

**RATIFY ENTERING INTO AN AGREEMENT WITH VALERIE DENNEY COMMUNICATIONS  
FOR CONSULTING SERVICES**

**THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:**

Ratify entering into an agreement with Valerie Denney Communications to provide consulting services to the Charter Schools Office at a cost not to exceed \$750,000. Consultant has already received payment in the amount of \$24,999.00. These services were obtained without prior Board approval. Consultant was selected on a non-competitive basis through an informal review process that included three other proposals that determined that the Consultant would provide the highest quality services to the Board. Consultant has worked for the Board in the past on marketing and public relations projects. A written agreement for Consultant's services is currently being negotiated. No additional payment shall be made to Consultant prior to the execution of the written agreement. The authority granted herein shall automatically rescind in the event a written agreement is not executed within 60 days of the date of this Board Report. Information pertinent to this agreement is stated below.

**Specification No.: 03-250205**

**CONSULTANT:** Valerie Denney Communications  
407 S. Dearborn, Suite 1775  
Chicago, IL 60605  
312-408-2580  
Vendor # 35932  
Contact Person: Valerie Denney

**USER:** Charter Schools Office  
125 S. Clark St., 12<sup>th</sup> Floor  
Chicago, IL 60603  
773-553-1535  
Contact Person: Greg Richmond

**TERM:** The term of this agreement shall commence on April 1, 2003 and shall end June 30, 2006.

**EARLY TERMINATION RIGHT:** The Board has the option, in its sole discretion, to terminate the agreement with thirty (30) days written notice, for any or no reason.

**SCOPE OF SERVICES:** Consultant will advise and assist a project team led by the Charter Schools Office in executing the School Choice Communications Project ("Project"). The Project will create new materials and help modify existing ones to ensure parents receive all of the information they need, written in a clear, accessible style; help schools with and without attendance boundaries explain what they have to offer students; and expand the means by which families can learn about choice within the Chicago Public Schools. To accomplish these goals, the Consultant will, during the first year of the agreement, repackage current materials and conduct research through interviews, perform a publications audit, establish focus groups and conduct surveys of existing parent attitudes in order to develop school choice identity and messages for the future. From this work, the Consultant will produce an action plan to use in the future. For the remainder of the term of the agreement, consultant will develop a more comprehensive school choice guide, a pilot marketing program, and streamlined communications plan with parents.

**DELIVERABLES:** The Consultant will produce materials and manage the production of materials, such as an improved 2004 Education Opportunities for Chicago's Children book, a brochure describing school choice in the Chicago Public Schools and a school choice guide. The Consultant will provide a focus group report and message guide for target audiences, school choice identity and logo stylebook, and an action plan for more deliverables, including published materials, web site updates, promotional activities and a pilot program to begin in January 2004.

**OUTCOMES:** Consultant's services shall result in a more streamlined and targeted system of communication with parents about school choice by improving school choice materials, creating a new identity and set of

messages for school choice that will be reflected in these materials and helping all schools market themselves better.

**COMPENSATION:** Consultant shall be paid as follows: quarterly payments based on hourly rates, dependent upon the services provided, specified by the written agreement, and invoiced by the vendor, not to exceed the sum of \$750,000, of which consultant has already received payment of \$24,999.00.

**REIMBURSABLE EXPENSES:** Consultant shall be reimbursed for the following expenses: long distance telephone calls, facsimile service, messenger service, postage and overnight fees, photocopies, design services and printing services, as approved by the Director of the Charter Schools Office. The total compensation amount reflected herein is inclusive of all reimbursable expenses.

**AUTHORIZATION:** Authorize the General Counsel to include other relevant terms and conditions in the written agreement. Authorize the President and Secretary to execute the agreement. Authorize the Director of the Charter Schools Office to execute all ancillary documents required to administer or effectuate this agreement.

**AFFIRMATIVE ACTION:** The M/WBE goals for this contract include: 35% total MBE, 22% total African American, 10% total Hispanic, 2% total Asian and 5% total WBE.

However, the Waiver Review Committee recommends that a partial waiver of the participation goals for this contract as required by the Revised Remedial Plan for Minority and Women Business Enterprise Contract Participation (M/WBE) be granted due to this contract being not further divisible.

The vendor has however, identified and scheduled the following firms and percentages:

**Total MBE 22%**

**Total African American 13%**

Faster Messenger Service 500 W. Cermak Rd. Box 111 Chicago, IL 60616	\$3,000.00	4%
		certified until 9/1/03
J. Walker & Associates 3527 Ithaca Rd. Olympia Fields, IL 60461	\$6,500.00	9%
		independent consultant (100% African American)

**Total Hispanic 9%**

Salsedo Press 3139 W. Chicago Chicago, IL 60622	\$6,500.00	8.5%
		certified until 9/30/03
Ana Mendieta 2707 N. Kedzie Ave. Apt. 1 Chicago, IL 60647	\$500.00	.5%
		independent consultant (100% Hispanic)

**Total WBE 78%**

Valerie Denney Communications 407 S. Dearborn, Suite 1775 Chicago, IL 60605	\$708,500.00	78%
		certified until 11/30/03

**LSC REVIEW:** Local School Council approval is not applicable to this report.

<b>FINANCIAL:</b> Charge to Charter Schools Office: \$750,000		
Fiscal Year	Budget Classification	Amount

FY04	0440-239-334-7981-5410 (Federal Grants)	\$275,000
FY05	0440-239-334-7981-5410 (Federal Grants)	\$275,000
FY06	0440-239-334-7981-5410 (Federal Grants)	\$200,000

Consultant has received payment in the amount of \$24,999.00.

**GENERAL CONDITIONS:**

Inspector General – Each party to the agreement shall acknowledge that, in accordance with 105 ILCS 5/34-13.1, the Inspector General of the Chicago Board of Education has the authority to conduct certain investigations and that the Inspector General shall have access to all information and personnel necessary to conduct those investigations.

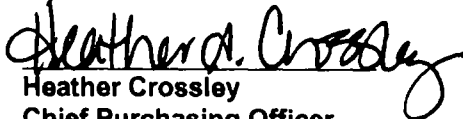
Conflicts – The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their terms of office.

Indebtedness – The Board's Indebtedness Policy adopted July 26, 1995 (95-0726-EX3), as amended from time to time, shall be incorporated into and made a part of the agreement.

Ethics – The Board's Ethics Code adopted September 27, 1995 (95-0927-RU3), as amended from time to time, shall be incorporated into and made a part of the agreement.

Contingent Liability – The agreement shall contain the clause that any expenditure beyond the current fiscal year is deemed a contingent liability, subject to appropriation in the subsequent fiscal year budget(s).

**Approved for Consideration:**

  
Heather Crossley  
Chief Purchasing Officer

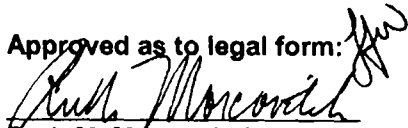
**Approved:**

  
Arne Duncan  
Chief Executive Officer

**Within Appropriation:**

  
John Maiorca  
Chief Financial Officer

**Approved as to legal form:**

  
Ruth M. Moscovitch  
General Counsel