

(ATTACHMENT 1) ACTION ON THE AWARD OF PROFESSIONAL SERVICES CONTRACTS

This item initiated by the Administration.

ADMINISTRATION'S RECOMMENDATION

The Administration recommends that the Board approve the following professional services contracts:

RFP 996 Authorization to Contract with Edgenuity, Inc., for Remediation and Acceleration of Online Credited or Accredited Courses

The Administration is requesting authorization to enter into a contract with Edgenuity, Inc., to provide a hosted, licensed, and online curriculum-and-learning-management system for the remediation and acceleration of online credited or accredited courses for students in grades 6 through 12 currently enrolled in Milwaukee Public Schools.

Contractor was chosen pursuant to RFP 996 which closed on November 15, 2018. The contract will run from July 1, 2019, through June 30, 2020, (the "Initial Term") with two additional one-year options to extend if certain performance metrics incorporated into the contract are met.

The total cost of the contract in the Initial Term will not exceed \$350,000.

Budget Code:

GPS-0-S-SRT-DW-ECTS.....(Credit Recovery – Contract Services).....\$350,000

Edgenuity, Inc.

PRIME CONTRACTOR INFORMATION

Certified HUB Contractor?No
Total # of Employees704
Total # of Minorities163
Total # of Women447

HUB PARTICIPATION

RequiredNA
ProposedNA
\$ ValueNA

STUDENT ENGAGEMENT

Paid Student Employment Hour Commitment: 200 HOURS/12-mo contract
Student Career Awareness Commitment: 10 HOURS/12-mo contract

RFP 1000 Authorization to Contract with Chamness Group, Inc., for the Development of an MPS Recreation Marketing Plan

The Administration is requesting authorization to contract with Chamness Group, Inc., to develop a Strategic Marketing Plan for the Recreation Department. The Marketing Plan is part of the Department's efforts to attain accreditation through the Commission for Accreditation of Park and Recreation Agencies (CAPRA). With the Board's approval, Chamness Group will review existing program data, complete independent research as necessary, and partner with Milwaukee Recreation's marketing team to develop a comprehensive and functional plan to achieve three overarching marketing goals:

- Goal I: Increase the number of customers using Milwaukee Recreation's programs by retaining existing customers, recapturing lost customers, and recruiting new customers.
- Goal II: Evaluate, streamline, and strengthen Milwaukee Recreation's existing

marketing processes.

- Goal III: Increase brand awareness for Milwaukee Recreation's programs and services.

This contract will run from April 1, 2019, through December 31, 2019.

The total cost of the contract will not exceed \$60,000.

Budget Code:

CSV-0-0-PRC-RC-ECTS.....(Recreation - Contract Services)\$60,000

Chamness Group, Inc.

PRIME CONTRACTOR INFORMATION

Certified HUB Vendor? NO
Total # of Employees 1
Total # of Minorities 0
Total # of Women 1

HUB PARTICIPATION

Required 8%
Proposed 20%
\$ Value NG

STUDENT ENGAGEMENT

Paid Student Employment Hour Commitment: 100 HOURS/12-mo contract
Student Career Awareness Commitment: 10 HOURS/12-mo contract

