

AUTHORIZE THE FIRST RENEWAL AGREEMENT WITH VARIOUS VENDORS FOR DISTRICT-WIDE MARKETING SERVICES

THE SUPERINTENDENT/CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Authorize the first renewal agreement with various vendors to provide district-wide marketing services at an estimated annual cost set forth in the Financial Section of this report. A written document exercising this option is currently being negotiated. No payment shall be made to vendors during the option period prior to execution of the written document.

The authority granted herein shall automatically rescind in the event a written document is not executed within 90 days of the date of this Board Report. Information pertinent to this option is stated below.

Specification Number : 23-158
Contract Administrator : Sadowski, Brandon / 773-553-2280

USER INFORMATION :

Project 10560 - Marketing
Manager: 42 W. Madison
Chicago, IL 60602
Hill, Courtney Brian
773-553-1621

ORIGINAL AGREEMENT:

The original Agreement (authorized by Board Report 23-0726-PR9) in the amount of \$16,500,000 is for a term commencing August 1, 2023 and ending July 31, 2026, with the Board having two (2) options to renew for one (1) year terms. The original agreement was awarded on a competitive basis pursuant to Board Rule 7-3.

OPTION PERIOD:

The term of this agreement is being renewed for one (1) year commencing August 1, 2026 and ending July 31, 2027.

OPTION PERIODS REMAINING:

There is one (1) option period for one (1) year remaining.

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.
- 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:

To fulfill these requirements, CPS Marketing Office operates as an integrated marketing support team to all CPS operating units. This includes providing marketing consulting and planning services to these units, and developing and managing marketing projects and campaigns to help these units achieve their goals. This work includes overseeing critical district wide marketing and communications efforts such as citywide enrollment, student health, and back to school campaigns; building and maintaining district and school websites; sharing information and updates on social media; keeping employees informed through the intranet; and helping senior leadership share critical district updates to the key constituents through presentations, videos and guides.

The number of projects funded and assigned for the Marketing Office to complete continues to grow substantially each year and requires more effort than our eight full time positions can handle. In order to maintain enough staff and working capacity to fulfill all of our campaign requirements, we utilize a combination of freelancers placed through Creative Staffing Firms for general campaigns and fully assembled consulting teams through Marketing Support Firms for highly complex projects that have more advanced requirements than we can handle internally. Based on our actual spending for the past five years and our projected project needs for SY27 forward, we will require an extension and expansion of this marketing service pool and are seeking board approval for sufficient spending capacity to cover these required services.

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.

AUTHORIZATION:

Authorize the General Counsel to include other relevant terms and conditions in the written option document. Authorize the President and Secretary to execute the option document. Authorize the Executive Director, Marketing to execute all ancillary documents required to administer or effectuate this option agreement.

BUSINESS ENTERPRISE PARTICIPATION:

Pursuant to the Remedial Policy for Minority-Owned Business Enterprise (MBE) and Women-Owned Business Enterprise (WBE) policy participation in Goods and Services contracts, aspirational goals for this pool are 30% MBE and 7% WBE. This vendor pool is composed of eight (8) vendors with two (2) MBEs. The User group has committed to achieve the aspirational goals through a strategic plan to utilize certified suppliers and certified subcontractors.

LSC REVIEW:

Local School Council approval is not applicable to this report.

FINANCIAL:

Various Funds, Unit 10560 - Marketing,

FY27 - \$6,250,000

FY28 - \$1,250,000

Not to exceed \$7,500,000 for the one (1) year term. Future year funding is contingent upon budget appropriation and approval.

Approved Category Codes for this Board Report
915.03000: Advertising/Marketing/Public Relations
962.69000: Temporary Staffing Services

Category Codes may be modified by the Chief Procurement Officer as needed to support the Scope of Services

GENERAL CONDITIONS:

The agreement shall contain general conditions including but not limited to the following: Inspector General provision, in accordance with 105 ILCS 5/34-13.1; Conflicts provision, in accordance with 105 ILCS 5/34-21.3; Indebtedness provision, in accordance with the Board's Indebtedness Policy adopted June 26, 1996 pursuant to Board Report 96-0626-PO3; Ethics provision, in accordance with the Board's Ethics Code as amended; and, Contingent Liability provision.

Approved for Consideration:



PATRICIA HERNANDEZ
Chief Procurement Officer

Approved:



MACQUELINE KING, Ed.D
Superintendent/Chief Executive Officer

Approved: 



ELIZABETH K. BARTON
General Counsel

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|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1) | Vendor # 63306
JASCULCA/TERMAN & ASSOCIATES, INC.
DBA JASCULCA TERMAN STRATEGIC
COMMUNICATIONS
325 W. Huron, Suite 603
Chicago, IL 60654
Jim Terman
312 337-7400

Ownership: Rick Jasculca - 50%, Jim Terman,6)
50% | 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% |
| 2) | Vendor # 89939
CREATIVE CIRCLE, LLC
6300 Wilshire Boulevard
Los Angeles, CA 90048
Nick Morrone
323 3817928

Ownership: Wholly owned subsidiary of ASGN
Inc | 7) | Vendor # 99705
RUDD RESOURCES, LLC
10153 S. ARTESIAN AVE.
CHICAGO, IL 60655
David Rudd
773 213-6325

Ownership: David Rudd 100% |
| 3) | Vendor # 29477
LASALLE STAFFING, LLC DBA LASALLE
NETWORK
200 NORTH LASALLE STREET, STE 2500
CHICAGO, IL 60601
Emily Swanson
312 419-1700

Ownership: Gimco - 39% and Infinedi Partners
- 61% | 8) | 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% |
| 4) | Vendor # 19127
VERA CREATIVE, INC.
935 W Chestnut
Chicago, IL 60642
Cristina Vera Bridges
312 3422280

Ownership: Cristina Vera Bridges 100% | | Vendor # 40102
GAVAN GROUP LLC
1920 S FEDERAL STREET UNIT A
Chicago, IL 60616
Tony Williams
312 497-4241

Ownership: Tony Williams 100% |