

**APPROVE PAYMENT TO GAIL MERRITT & ASSOCIATES
FOR CONSULTING SERVICES**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Approve payment to Gail Merritt & Associates who provided consulting services to the Office of Math and Science (OMS) from July 1, 2003 to June 30, 2004 in the amount of \$ 49,000. Of this amount, Consultant has received partial payments totaling \$24,500. These services were rendered without prior Board approval and services have been substantially completed. Consultant was selected on a non-competitive basis because she has the necessary skills, expertise, and familiarity with OMS to provide the services required by the Board.

CONSULTANT: Gail Merritt
Gail Merritt & Associates
727 S. Dearborn St., Ste 712
Chicago, Illinois 60605
Phone: 312 427 9765
Vendor #: 30189

USER: Office of Mathematics and Science
Medill Technical and Professional Development Center
1326 W. 14th Place, Room 102
Chicago, IL 60608
Contact: Marty Gartzman, Chief Officer for Mathematics and Science
Phone: 773-553-6230

SCOPE OF SERVICES: As required by OMS, Consultant provided strategic and tactical communication support to programs within OMS. The goal was to help OMS deliver timely, coordinated messages to key stakeholders in order to create the awareness, interest and support necessary for successful implementation of Chicago Math and Science Initiative (CMSI) programs.

DELIVERABLES: Specifically, consultant did the following:

1. Designed and executed a bi-weekly "CMSI Update" newsletter to inform CPS executives of progress across CMSI programs.
2. Researched, wrote, and produced a regular CMSI newsletter (electronic with printable back-up) for an audience of over 1,300 persons internal and external to CPS -- from academia, other school systems, museum partners, and others -- all interested in obtaining regular information about CMSI developments.
3. Ensured that correct, complete, and timely CMSI program and event information was available on the OMS website through project management, writing, and editing.
4. Consulted with OMS leadership to identify and act on strategic communication opportunities.
5. Consulted with OMS leadership to design, execute, and distribute communication materials and information to promote CMSI programs. For example, Ms. Merritt coordinated, consolidated, and expanded a variety of communications to high school principals about mathematics support activities so they would have in one place a description of all the high school math support activities for 2003-2004, and understand how the different pieces related to each other.
6. Worked with the CPS Office of Communications and external organizations to develop press releases and other external communications
7. Provided editorial services for all written CMSI communication.
8. Provided project management and coordination services for the pro bono marketing and communication work provided by Upshot marketing firm.

OUTCOMES: Consultant's services supported the design and execution of effective communications that resulted in the enhanced awareness of, and interest and participation in CMSI programs by 1) program participants, 2) program supporters/enablers and 3) parties interested in the state of math and science teaching and learning in CPS.

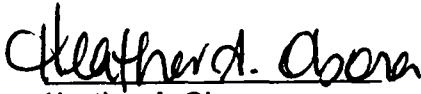
COMPENSATION: Consultant has received \$24,500 as partial payment of this obligation, shall be paid the additional sum of \$24,500, total compensation not to exceed \$49,000.

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

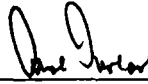
LSC REVIEW: Local School Council approval is not applicable to this report.

FINANCIAL:	Charge to: The Office of Math and Science	\$ 49,000	
	Source of Funds: CSRD	FY: 2003	
	Board Funds	FY: 2004	
	Classification: 0330-239-241-8923-5410	\$24,500	FY: 2004
	0330-210-000-1521-5410	\$24,500	FY: 2004
	Requisition Number: [#]		

Approved for Consideration:


 Heather A. Obora
 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