

APPROVE ENTERING INTO AN AGREEMENT WITH LORAN MARKETING GROUP TO PERFORM QUALITATIVE RESEARCH ON PERFORMANCE EVALUATION WITH CPS TEACHERS

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Approve entering into an agreement with Loran Marketing Group to perform qualitative research on performance evaluation with CPS teachers at a cost not to exceed \$125,000.00. Consultant was selected on a non-competitive basis: the sole-source request was presented to the Non-Competitive Procurement Review Committee, and was approved by the Chief Purchasing Officer. 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:

- 1) Vendor # 96478
LORAN MARKETING GROUP
225 WEST ILLINOIS, STE 300
CHICAGO, IL 60654
Robyn Vanek, Project Manager
312-464-6996

USER:

Office of Human Capital
125 S Clark St - 2nd Floor
Chicago, IL 60603

Contact : Alicia Winckler
Phone: 773-553-3671

TERM:

The term of this agreement shall commence upon execution and shall end June 30, 2012. This agreement shall have two (2) options to renew for periods of 12 months each.

EARLY TERMINATION RIGHT:

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

SCOPE OF SERVICES:

In accordance with the Illinois Performance Evaluation Reform Act of 2010 (PERA), CPS is set to begin redesigning the performance evaluation systems for educators. To initiate this process, the Chicago Public Education Fund has invested in Loran Marketing Group to conduct 18 teacher focus groups on performance evaluation.

CPS seeks support in expanding this work to 200 CPS schools through teacher meetings on performance evaluation during before-school or after-school hours. This campaign is aimed at gathering meaningful input and feedback from teachers across Chicago's diverse range of schools, subject-areas, grades, and positions. School-based meetings on teacher evaluation will be entirely optional and are to be conducted by professional moderators.

The Consultant will be responsible for the management and logistics of scheduling 200 school-based meetings, the development of the discussion guide(s), recruitment, selection, training, payment of professional facilitators, data collection from meetings, participation in weekly debrief and update

meetings with CPS managers, and analysis of teacher feedback and input. Consultant will provide approximately 5 professional facilitators working full-time for 7-8 weeks.

DELIVERABLES:

Consultant will deliver: (1) a comprehensive project plan encompassing CPS and Consultant responsibilities; (2) periodic informal analyses of teacher input and feedback; and (3) a final report of teacher input and feedback.

OUTCOMES:

The feedback from teachers will inform the design of a new performance evaluation system. Additionally, this project will (a) serve as a communication vehicle to reach the broad population of teachers that will not participate directly in ongoing focus groups; (b) raise awareness about PERA and the work underway in CPS regarding performance evaluation; and (c) increase the visibility of teacher involvement in the design and development of the new CPS teacher evaluation system.

COMPENSATION:

Consultant will be paid as follows and as further detailed in the agreement: for moderation and debriefing of focus groups \$1,000-\$2,000 per group; facilitation services under this agreement will cost roughly \$250 per group (\$20,000 per facilitator for 40 group each divided by 2 funders). The total cost of this project will not exceed \$250,000 of which The Chicago Public Education Fund has committed to match up to \$125,000. The total cost to the Board shall not exceed \$125,000.00.

REIMBURSABLE 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 the Chief Human Capital Officer to execute all ancillary documents required to administer or effectuate this agreement.

AFFIRMATIVE ACTION:

The M/WBE goals for this agreement are 25% total MBE and 5% total WBE participation. However, this contract is exempt from M/WBE review as it was approved by the NPRC and grant money funding this agreement stipulates this specific vendor to be used.

LSC REVIEW:

Local School Council approval is not applicable to this report.

FINANCIAL:

Charge to the Office of Human Capital \$125,000
Budget Classification: 11010-325-54105-264220-542128
Fiscal Year: 2011-2012
Source of Funds: Teacher Incentive Fund (TIF) grant

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 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:


OPAL L. WALLS
Chief Purchasing Officer

Approved:


TERRY MAZANY
Chief Executive Officer

Within Appropriation:


DIANA S. FERGUSON
Chief Financial Officer

Approved as to Legal Form:


PATRICK J. ROCKS
General Counsel