



AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

MEETING DATE	2018-11-07 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-15.

TITLE:
Recommendation of \$500,000 or Greater - 19-043V - Adult Workforce Education Advertising Agency Services

REQUESTED ACTION:
Approve the recommendation to award the above Request for Proposal (RFP). Contract Term: January 1, 2019 through June 30, 2022, 3 Years, 6 Months; User Department: School Performance & Accountability (OSPA); Award Amount: \$3,500,000; Awarded Vendor(s): Omni Automotive South, LLC d/b/a Omni Advertising; Small/Minority/Woman Business Enterprise Vendor(s); Tale, Inc. d/b/a Minuteman Press of Hollywood.

SUMMARY EXPLANATION AND BACKGROUND:
This request is to approve the recommendation to award RFP 19-043V - Adult Workforce Education Advertising Agency Services for Broward Public Schools' Workforce Education Program. This RFP provides for an Adverting/Media Planner to provide professional advertising services utilizing a media mix of outdoor, television, video, radio, print, direct mail, grassroots initiatives, and the internet to increase the enrollment and awareness of continuing education programs offered by Broward County Public Schools.

This 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 estimated financial impact to the District will be \$3,500,000. The source of funds will come from a combination of Workforce Development Education funds and adult student activity fees. The financial impact amount represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.

EXHIBITS: (List)
(1) Executive Summary (2) Agreement (3) Financial Analysis Worksheet

BOARD ACTION:

(For Official School Board Records Office Only)

SOURCE OF ADDITIONAL INFORMATION:

Name: Dr. Valerie Wanza / 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