

APPROVE ENTERING INTO AN AGREEMENT WITH FLOWERS COMMUNICATIONS GROUP FOR CONSULTING SERVICES**THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:**

Approve entering into an agreement with Flowers Communications Group to provide consulting services to the Office of Communications at a cost not to exceed \$200,000. Consultant was selected on a competitive basis pursuant to Board Rule 5-4.1. 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: Flowers Communications Group
542 South Dearborn St. Suite 1150
Chicago, IL 60605
Joseph deOchoa
312-986-1250
Vendor # 61586

USER: Office of Communications
125 S. Clark Street, 6th Floor, Chicago, IL 60603
Joi Mecks, Director of Marketing
(773) 553-1620

TERM: The term of this agreement shall commence on June 1, 2007 and shall end May 31, 2008. This agreement shall have three options to renew for periods of one year each not to exceed \$200,000 annually.

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

SCOPE OF SERVICES: Consultant will be responsible for developing and implementing an awareness campaign designed to increase student attendance on the first day and all year long, particularly in the African American and Latino communities. Specifically, Flowers Communications will develop and implement a campaign to reach parents, students, community groups and businesses. The campaign will consist of a yearlong grassroots outreach, advertising and public relations effort. Flowers Communications will design and place all advertising, secure corporate partners to provide incentives and promote school attendance, produce a student testimonial campaign about the importance of school attendance. Flowers Communications will create and implement a strategy to reach hard-to-reach students with poor attendance and their parents.

DELIVERABLES: Consultant will produce a complete communications and awareness campaign strategy; design and place all advertising; create campaign messages and design; work with news media to secure stories about the campaign; and provide regular reports on the success of the campaign. Consultant's services will result in the ability to provide the above specified scope of services and deliverables, while staying within budgeted parameters.

COMPENSATION: Consultant shall be paid monthly, with total payments not to exceed the sum of \$200,000.

REIMBURSABLE EXPENSES: Consultant shall be reimbursed for the following expenses: long distance telephone calls, facsimile services, messenger services, postage and overnight fees, photocopies, design services, printing services, as approved by the Director of Marketing, Office of Communications. 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 Marketing, Office of Communications, 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 and 5% total WBE. However, the Waiver Review Committee recommends that a partial waiver of the M/WBE participation goals for this contract as required by the Revised Remedial Plan be granted because the contract is not further divisible.

The vendor has scheduled the following firms and percentages:

Total WBE – 100%

Michelle Flowers Communications
542 South Dearborn St.
Suite 1150
Chicago, Illinois 60605

certified through 11/01/2007

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

FINANCIAL: Charge to Office of Communications: \$200,000 Fiscal Year: 2008
Budget Classification: 12670-115-54125-119043-000000 Source of Funds: 115
Requisition Number: N/A

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.

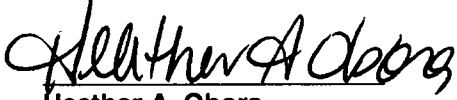
Conflicts – The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their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

Indebtedness – The Board’s Indebtedness Policy adopted June 26, 1996 (96-0626-PO3), as amended from time to time, shall be incorporated into and made a part of the agreement.

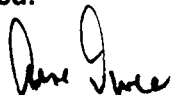
Ethics – The Board’s Ethics Code adopted June 23, 2004 (04-0623-PO4), as amended from time to time, shall be incorporated into and made a part of the agreement.

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 A. Obora
Chief Purchasing Officer

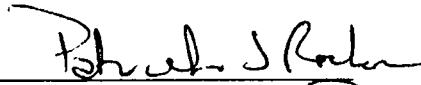
Approved:


Arne Duncan
Chief Executive Officer

Within Appropriation:


John Malorca
Chief Financial Officer

Approved as to legal form: 


Patrick J. Rocks
General Counsel 