

EXECUTIVE SUMMARY

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

Introduction

Responsible: Procurement & Warehousing Services (PWS)

This request is to approve the First Amendment to the Agreement 59-111V – Family and Community Engagement Services Agreement between The School Board of Broward County, Florida (SBBC), Scholastic, Inc. (Scholastic) to extend the term of the agreement for nine (9) additional months from October 2, 2019 through June 30, 2021.

This Agreement was originally approved at the October 2, 2019, School Board Operational Meeting for a one (1) year period from October 2, 2019 through October 1, 2020, with a spending authority of \$297,771.

This First Amendment will have no additional financial impact to the District.

Goods/Services Description

Responsible: Student Services

This First Amendment is to request an extension to the agreement term so Scholastic, Inc. will continue to work with twenty (20) Broward County Public School Title I elementary schools, as well as district family engagement staff, to create partnerships with families that: (1) build strong, trusting relationships; (2) foster two (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.

In response to the District's shift to an eLearning model, training and coaching will be facilitated via Microsoft Teams or a similar platform. In-person training and/or a hybrid model will resume in alignment with the District's plan. Additionally, course offerings have been amended to provide strategies around engaging families in the virtual space. School teams will learn strategies around supporting families with setting up a home learning environment and building student and family resilience.

Scholastic, Inc. Education will continue to provide assessment, training, and coaching support during the extension 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.

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- 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.

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

Requirements

- “C” or lower
- ELA non-performer rates
- Principal commitment
- Persistently Title 1 and the highest percent of Free and Reduced Lunch (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

The Success of the program implementation is 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 the 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.

Financial Impact

Responsible: PWS and Student Services

There is no additional financial impact to the District. The unused authorized spending of \$147,963 will be enough to cover the nine (9) months extension.

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Financial Impact Table

Action	Date	Term	Amount
Original spending authority request	10/2/2019	12 Months	\$ 297,771
First Amendment	8/19/2020	9 Months	\$ 0
Total Contract Amount		21 Months	\$ 297,771