Requested Amount: \$750,000; New Award Amount: \$7,834,301; Awarded Vendor(s): KJH III, Inc. (formerly known as Omni Automotive South, Inc.); Small/Minority/Women Business Enterprise: None.

SUMMARY EXPLANATION AND BACKGROUND:
This RFP provides for an Advertising Agency/Media Planner to increase the enrollment and awareness of CTACE, Workforce Board, and Continuing Education Programs. This Agency develops all Workforce print, broadcast, radio, web, social and mobile apps and acts as the Workforce agency of record for negotiating media buys. This request is to extend the contract for one-hundred-eighty (180) days (six (6) months) with an additional spending authority until a new RFP can be awarded.

The Second Amendment to Agreement has been reviewed and approved as to form and legal content by the Office of the General Counsel.

SCHOOL BOARD GOALS:
 Goal 1: High Quality Instruction
 Goal 2: Continuous Improvement
 Goal 3: Effective Communication

FINANCIAL IMPACT:
The financial impact to the District will be 750,000. The contract award amount was for \$7,084,301. The request is to increase the spending authority by \$750,000, bringing the new contract value to \$7,834,301. The source of funding will come from the Workforce Development fund. The financial impact represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.

EXHIBITS: (List)
(1) Executive Summary (2) Second Amendment Agreement (3) Approved ARF 4-18-2017 RSBM EE-10 (4) Approved ARF 6-28-2016 SM 4 (5) Approved ARF 1-20-2016 RSBM EE-2 (6) Approved ARF 8-06-2013 RSBM EE-1 (7) Financial Analysis Worksheet (8) Extension Letter

BOARD ACTION:

(For Official School Board Records Office Only)

SOURCE OF ADDITIONAL INFORMATION:

Name: Jeanette Johnson	Phone: 754-321-5757
Name: Mary C. Coker	Phone: 754-321-0501

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
Senior Leader & Title
Maurice L. Woods - Chief Strategy & Operations Officer

Signature

Electronic Signature

Approved In Open Board Meeting On: _____
By: _____
School Board Chair