

**AMEND BOARD REPORT 01-0221-PR17**  
**RATIFY AN AGREEMENT WITH BERNARD HODES GROUP FOR  
CONSULTING SERVICES**

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

Ratify an agreement with Bernard Hodes Group to provide the creation and design of recruitment materials to the Department of Human Resources' Bureau of Recruitment and Substitute Services at a cost not to exceed ~~\$100,000.00~~. \$180,000.00. These services were obtained without prior Board approval. Consultant was selected on a non-competitive basis because of their expertise in creating recruitment materials. A written agreement for Consultant's services is currently being negotiated. No 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 90 days of the date of this Board Report. Information pertinent to this agreement is stated below.

This amendment is necessary to increase the dollar amount of the contract by \$80,000.00 for a total expenditure not to exceed \$180,000.00. This increase is necessary for consultant to provide additional services stated herein. A written amendment to the agreement is currently being negotiated. No payment for these additional services shall be made prior to the execution of the written amendment. The authority granted in this amended Board Report shall automatically rescind in the event a written amendment is not executed within 90 days of the date of this amended Board Report.

**CONSULTANT:** Bernard Hodes Group  
205 W. Randolph  
Chicago, IL 60606  
Contact: Cheri Rakowsky  
Client Services Manager  
(312) 627-2466  
Vendor # 30730

**USER:** Department of Human Resources  
Bureau of Recruitment and Substitute Services  
125 S. Clark St., 2<sup>nd</sup> Floor  
Contact: Toni Hill, Teacher Recruitment Manager  
(773) 553-1137

**TERM:** The term of this agreement shall commence on January 17, 2001 and shall end January 16, 2002. This agreement shall have no options to renew.

**SCOPE OF SERVICES:** Consultant will create the 2001 Recruitment Materials by redesigning the teacher recruitment theme and updating/changing information. Recruitment materials include: Poster, Recruitment Packet with Insert, Larger Brochure, Program Specific Brochures (5 versions), Smaller Brochure, Job Fair Display and Name Tag. Changes to teacher recruitment material shall include:

- Changing theme to enhance a more professional aspect of materials
- Update salary schedule
- Remove outdated programs
- Include information on new programs
- Include additional components such as Web-site address
- Promote Chicago component
- Include testimonials that highlight teachers within the Chicago Public Schools system.
- Include additional benefits for CPS employees
- Promote Specialized teaching areas
- Develop campus advertisement displays

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- Develop themed posters (ie. Substitute teaching)
- Expand our recruitment efforts to introduce other areas/programs (ie. ESP, Grow Our Own Program)

Consultant will also develop new pictures for all recruitment materials, design ads and perform the placement of advertisements.

**DELIVERABLES:** Consultant will provide the redesign of the Poster, Recruitment Packet with Insert, Larger Brochure, 5 versions of the Program Specific Brochure, Smaller Brochure, Campus Advertisement Displays, Job Fair Displays (refurbished design and new design) and Name Tag.

**OUTCOMES:** Consultant will provide teacher recruitment materials that enhance the Chicago Public Schools marketability. These materials will be distributed to individuals interested in a teaching career with the Chicago Public Schools and will increase in the number of teachers and ESP recruited.

**COMPENSATION:** Consultant shall be paid upon invoicing, the sum not to exceed ~~\$100,000.00~~ \$180,000.00

**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 Chief Human Resources Officer to execute all ancillary documents required to administer or effectuate this agreement.

**AFFIRMATIVE ACTION:** Vendor agrees to comply with and be bound by the provisions of the Revised Remedial Plan for Minority and Women Business Enterprise Economic Participation (M/WBE Plan).

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

<b>FINANCIAL:</b> Charge to Department of Human Resources:	\$100,000.00	<u>\$80,000.00</u>	
Budget Classification: 0710-239-515-7750-5410	\$100,000.00		Fiscal Year: 2001
0710-239-563-7750-5450	<u>\$ 80,000.00</u>		<u>Fiscal Year: 2002</u>

**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.

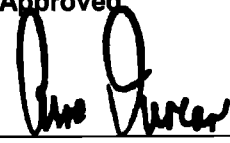
Ethics – The Board’s Ethics Code adopted September 27, 1995 (95-0927-RU3), as amended from time to time, shall be incorporated into and made a part of the agreement.

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:

  
Natalye Paquin  
Chief Purchasing Officer

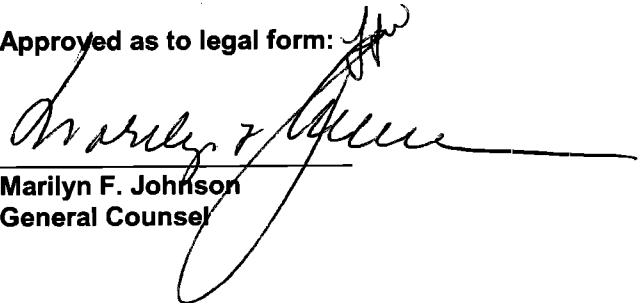
Approved:

  
Arne Duncan  
Chief Executive Officer

Within Appropriation:

  
Kenneth C. Gotsch  
Chief Fiscal Officer

Approved as to legal form:

  
Marilyn F. Johnson  
General Counsel