

EXECUTIVE SUMMARY

Recommendation to Approve Agreement FY21-173 – PeerForward Affiliate Program

Introduction

Responsible: Procurement & Warehousing Services (PWS)

This request is to approve the agreement FY21-173 – PeerForward Affiliate Program between College Summit, Inc. d/b/a PeerForward, and The School Board of Broward County, Florida (SBBC). The term of this Agreement will start upon execution by all parties and continuing through June 30, 2021.

There is no financial impact to the District.

Goods/Services Description

Responsible: School Counseling & BRACE Advisement Department

Through previous initiatives with PeerForward, SBBC created the nationally recognized BRACE Cadets program. This Proposal will allow SBBC to pilot and evaluate the PeerForward Affiliate program, a new initiative that applies the proven PeerForward Method to equip staff (e.g., college and career leaders) to harness the power of Youth Activation to advance college access and other critical goals for our students (“the Initiative”). Training will be provided for staff and BRACE Cadets to implement three (3) powerful campaigns: Applying to three (3) or more colleges, Early filing for financial aid, Connecting academics to college and career.

The PeerForward Affiliate program scales the power of Youth Activation across participating high schools. During the one (1) year collaboration, PeerForward will equip staff and students in SBBC high schools to harness the power of Youth Activation to advance college access and other critical goals for its students.

PeerForward Commitment:

1. Structure and organize the design and pilot process involving all parties.
2. Design and prepare all supporting procedures, structures, and materials for the PeerForward Affiliates product and program.
3. Create and implement an evaluation structure and plan for the pilot.
4. Train the District’s Core Teams (one (1) “Lead Advisor” and two (2) student “Lead Peer Influencers” from each participating high school) in the Affiliate model.
5. Provide campaign playbook and toolkits to support program implementation in the District’s schools.
6. Provide virtual office hours for coaching sessions.
7. Provide expertise and Intellectual Property during the pilot implementation process.
8. Provide expert staff in support of the pilot implementation, including facilitation, training, and project management.

This pilot program does not provide for any payment or exchange of money or financial obligations.

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**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.

SBBC has partnered with PeerForward for several years on multiple college, career, and life readiness programs, most recently the Bill & Melinda Gates Foundation's "To & Through Challenge" Grant to create the BRACE Cadets program. This initiative expands upon previous work to train staff and students on the PeerForward methods available through this Vendor.

**Financial Impact
Responsible: PWS and School Counseling & BRACE Advisement Department**

There is no financial impact to the District. Funding for PeerForward to develop the PeerForward Affiliate program is provided by a grant from the Gates Foundation. The funding is required to operate the PeerForward Affiliate program pilot with philanthropic support obtained by PeerForward to support the 2020-2021 school year initiative.