

Joseph Garcia, Chief Communications Officer
Office of Public Relations

**SUBJECT: REQUEST AUTHORIZATION TO ENTER INTO A PARTNERSHIP
 WITH THE EDUCATION FUND TO PUBLISH THE 2006-2007
 PARENT RESOURCE GUIDE, INCLUDING SHARING EQUALLY IN
 THE COST OF PUBLICATION**

COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY ENGAGEMENT

In 2003, the Florida Legislature required all school districts in the state to begin publishing an annual "parent resource guide," specifying content that must be included in the document. Miami-Dade County Public Schools approached The Education Fund to assist in meeting this obligation. For the 2004-2005 and 2005-2006 school years, The Education Fund raised the money necessary to print and distribute Miami-Dade's *Parent Resource Guide*, with the District providing the content of the publication. The *Guide* includes information in English, Spanish and Haitian-Creole.

This spring, The Education Fund's board of directors established new priorities for the organization and proposed transitioning full responsibility for the *Parent Resource Guide* to the District. For the 2006-2007 edition of the publication, The Education Fund proposed an even split of the cost of the *Guide*. Each partner will provide \$110,000 to the total cost of printing and distributing approximately 350,000 copies. The District will continue to develop the content of the *Guide* and to assist with the marketing and distribution of the *Guide* through public service announcements on WLRN and communication with students' homes. The Education Fund will oversee the production of the *Guide*, including its design, arrange for its printing at cost by *The Miami Herald*, and assist with marketing and distribution through extensive advertising in *The Herald*, *el Nuevo Herald*, and Channel 4 and insertion into the two newspapers.

Office of Community Services and the Office of Public Relations are collaborating to produce the *Guide*. Funds are included in the 2006-2007 Tentative Budget in the following structure: Fund 0100, Work Location 9619, Program 7900, Object 5390, Function 9100.

C-33

RECOMMENDED:

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

- 1) Enter into a partnership with The Education Fund to publish, market and distribute the *2006-2007 Parent Resource Guide*; and
- 2) Appropriate \$110,000 to cover the District's share of the cost of the *Guide*.

The appropriation for this item will be included in the General Fund of the 2006-2007 Tentative Budget to be recommended for adoption in August 2006.