

EXECUTIVE SUMMARY

Direct Negotiation Agreement FY20-068 - Software to Track Independent Reading

Introduction

Responsible: Procurement & Warehousing Services (PWS)

This request is to approve the Agreement between Zoobean, Inc. and The School Board of Broward County, Florida (SBBC), from July 1, 2019 through June 30, 2020, with an option for one (1) additional one (1) Year Renewal Period. The Vendor's application provides a digital solution to the District's longstanding reading motivation program "Reading Across Broward," that relies on paper and pencil forms printed and submitted annually to schools.

Goods/Services Description

Responsible: Innovative Learning

In 2018/2019 the program was introduced to all traditional elementary and K-8 schools. In 2019/2020, the District will expand usage to include all middle schools. The program provides a more interactive, real-time, and year-round connection that promotes independent, free choice reading. The program is aligned with district reading goals and the Broward Reads Campaign for Grade-Level Reading and provides both the district and schools a method to monitor student time spent reading and quantities of books read. Schools can create individual and innovative reading challenges through the online application to promote a love of reading and support family literacy activities throughout the entire school year. The application also provides reading recommendations to users which are aligned with the reader's age and interests. The software is accessible through the single-sign-on launch pad and can also be accessed and used with a smartphone, providing families an easy and convenient way to track independent reading at home. This is not a new program, but rather makes the "paper and pencil" Reading Across Broward initiative into an electronic format.

Procurement Method

Responsible: PWS

Pursuant to Purchasing Policy 3320, Section II, H, and pursuant to the Department of Education, Rule 6A-1.012, 11 (b), Florida Administrative Code as authorized by Section 010.04(4) (a), Florida Statutes, the requirement for requesting competitive solicitation for commodities or contractual services from three (3) or more sources is hereby waived as for the District's purchase of computer software, therefore this Agreement was done through direct negotiation.

Financial Impact

Responsible: PWS and Innovative Learning

The spending authority for this Agreement is \$32,712. The funding source for the District is the state categorical funds allocated for library media.

The previous agreement 59-036E started on June 1, 2018 through June 30, 2019, with an approved spending authority of \$26,100.