

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
BENDIXEN & ASSOCIATES, INC. PURSUANT TO REQUEST
FOR PROPOSALS NO. 044-FF10 – PUBLIC OPINION SURVEY
OF THE SCHOOL DISTRICT OF MIAMI-DADE COUNTY,
FLORIDA**

COMMITTEE: INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS

The District Strategic Plan 2000-2005 (Revised) included an objective to improve public perception of Miami-Dade County Public Schools as measured by community polling. The public opinion research was postponed in late 2004 and early 2005 due to the arrival of a new Superintendent and Cabinet and the School Board's deliberations on the 2005-2008 Strategic Plan. One of the metrics adopted to measure success in reaching District Goal III (Actively engage family and community members to become our partners in raising and maintaining high student achievement) in the 2005-2008 Strategic Plan, is improvement in public perception and support. At its June 15, 2005 meeting, the Board asked that a Request For Proposals be issued to solicit the services of a public opinion research firm to carry out polling that can help assess this District Goal and to perform work on the entire strategic plan.

Request For Proposals No. 044-FF10 – Public Opinion Survey of The School Board of Miami-Dade County, Florida, which opened on December 14, 2005, is to obtain the services of a firm with experience in developing and executing comprehensive research and analysis on public education issues. The contract is to conduct two surveys for the Office of Public Relations to assess the public's perception of the District generally and to progress toward goals in the strategic plan specifically. Of 21 proposers sent proposal forms or card notices of this advertised proposal, 4 responded.

The Selection Committee met to evaluate proposals received in response to the Request For Proposals on December 15, 2005. Four proposals were presented for consideration: Abacus Associates Inc.; Bendixen & Associates, Inc.; The McDonald Group; and Wilson Research Strategies. After deliberating, the committee selected Bendixen & Associates, Inc.

Fund Source
0100 – General

M/WBE Eligibility
None

RECOMMENDED: That The School Board of Miami-Dade County, Florida, **AUTHORIZE** the Superintendent or designee, to enter into a contractual services agreement between The School Board of Miami-Dade County, Florida, and Bendixen & Associates, Inc., pursuant to Request For Proposals No. 044-FF10 – PUBLIC OPINION SURVEY OF THE SCHOOL DISTRICT OF MIAMI-DADE COUNTY, FLORIDA, to provide two surveys to assess the public's perception of the School District and to guide the Board in implementing its 2005-2008 strategic plan for the Office of Public Relations, effective January 18, 2006, as follows:

1. BENDIXEN & ASSOCIATES, INC.
2800 PONCE DE LEON BLVD., SUITE 1111
CORAL GABLES, FL 33134
OWNER: SERGIO BENDIXEN, PRESIDENT

Highest Rated Proposal

2. Authorize Procurement Management Services to purchase up to the estimated amount of \$74,000.

OSP/lja