

Business Operations
Ofelia San Pedro, Deputy Superintendent

SUBJECT: REQUEST AUTHORIZATION TO ENTER INTO A CONTRACTUAL SERVICES AGREEMENT BETWEEN THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, AND THE NTI GROUP, INC., PURSUANT TO REQUEST FOR PROPOSALS NO. 034-GG04 – INSTANT MESSAGING AND PARENT NOTIFICATION SYSTEM

COMMITTEE: INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS

LINK TO DISTRICT STRATEGIC PLAN: EVALUATE AND REDESIGN INTERNAL BUSINESS OPERATIONS

At the Board meeting of November 21, 2006, the School Board rejected the recommendation to extend the contract with The NTI Group, Inc. for instant messaging and parent notification services, and directed staff to issue a Request For Proposals. In order to maintain continuity of services to the District, The NTI Group agreed to extend the contract on a month-to-month basis, at the same terms and conditions, until the process was completed.

Request For Proposals No. 034-GG04 – INSTANT MESSAGING AND PARENT NOTIFICATION SYSTEM, which opened on January 30, 2007, is to establish a contract to deliver messages regarding attendance, emergencies and school notices to parents, students and employees of Miami-Dade County Public Schools. This is a term proposal. Seven proposers responded to this advertised solicitation.

A meeting of the Selection Committee was held on March 2, 2007. Seven proposals were presented for consideration: Alert Now, Chatter Communications, Global Connect, L & R Telecomputer Service, The NTI Group, Inc., Parent Link, and U.S. Net.com. These proposers were ranked based on the criteria set forth in the Request For Proposals. Based on these rankings, two firms, Parent Link and The NTI Group, Inc., were selected for oral presentations, which were held on March 22, 2007. The Committee recommended The NTI Group, Inc., the highest rated proposal.

In the proposal, The NTI Group, Inc. presented the Connect-ED® service, an outbound instant messaging and parent notification system built exclusively for the K-12 market with state-of-the-art technology that requires no hardware, no software, and no additional lines to operate. The system provides an unlimited and user-friendly method for sending information to parents regarding student attendance, PTA/PTSA events, and emergency information.

The Connect-ED® system is a self-service, web-based system, enabling school and District administrators to access the web, create messages, select the target audience, choose the language and send the message, 24/7. With this tool, school and District administrators can notify and update parents and staff within minutes of an emergency situation from any phone and distribute messages to all students in the District in under four hours; school staff can simultaneously notify all parents of absent children, via pre-recorded messages.

Reports will be electronic and by location, allowing Principals to review daily attendance calls online, for usage, number of missed calls, trends, etc. There is also a *911 Dial-in Messaging* feature that allows authorized users to record, verify and execute an "all call" or emergency team message from any telephone. The system can also send out mass e-mails.

The District will receive the backing of Client Care Specialists, who will assist the District with new user training, refresher training, new data transfers or updates, technical support, and proactive usage analysis, via a toll-free support line, throughout the life of the contract.

In order to minimize the training requirements for the school sites, as well as technology implementation costs, a multi-year contract was structured. This is a five-year contract, estimated to cost approximately \$910,000 per year, based upon student enrollment. The proposed cost is \$2.60 per enrolled student; administrators, faculty and staff are included at no incremental cost. The District licensing includes up to 525 schools and administrative offices. The proposed fee reflects a 27.77% discount from standard pricing. Upon further negotiations with The NTI Group, Inc., the proposer has agreed to a yearly lump sum credit of \$50,000 per year, for an additional savings of \$250,000 over a five-year period.

RECOMMENDED: That The School Board of Miami-Dade County, Florida, **AUTHORIZE** the Superintendent of Schools to negotiate and enter into a contractual services agreement between The School Board of Miami-Dade County, Florida, and The NTI Group, Inc., pursuant to Request For Proposals No. 034-GG04 – INSTANT MESSAGING AND PARENT NOTIFICATION SYSTEM, to deliver messages regarding attendance, emergencies and school notices to parents, students and employees of Miami-Dade County Public Schools, effective April 18, 2007, through April 17, 2012, as follows:

1. THE NTI GROUP, INC.
15301 VENTURA BOULEVARD
BUILDING B, SUITE 300
SHERMAN OAKS, CA 91403
BRUCE WORMAN, CHIEF FINANCIAL OFFICER

Highest Rated Proposal

Messaging cost @ \$2.60 per enrolled student.

2. Authorize Procurement Management Services to purchase up to the estimated amount of \$4,550,000.

OSP/lja