

EXECUTIVE SUMMARY

Recommendation to Approve Agreement 59-111V – Family and Community Engagement Services Agreement

Introduction

Responsible: Procurement & Warehousing Services (PWS)

This request is to approve the recommendation to award the Agreement 59-111V – Family and Community Engagement Services Agreement between The School Board of Broward County, Florida (SBBC), and Scholastic, Inc. (Scholastic) for a period of one (1) year beginning upon the execution of both parties and concluding on October 1, 2020.

The financial impact to the District will be \$297,771.

Goods/Services Description

Responsible: Student Services

Scholastic will work with twenty (20) Broward County Public School (BCPS) Title I elementary schools, as well as district family engagement staff, to create partnerships with families that: (1) build strong, trusting relationships; (2) foster 2-way communication between home and school; (3) inform families about what their child should know, what their child does know, and what families can do to support their child; and (4) empower families through multiple opportunities that provide practice and feedback on the actions they can take at home to support their child’s literacy and social-emotional development.

This proprietary approach to engaging families has been proven to have a positive impact on family involvement with academic, attendance, and behavioral aspects of students in recent case studies, decades of authoritative research, and educator’s firsthand experience. Students with involved parents get better grades, score higher on standardized tests, have better attendance records, are less likely to drop out, and have higher aspirations and more positive attitudes when it comes to schoolwork and homework. The initiative will launch with nationally recognized family engagement leader Dr. Karen Mapp one (1) facilitating a conversation with school leadership, and two (2) participating in a School Board cabinet session.

Scholastic Education will provide assessment, training, and coaching support during the term of this agreement for the twenty (20) schools. The needs assessment will include:

- A physical walk-through of each school building (excluding classrooms) with photo and video documentation
- A review of all printed materials distributed to families
- A review of the school website, parent portal, and social media activity
- “Mystery Shopper” calls to the school in English, Spanish, and any other applicable languages
- Surveys of building administrators, instructional staff, family-engagement staff or parent coordinator (if applicable), and students’ families
- A day of on-site professional development focused on findings and implementation

School staff will receive a detailed building and district-level report that includes actionable data, commendations, photos of all assessed areas, and proven strategies to enhance family-school partnerships.

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Schools will be selected by opting into a competitive selection process that will then apply the following selection matrix for inclusion in the contract:

Requirements

- **Non-SPARKS schools**
- **“C” or lower**
- **ELA non-performer rates**
- **Principal commitment**
- **Persistently Title 1 and highest percent (%) of FRL**

Selection Criteria

- Low levels of parent involvement in previous years
- Attendance rates
- Turn-over rate for teachers
- Schools undergoing demographic shifts that indicate growing FRL eligibility
- Schools undergoing demographic shifts in ethnic composition
- Schools undergoing demographic shifts in English Language Learner eligibility

Success of the program implementation will be based on comparisons of family engagement from the 2018-2019 school year baseline, pre- and post-survey of parents in participating schools, and District-wide comparison with AdvancED parent survey. Schools will be expected to be self-sustaining in maintaining the work of improved family and community engagement after the term of this contract expires.

Procurement Method

Responsible: PWS

Pursuant to Purchasing Policy 3320 and the Department of Education, Rule 6A-1.012, 11(a), Florida Administrative Code as authorized by Section 1010.04(4)(a), Florida Statutes, and Purchasing Policy 3320, Section II, G, the requirement for requesting competitive solicitation for commodities or contractual services from three (3) or more sources is hereby waived for the purchase of professional services.

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Financial Impact
Responsible: PWS and Student Services

The financial impact to the District will be \$297,771.

The breakdown of this amount is indicated in the table below:

1/2 day foundational workshop to help district staff and leaders from the twenty (20) schools learn how family engagement can be a high-impact strategy to improve student outcomes.	-
Parent Liaison Boot Camp Session 1 (onsite) six (6) hours	\$7,998
Parent Liaison Boot Camp Session 2 (onsite) six (6) hours	
Coaching for Parent Liaisons (onsite) six (6) days total	\$23,994
Mapp Workshop Session 1 (onsite) six (6) hours, the twenty (20) schools train in three (3) cohorts).	\$15,996
Mapp Workshop Session 2 (onsite) six (6) hours, the twenty (20) schools training (in three (3) cohorts) to design a capacity-based Family Literacy SLE Event using the Dual-Capacity Framework as a guide	\$15,996
SLE Literacy Event Take-Home Books-9 kits per school for each of the twenty (20) schools	\$71,820
Social-Emotional Learning Take-Home Books-books for one hundred (100) students at each of the twenty (20) schools	\$30,000
Hold repurposed Family SLE Literacy Event (done by teams)	-
Finalize plans for FEA with building leadership (virtual)	-
FEA Part 1 (onsite)-Walk-through of the twenty (20) buildings (Scholastic staff plus administrator)	
FEA Part 2 (virtual)-administrator, teacher, family surveys plus document review, technology review, and shopper calls	\$83,979
FEA Part 3 (onsite) three (3) hours, teams from the twenty (20) schools participate in PD session for school teams to review FEA results	
Mapp Workshop Session 3 (onsite) six (6) hours, the twenty (20) schools training (in three (3) cohorts) to debrief Family SEL Literacy Event and complete year-long action plans	\$15,996
Coaching for Building Action Teams (on-site) 8 days total	\$31,992
Total	\$297,771

The funds will come from the School Year 2019 rollover Title 1 funds. The financial impact amount represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.