

Financial Services  
Richard H. Hinds, Chief Financial Officer

**SUBJECT:                   REQUEST AUTHORIZATION TO EXTEND THE CONTRACTUAL SERVICES AGREEMENT BETWEEN THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, AND BLACKBOARD CONNECT, INC., PURSUANT TO REQUEST FOR PROPOSALS NO. 067-JJ10 – INSTANT MESSAGING AND PARENT NOTIFICATION SYSTEM**

**COMMITTEE:               INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS**

**LINK TO STRATEGIC FRAMEWORK:              FINANCIAL EFFICIENCY/STABILITY**

At the Board Meeting of March 25, 2009, the School Board awarded Blackboard Connect (Connect-ED) a contract at \$2.00 per enrolled student, to deliver messages to students and staff of Miami-Dade County Public Schools, including messages regarding attendance, emergencies and school notices to parents, students and employees of Miami-Dade County Public Schools.

The award and the contract executed pursuant to the Request For Proposals was for an initial three-year contract, with an option to extend for an additional two-year period. The District has been satisfied with the services provided by the vendor and has successfully negotiated more favorable rates, as specified herein for the period of the extension. As a result of these negotiations, the fee was reduced to \$1.80 per enrolled student per year, which represents 10% of the current fee.

This reduction is based upon a not-to-exceed average of 80 messages per student per year. In the event that the annual message count exceeds an average of 80 messages per student per year, the District will not be entitled to the discounted rate. Emergency messaging that exceeds 10% of the previous year's emergency messaging will not be applied towards the 80 message per student per year count for the current year. The District is establishing guidelines to ensure that school sites do not exceed the agreed-upon limit.

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida, **AUTHORIZE** the Superintendent of Schools to negotiate and enter into an extension of the contractual services agreement as provided by the current contract between The School Board of Miami-Dade County, Florida, and Blackboard Connect, Inc., pursuant to Request For Proposals No. 067-JJ10 – 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, 2012, through April 17, 2014, under the negotiated and revised terms as follows:

1. **BLACKBOARD CONNECT, INC.**  
15301 VENTURA BOULEVARD  
BUILDING B, SUITE 300  
SHERMAN OAKS, CA 91403  
THOMAS MOTTER, CHIEF EXECUTIVE OFFICER

Highest Rated Proposal

Messaging cost @ \$1.80 per enrolled student.

2. Authorize Procurement Management Services to purchase up to the estimated amount of \$1,080,000. Board authorization of this recommendation does not mean the amount shown will be expended.

RHH/ae