

**MEMORANDUM**

March 14, 2005

TO: The Honorable Chair and Members of The School Board of Miami-Dade County, Florida

FROM: Dr. Rudolph F. Crew, Superintendent of Schools 

**SUBJECT: WITHDRAWAL OF AGENDA ITEM D-2 – REQUEST AUTHORIZATION FOR THE SUPERINTENDENT TO ENTER INTO A CONTRACTUAL AGREEMENT WITH *YOU NEED TO KNOW, INC.*, FOR THE CREATION OF A SIGNATURE BOOK TO EDUCATE CHILDREN ON THE DYNAMICS OF BULLYING**

Board Item D-2, concerning the request to enter into a contractual agreement with You Need To Know, Inc., to create a signature book to educate children on the dynamics of bullying, has been withdrawn from the March 16, 2005, School Board Agenda.

Development of the program is currently being re-evaluated. After the review, the appropriate course of action will be determined to implement a Miami-Dade Schools Police Department Anti-Bullying initiative.

Should you have any questions, please contact Chief Gerald Darling, Miami-Dade Schools Police Department, at (305) 754-9630.

RFC:jch  
M1530

cc: Superintendent's Cabinet  
School Board Attorney

School Police and District Security  
Gerald L. Darling, Chief of Police

**SUBJECT:           REQUEST AUTHORIZATION FOR THE SUPERINTENDENT TO  
ENTER INTO A CONTRACTUAL AGREEMENT WITH *YOU NEED  
TO KNOW, INC.*, FOR THE CREATION OF A SIGNATURE BOOK  
TO EDUCATE CHILDREN ON THE DYNAMICS OF BULLYING**

**COMMITTEE:       SCHOOL SUPPORT ACCOUNTABILITY**

Authorization is requested to enter into a contractual agreement between Miami-Dade County Public Schools and You Need to Know, Inc., for the creation of a signature book to educate children on the dynamics of bullying.

Miami-Dade Schools Police Department (MDSPD) is currently developing a signature program to educate elementary students on recognizing bullying characteristics, and the appropriate reporting procedures. The book will consist of six (6) modules for MDSPD officers to use during classroom presentations. The modules provide numerous activities including role playing and creative writing for the students.

You Need To Know, Inc., is a recognized company that specializes in tuning into what captures children's attention and has produced several publications that have enhanced the quality of education for our students. Ms. Akua Scott, President, has spent several years researching the issue of bullying as it relates to school age children. Her research has culminated in the completion of numerous successful educational publications including, *Inventions by People of African Descent Coloring and Activity Book*, *Kings and Queens of Africa Coloring and Activity Book*, and *Haitian Heroes and Heroines*. She also possesses knowledge of the inner workings of the Department and has agreed to meet the May 1, 2005, project deadline.

The Miami-Dade Schools Police Department will collaborate with the Office of Curriculum and Instruction, as it relates to character education, in the development of this program.

The services to be provided by You Need To Know, Inc., include:

- development of all characters;
- creation of story line for role playing;

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- creating and writing of all text;
- design and testing of all games and puzzles;
- cover, illustrations, layout of text and games;
- production of product; and,
- delivery of ten completed copies to review for revisions, if necessary.

The Professional Services Contract Committee, established by School Board Rule 6Gx13- 3F-1.021, reviewed this request at its February 24, 2005 meeting, and recommended that an exception to the rule regarding bids or Request For Proposals be granted due to the organization's expertise in this specific area.

The contract with You Need To Know, Inc., will not exceed \$18,800 and will be funded by the Miami-Dade Schools Police Department.

**RECOMMENDED:**

That The School Board of Miami-Dade County, Florida authorize the Superintendent to:

1. enter into a contractual agreement with You Need to Know, Inc., for the creation of a signature book to educate children on the dynamics of bullying, at an amount not to exceed \$18,800, which will be completed within 90 days from the signing of the contractual agreement . The services will be funded by the Miami-Dade Schools Police Department; and
2. grant an exception to School Board Rule 6Gx13- 3F-1.021