

December 16, 1998

Financial Affairs
Richard H. Hinds, Chief Financial Officer

SUBJECT: REQUEST FOR AUTHORIZATION TO ISSUE A REQUEST FOR PROPOSALS TO PROVIDE PUBLIC OPINION RESEARCH FOR THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA

Authorization is requested to issue a Request for Proposals (RFP) to obtain the professional services of a qualified firm to provide public-opinion research services for the School Board of Miami-Dade County, Florida. The research will target a broad and diverse sample of the total Miami-Dade County population, including students, parents, employees, business leaders, taxpayers and other segments of the school community.

The RFP will seek one firm to solicit an assessment of public perception on the school district's performance, priorities, needs and related issues. An accounting of public opinion on such issues, including school overcrowding and education reform, may be used to guide the district in carrying out its educational mission and related community responsibilities.

The selection of the firm will be made by a committee and will be based on qualifications, experience and/or expertise in developing and executing comprehensive opinion research and analysis on public education and related issues in a large urban, multilingual, multiethnic and multicultural region.

The selection committee will consist of the following:

- Deputy Superintendent of Schools
- Deputy Superintendent, Personnel Management and Services
- Deputy Superintendent, Management and Accountability
- Deputy Superintendent, Federal Programs and Grants Administration
- Deputy Superintendent, Education
- Deputy Superintendent, School Operations
- Chief Financial Officer, Financial Affairs
- Chief Facilities Officer, Facilities Planning and Construction

Associate Superintendent, Bureau of Procurement and Materials Management
Representative, Internal Audits
Representative, Council of Advisory Committees
Representative, Miami-Dade County Council PTA/PTSA
Representative, Citizen's Coalition for Public Schools
Representative, Greater Miami-Dade Chamber of Commerce

The estimated timeline for implementation is as follows:

Request Board approval to issue RFP and.....January 13, 1999
Approval of selection committee
Procurement Contract Review Committee.....January 14, 1999
Mailing of Request for Proposals.....January 29, 1999
Opening of Request for Proposals.....February 18, 1999
Evaluation by Selection Committee.....February 19, 1999
Recommendation for Board Approval.....March 17, 1999

RECOMMENDED: That The School Board of Miami-Dade County, Florida:

1. Authorize the Superintendent to issue a Request for Proposals to obtain the services of a qualified public relations and/or marketing firm to provide opinion research for The School Board of Miami-Dade County, Florida; and
2. Approve the selection committee to evaluate the submitted proposals.