

EXECUTIVE SUMMARY

Recommendation to Approve Agreement FY21-101 – Scholastic Book Packs Home Library Initiative

Introduction

Responsible: Procurement & Warehousing (PWS)

This request is to approve the Title 1 Book Packs Home Library Initiative Agreement between Scholastic, Inc. (Scholastic) and The School Board of Broward County, Florida (SBBC), starting upon execution by both parties through October 31, 2020. The Agreement will provide books to enrich home libraries for developing readers as they continue at-home learning and virtual instruction during the CoVid-19 Pandemic. The initiative is aligned with the District's Strategic Plan Campaigns of Student Experience (Achievement & Equity and College, Career, & Life Readiness) and Student Experiences for All (Prevention, Intervention, & Assistance and Social-Emotional Learning).

The total spending authority being requested for the new agreement is \$897,284.

Goods/Services Description

Responsible: Early Learning Language Acquisition

Through this purchase, forty-seven thousand nine hundred fifty-one (47,951) Pre-k Second-grade developing readers at Broward County District Title I Schools will be mailed a pack of five (5) books with student journal and family guide. Grade-specific packs will be mailed directly to students' homes to the attention of the student.

Book packs will include:

- Five (5) High Interest, Culturally Responsive, and Age-Appropriate Books
- Family Guide with Reading Tips, Family Literacy Support, and Overall Reading Strategies
- Student Journal with Reading Motivation and Book Response Pages Aligned with the Book Pack Books

Supportive and supplemental resources will be created to support at-home learning, including read-aloud videos, read aloud tips, targeted instructional tools aligned with the books, and resources that can be integrated into Canvas. Title I and Literacy Departments will work together with the Broward County Public Schools (BCPS) Elementary Learning Department, BCPS Department of Family and Community Engagement, BCPS Office of School Performance & Accountability, Broward Teacher's Union to ensure alignment with current academic and family engagement resources, along with effective communication for families, schools, teachers, students, and the community.

During the time of school closures, the District's continued goal is to ensure that learning never closes for all BCPS students. While the District work to ensure that students have access to their virtual classrooms and virtual instructional materials, including online books and reading resources, it is also critically important that the District ensure BCPS developing readers have access to physical books in their homes.

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Research shows that the number of physical books in the home, the amount and type of interactions with books in the home, and the amount of time spent independent reading in the home has a direct impact on reading achievement. Collective research from the US Department of Education for the past several decades show that communities ranking high in achievement tests have several factors in common: an abundance of books in public libraries, easy access to books in the community at large, and a large number of books in children's homes. The *Children's Access to Print Materials and Education-Related Outcomes* (2010) study commissioned by Reading Is Fundamental (RIF), an analysis of a national data set of nearly one hundred thousand (100,000) United States school children, found that access to printed materials—and not poverty—is the “critical variable affecting reading acquisition.” From this study, children's book distribution and ownership programs were shown to have positive behavioral, educational, and psychological outcomes.

In general, the findings show that providing children access to print materials accomplishes the following:

- Improves reading performance.
- It is instrumental in helping children learn the basics of reading.
- Prompts children to read more frequently and for greater amounts of time.
- Improves children's attitudes toward reading and learning.
- Further increases children's and family's desire to read and acquire more books.

While research shows the impact of books in the home, access to high quality, engaging, and diverse books in low-income communities is limited. The collective work of Susan Neuman, professor of childhood and literacy education at New York University, details information and data about “book deserts” and the impact that lack of access to printed materials in communities and homes has on students' literacy engagement and reading achievement. This research, along with research from the US Department of Education and Reading is Fundamental, also support that each addition to a home library supports children's achievement gains. These gains are greatest in homes with fewer books and resources and for developing readers in the first years of school.

Procurement Method
Responsible: PWS

Purchasing Policy 3320, Part 2, H: "The requirement of requesting competitive solicitations from three (3) or more sources is hereby waived as authorized by chapter 6A-1.012 (F.A.C.) State Board of Education Administrative rules for the purchase of educational services and any type of copyrighted materials."

Financial Impact
Responsible: PWS and Early Learning Language Acquisition

The requested spending authority for the agreement will be \$897,284. Funding will be made available through Title I Grant. Book Packs are available from Scholastic at a reduced price of \$18.71 per pack for a total of \$897,283.09 for forty-seven thousand nine hundred fifty-one (47,951) packs. After negotiation and cooperation from Scholastic, a twenty-five (25) percent discount on the Book Packs, and no additional fees for shipping directly to students' homes was agreed upon as detailed below:

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DESCRIPTION	Per Student Price	Gratis Quantity	Broward Quantity	Gratis Offer	Total	Scholastic Contribution	Price per Pack	Broward Purchase
Pricing for 47,951K Packs: My Books Every Day Shipping to Student Homes								
Best Price 30,000+ Packs. Scholastic contributes 25% Gratis								
My Books Every Day THEME- Open a World of Possible. The learning pack includes 5 high interest and culturally responsive books, one student journal , and one family guide. The learning packs support grade level skills and family literacy skills to support reading at home.	\$ 24.95	11987.75	35963.25	25% Gratis	\$1,196,377.45	\$299,094.36	\$18.71	\$ 897,283.09

The financial impact represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.