

**APPROVE ENTERING INTO AN AGREEMENT WITH TAMADA BROWN & ASSOC.
FOR TEACHER RECRUITMENT MARKETING CAMPAIGN SERVICES**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Approve entering into an agreement with Tamada Brown & Associates to provide teacher recruitment marketing campaign services to the Department of Human Resources Teacher Recruitment and Substitute Services Unit at a cost not to exceed \$200,000.00. Consultant was selected pursuant to a duly advertised Request for Proposals (specification No. 03-250070). A written agreement for Consultant's services is currently being negotiated. No services shall be provided by Consultant and 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.

CONSULTANT: Tamada Brown & Associates
1327 West Washington Blvd.
Suite 101
Chicago, IL 60607
(312) 432-1111
Contact person: Phyllis Tamada-Brown
Vendor # 38624

USER: Department of Human Resources
Teacher Recruitment and Substitute Services Unit
125 S. Clark Street
Chicago, IL 60603
Contact person: Nancy Slavin
(773) 553-1129

TERM: The term of this agreement shall commence on the date the agreement is signed and end twelve months thereafter. This agreement shall have one option to renew for a period of twelve months with total cost for the renewal period not to exceed \$200,000.00.

EARLY TERMINATION RIGHT: The Board shall have the right to terminate this agreement upon 30 days notice.

SCOPE OF SERVICES: Consultant shall provide the following services:

- marketing strategy to reinforce teacher recruitment objectives under the Human Capital Initiative
- logo and theme for teacher recruitment materials
- design and copy for communications kit for teacher candidates, including a promotional brochure, fact sheets and CD; supervision of the production of those materials
- display units and banners for recruiting events
- signage for CPS sponsored recruiting events
- design and format for Teacher Recruitment pages on the Human Resources web site
- design and template for electronic and conventional communications with teacher candidates, Principals and representatives of colleges and universities
- promotional items for teacher candidates and principals
- video and/or PowerPoint presentation
- templates for advertising in newspapers and trade journals

DELIVERABLES: Consultant will provide a new communication plan that reflects Chicago Public Schools current recruiting strategy, including a new unified central message or theme and a visual identity and the vehicles for delivering that central message to our three constituencies: teacher candidates, principals and faculty of colleges and universities.

OUTCOMES: Consultant's services shall result in an effective teacher recruitment marketing campaign that will assist Chicago Public Schools in achieving its stated objectives of attracting and hiring a highly qualified body of teachers, reducing the number and the duration of teacher vacancies in the schools, and enhancing the perception of the CPS by the public.

COMPENSATION: Consultant will be paid a sum not to exceed \$200,000.00 as follows: 25% of the fee for design and supervision of production shall be paid upon signing of the contract; the remainder of the fee will be paid on a percentage of completion basis or as an advance for purchase of materials, to be determined by the Chief Human Resources Officer.

REIMBURSABLE EXPENSES: None.

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: This contract is in full compliance with the goals required by the Revised Remedial Plan for Minority and Woman Business Enterprise Contract Participation (M/WBE). The M/WBE participation goals for the contract include: 35% total MBE, 22% total African American, 10% total Hispanic, 2% Asian and 5% WBE.

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

Total MBE 38%

Total African American 24%

Triune Productions 5138 S. Cornell Ave. Chicago, IL 60615	\$38,484.00	14%
		certified until May 31, 2003

Sign-A-Rama 423 S. Dearborn St. Chicago, IL	\$27,818.00	10%
		certification applied on February 20, 2003

Total Hispanic 11%

RG Custom Signs & Graphics 2024 W. Chicago Ave. Chicago, IL 60622	\$30,400.00	11%
		certified until 30, 2003

Total Asian 3%

Impact! Signs & Graphics 2215 S. Wolf Rd. Hillside, IL 60162	\$7,408.00	3%
		certified until May 31, 2003

Total WBE 38%

Tamanda Brown Design, Inc. 1327 W. Washington Blvd., suite 101 Chicago, IL 60607	\$104,250.00	38%
		certified until December 31, 2003

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

FINANCIAL: Charge to Department of Human Resources: \$200,000.00 Fiscal Year: 2003
Budget Classification: 0710-239-699-7750-5410 Source of Funds: Other Government Funds

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.

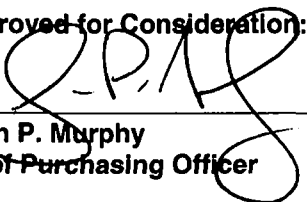
Conflicts – The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their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

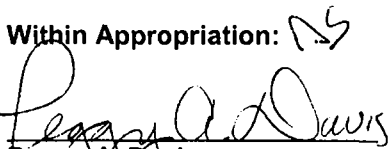
Approved for Consideration:


Sean P. Murphy
Chief Purchasing Officer

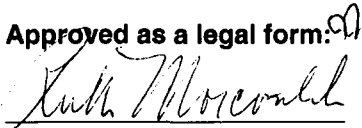
Approved:


Arne Duncan by PAD
Chief Executive Officer

Within Appropriation:


Peggy A. Davis
Chief of Staff

Approved as a legal form:


Ruth Moscovitch
General Counsel