

July 26, 2023

**AUTHORIZE A NEW AGREEMENT WITH VARIOUS VENDORS FOR DISTRICT-WIDE
MARKETING SERVICES**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Authorize a new agreement with various vendors to provide district-wide marketing services to the Department of Marketing at an estimated annual cost set forth in the Compensation Section of this report. Vendor was selected on a competitive basis pursuant to Board Rule 7-3. A written agreement for Vendor's services is currently being negotiated. No services shall be provided by Vendor and no payment shall be made to Vendor prior to the execution of their 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.

Specification Number : 23-158

Contract Administrator : Banks, Amy / 773-553-2280

USER INFORMATION :

Project
Manager: 10560 - Marketing

42 W. Madison

Chicago, IL 60602

Hill, Courtney Brian

TERM:

The term of this agreement shall commence on August 1, 2023 and shall end July 31, 2026. This agreement shall have two (2) options to renew for periods of one (1) year each.

EARLY TERMINATION RIGHT:

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

SCOPE OF SERVICES:

Chicago Public Schools serves a large and extraordinarily diverse constituency of families and staff that live and work across all 77 designated neighborhoods in the City of Chicago. The district as a whole and each individual school are unique brands unto themselves with their own set of micro-target audiences and information exchange needs.

Within this complex network, Marketing as a function focuses on supporting central office, network offices and schools in the following ways:

- Keeping students, families, staff and community members informed on district updates, activities and offerings.

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- Using marketing and communications tactics to increase academic program participation and increase educational outcomes.

- Motivating students, families and staff to engage with their schools and support their communities.

DELIVERABLES:

For the district and our schools to be most effective in our outreach and communication efforts, we have to also be able to reach our target audiences Out of School. In this space we work with a wide variety of media partners that provide opportunities and insights that help us share important information with students, family, staff and communities when they are off site or not reachable through In School means. Currently CPS does this by advertising on local and regional radio stations; public transportation buses, trains and stations; billboards; digital web banners; paid social media; and paid search. We also host a large number of events and participate in other experiential marketing activities to reach our target audience in their communities.

Out of School outreach has also taken on a greater level of importance in the last two years as much of Chicago and the world went remote when we were directed to shelter-in-place during the COVID-19 pandemic. As we continue to grapple with period resurgences of the virus and a progressive move to more hybrid based working and educational structures, the need to be able to reach our core target audience Out of School will only continue to grow.

OUTCOMES:

Vendor's services will result in having a comprehensive pool comprised of creative staffing firms and marketing support firms. The creative staffing firms provide a variety of Temporary Staffing Services and qualified freelancers. The marketing support firms provide strategic and tactical marketing project implementation services for the district initiatives that are highly specialized or beyond CPS capacity.

COMPENSATION:

Vendor shall be paid as follows:

Estimated annual costs for the three (3) year term are set forth below:

- \$5,500,000, FY24
- \$5,500,000, FY25
- \$5,500,000, FY26

REIMBURSABLE EXPENSES:

Vendor shall be reimbursed for the following 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 Executive Director, Marketing to execute all ancillary documents required to administer or effectuate this agreement.

AFFIRMATIVE ACTION:

Pursuant to the Remedial Program for Minority and Women-Owned Business Enterprise Participation in Goods and Services contracts, (M/WBE Program), the Business Diversity Goals for this pool are 30% MBE and 7% WBE, this vendor pool is comprised of 8 vendors with 2 MBE's. The User group has committed to achieve the Business Diversity goals through the utilization of the certified diverse suppliers and certified diverse subcontractors.

LSC REVIEW:

Local School Council approval is not applicable to this report.

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FINANCIAL:

Various Funds, Marketing, Unit 10560

\$5,500,000, FY24

\$5,500,000, FY25

\$5,500,000, FY26

Not to exceed \$16,500,000 for the three (3) year term.

Future year funding is contingent upon budget appropriation and approval

CFDA#: Not Applicable

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 May 25, 2011 (11-0525-PO2), 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:

PATRICIA HERNANDEZ
Acting Chief Procurement Officer

Approved:

PEDRO MARTINEZ
Chief Executive Officer

Approved as to Legal Form:

RUCHI VERMA
General Counsel

- 1) Vendor # 63306
JASCULCA Terman AND ASSOCIATES, IN
DBA JASCULCA Terman STRATEGIC
COMMUNICATIONS
730 N. Franklin, Suite 510

Chicago, IL 60654

Jim Terman

312 337-7400

Ownership: Rick Jasculca - 50%, Jim Terman,
50%
- 2) Vendor # 89939
CREATIVE CIRCLE, LLC
5900 Wilshire Blvd.

Los Angeles, CA 90036-2333

Nick Morrone

323 3817928

Ownership: Wholly owned subsidiary of ASGN
Inc
- 3) Vendor # 29477

LASALLE STAFFING, INC DBA LASALLE
NETWORK
200 NORTH LASALLE STREET, STE 2500

CHICAGO, IL 60601

Emily Swanson

312 419-1700

Ownership: Gimco - 39% and Infinedi Partners -
61%
- 4) Vendor # 19127

VERA CREATIVE, INC.
833 W. CHICAGO STE 200

CHICAGO, IL 60642

Cristina Vera Bridges

312 342-2280

Ownership: Cristina Vera Bridges 100%

5) Vendor # 96239

PROTIVITI GOVERNMENT SERVICES, INC.
1737 KING STREET SUITE 320

ALEXANDRIA, VA 22314

John Owen

703 299-3444

Ownership: No shareholder owns more than 1'

7) Vendor # 37296

LOPEZ MARTIN & ASSOCIATES, INC DBA
PURPLE GROUP
714 S DEARBORN ST FLR #3

CHICAGO, IL 60605

Laritza Lopez

773 463-3179

Ownership: Laritza Lopez 100%

6) Vendor # 99705

RUDD RESOURCES, LLC
10153 S. ARTESIAN AVE.

CHICAGO, IL 60655

David Rudd

773 213-6325

Ownership: David Rudd 100%

8) Vendor # 40102

GAVAN GROUP LLC
1920 S FEDERAL STREET UNIT A

Chicago, IL 60616

Tony Williams

312 497-4241

Ownership: Tony Williams 100%