

EXECUTIVE SUMMARY

Recommendation of \$500,000 or Greater FY21-051 – Mobile Communications Application

Introduction

Responsible: Procurement and Warehousing Services (PWS)

This request is to approve the agreement between Blackboard Inc. (Blackboard) and The School Board of Broward County, Florida (SBBC), for three (3) year(s), starting July 1, 2020 through June 30, 2023, with an option for two (2) additional one (1) year renewals periods and \$2,416,440 spending authority, to continue utilizing the ParentLink mobile communications application.

The previous agreement 55-119E was awarded on April 21, 2015, as item EE-5 with a term of May 1, 2015 through June 30, 2018, with an option for two (2) additional one (1) year renewal periods and \$2,600,000 spending authority. The First Amendment to enhance the product was approved on June 21, 2016, as item EE-14 with \$835,540 additional spending authority. The Second Amendment to exercise the first renewal and extend the term to June 30, 2019, was approved on June 12, 2018, as item EE-11 with \$971,515 additional spending authority. The Third Amendment to exercise the second renewal and extend the term to June 30, 2020, was approved on April 9, 2019, as item EE-11 with \$822,808 additional spending authority.

The spending authority being requested is \$2,416,440.

Goods/Services Description

Responsible: Information Technology (IT)

ParentLink is a communication tool consisting of licensing for unlimited emergency or non-emergency messaging, unlimited text or SMS messages, automated attendance notifications in addition to being integrated into the District's branded mobile application, fostering improved communication with parents, students, staff and the community.

Exhibit A provides a summary of the application usage during the last twelve (12) months. This application supports the District's strategic goal of effective communication with SBBC stakeholders. This product has been instrumental during the COVID-19 pandemic. Approximately thirty million (30,000,000) messages that have been communicated since March 1, 2020, most of which were related to the pandemic and the resulting distance learning of SBBC.

This application's primary function is contacting parents about student absenteeism as well as all-district voice and text communication to parents. The SBBC mobile app (named ParentLink) is owned by the vendor who also provides the District with the SchoolWires product, which is the backbone behind all-district internet sites and provides vast functionality to its significant stakeholder base. The mobile app provides parents with access to attendance, class schedules, grades [grades three (3) and up], bus routes, cafeteria menus, and lunch balances, library obligations, sports information, online school payments, the District calendar, links to important internet pages and more. Continued utilization of this application is evidenced by the more than fifty-one thousand (51,000) downloads of the application in the last twelve (12) months.

Procurement Method

Responsible: PWS

Pursuant to Purchasing Policy 3320, Section II, H, and pursuant to the Department of Education, Rule 6A-1.012, 1 l(b), Florida Administrative Code as authorized by Section I010.04(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 SBBC's purchase of computer software.

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Financial Impact
Responsible: PWS and IT

Although multiple vendors provide parent messaging solutions, Blackboard’s ParentLink product is extensively integrated within the SBBC technology ecosystem, and therefore continued use was deemed in the best interest of SBBC.

The total spending authority requested is \$2,416,440, as demonstrated in the breakdown below. The funding source is the IT operating budget. Pricing per user is the same as the prior agreement, but the total annual price is \$17,328 lower due to a decrease in headcount.

Annual Price Chart	Quantity	Unit Price	Extended Price
Mass Notifications	268,328	\$1.80	\$482,990
Mobile Communications Integrated	220,883	\$0.88	\$194,377
Social Media Manager	220,883	\$0.45	\$99,398
Teacher Messaging	220,883	\$0.13	\$28,715
Annual Total			\$805,480

Annual Payment Schedule:

Year one (1) on or about July 31, 2020	\$805,480
Year two (2) on or about July 31, 2021	\$805,480
Year three (3) on or about July 31, 2022	\$805,480
Three (3) year total	\$2,416,440

The approval of this recommendation does not mean the authorized amount will be spent.