

**APPROVE PAYMENT TO BERNARD HODES GROUP
FOR CONSULTING SERVICES**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Approve payment to Bernard Hodes Group for consulting services provided to the Department of Human Resources, Communications Unit from July 20, 2001 to May 13, 2002, in the amount of \$18,644.72. These services were rendered without prior Board approval and the services for this consultant have exceeded the \$25,000 threshold for professional services. Consultant was selected on a non-competitive basis because of its expertise in creating recruitment materials and the quality of prior recruitment advertising services provided.

CONSULTANT: Bernard Hodes Group
205 W. Randolph
Chicago, IL 60606
Contact: Christine Mikel
Client Service Manager
(312) 627-2476
Vendor # 30730

USER: Department of Human Resources
Communications Unit
125 S. Clark Street
Chicago, IL 60603
Contact: Kimberly Ross
(773) 553-1090

SCOPE OF SERVICES: Consultant created additional materials to support the current recruitment Campaign including:

- Changes to current teacher recruitment materials (inserts) including:
 - Updated salary schedule
 - Updated Cost of Living Chart
 - Removal of outdated programs
 - Information on new programs
 - Additional recruitment materials for new programs
- Provide professional consultation related to campus advertisement campaign
- Create newspaper advertisements
- Perform placement of advertisements
- Design college campus and public transportation displays
- Create enhancements to current job fair displays (i.e. table cloths, visuals)
- Develop electronic job board postings for special job categories available
- Create/distribute campus e-newsletter
- Develop electronic notices/invitations to campus/recruitment events
- Create school/region specific marketing materials

DELIVERABLES: Consultant provided three issues of the e-campus newsletter, three revised recruitment material inserts, including, salary schedule, Cost of Living Chart and Updated Program Lists, six recruitment advertisements used in campus, local and national publications, two recruitment advertisements using public transportation and display advertising (CTA Ads/street banners), one enhancement to current job fair displays (table cloths), three electronic and/or hard copy recruitment literature (thank you cards/resume acknowledgement cards and e-cards/congratulations postcards).

OUTCOMES: Consultant's services provided recruitment materials that enhanced the Chicago Public School's Marketability and increased the number of employees recruited.

COMPENSATION: Consultant shall be paid the sum of \$18, 644.72.

COMPENSATION: Consultant shall be paid the sum of \$18,644.72.

AFFIRMATIVE ACTION: A review of Minority and Women Business Enterprise participation was precluded due to completed contract performance.

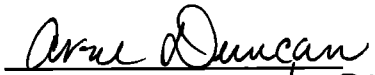
LSC REVIEW: Local School Council approval is not applicable to this report.

FINANCIAL: Charge to Department of Human Resources: 18,644.72 Fiscal Year: 2002
Budget Classification: 0710-239-563-7750-5410 Source of Funds: Grant
Requisition Number: IM #5045181 P.O. # 445236

Approved for Consideration:


Anita Rocha *syn*
Acting Chief Purchasing Officer

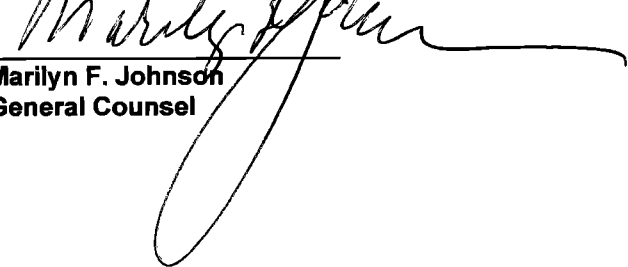
Approved:


Arne Duncan *(syn)*
Chief Executive Officer

Within Appropriation:


Kenneth C. Gotsch
Chief Fiscal Officer

Approved as to legal form:


Marilyn F. Johnson
General Counsel