

(ATTACHMENT 1) ACTION ON THE AWARD OF PROFESSIONAL SERVICES CONTRACTS

This item initiated by the Administration.

ADMINISTRATION’S RECOMMENDATION

The Administration recommends that the Board approve the following professional services contracts:

RFP 1047 Authorization to Extend a Contract with Proximity Learning, Inc. for Online Interactive Learning Course System for World Languages Grades K-12

The Administration is requesting authorization to extend a blanket contract with Proximity Learning, Inc. (“Proximity”) for a vendor-hosted virtual Online Interactive Learning Course System for World Languages for grades K-12. Proximity will be utilized to deliver services for at least the following languages: American Sign Language (ASL); Chinese/Mandarin; French; German and Spanish to a maximum estimated 10,264 students throughout the District during the 2023-2024 school year.

For the purposes of direct-to-student online courses with provision of layered levels of support for each course such as teacher-to-student, student-to-teacher, student-to-student, teacher-to-teacher and teacher-to-paraprofessional interaction, MPS requires a qualified and developed self-learning vendor-hosted Online Interactive Learning Course System for World Languages for grade bands K-12. All courses will be administered by a Licensed Content Certified Instructor. MPS seeks online interactive World Language courses due to changes in graduation requirements which now include two years of a World Language which all high school students must fulfill.

Proximity was chosen pursuant to RFP 1047, which closed on July 5, 2022. The original contract had a term of October 1, 2021 through September 30, 2022. The first contract extension has a term of October 1, 2022 through September 30, 2023. This second and final contract extension will run from October 1, 2023, through September 30, 2024 and will not exceed \$1,000,000.

Budget Code:

000-0-0-000-BL-ECTS.....\$1,000,000.00

Proximity Learning, Inc.

PRIME CONTRACTOR INFORMATION

Certified HUB Vendor?.....No
Total # of Employees.....500
Total # of Minorities.....100
Total # of Women.....425

HUB PARTICIPATION

Required0%
Proposed0%
\$ ValueN/A

STUDENT ENGAGEMENT (hours per 12-month contract)

Paid Student Employment Hour Commitment: 400 HOURS
Student Career Awareness Commitment: 10 HOURS

RFP 1053

Authorization to Extend Contracts with Korinthian Violins LLC, Family Music Center, and Music and Arts for Musical Instrument Repair and Maintenance

The Administration is requesting authorization to extend contracts with Korinthian Violins LLC, Family Music Center, and Music and Arts for musical instrument repair and maintenance services throughout the District.

Contractors were chosen pursuant to RFP 1053, which closed on June 22, 2021. The original contracts had a term of September 1, 2021 through August 31, 2022. The first extensions have a term of September 1, 2022 through August 31, 2023 (Year Two). The second and final extension contracts will run from September 1, 2023 through August 31, 2024 (Year 3).

The total of the three contracts will not exceed \$105,000

Vendor	Award
Music and Arts	\$50,000
Family Music Center	\$40,000
Korinthian Violins LLC	\$15,000

Budget Code:

IMS-0-0-IMC-DW-EMTC (Curriculum and Instruction – Contract Services)... \$105,000.00

Music and Arts

HUB PARTICIPATION

Required0%

Proposed0%

\$ ValueNA

STUDENT ENGAGEMENT (hours per 12-month contract)

Paid Student Employment Hour Commitment: 200 HOURS

Student Career Awareness Commitment: 10 HOURS

Family Music Center

HUB PARTICIPATION

Required0%

Proposed0%

\$ ValueNA

STUDENT ENGAGEMENT (hours per 12-month contract)

Paid Student Employment Hour Commitment: 200 HOURS

Student Career Awareness Commitment: 10 HOURS

Korinthian Violins LLC

HUB PARTICIPATION

Required0%

Proposed0%

\$ ValueNA

STUDENT ENGAGEMENT (hours per 12-month contract)

Paid Student Employment Hour Commitment: 200 HOURS

Student Career Awareness Commitment: 10 HOURS

Authorization to Extend a Contract with Kane Communications Group for an Integrated Marketing and Communication Strategy

The Administration is requesting authorization to extend a contract with Kane Communications Group for a comprehensive, multi-level, multi-year integrated marketing and communication strategy. The strategy should appeal to our English, Spanish, Hmong, Arabic, Keren, Burmese, and Rohingya speaking stakeholders.

The marketing and communications strategy lays out a marketing/public relations plan that enhances the district’s image, attracts and retains student enrollment and attendance, and positions MPS as an employer of choice for talented teachers and staff. The plan will provide the following but is not limited to provide:

- MPS with consistent messaging available in various communication formats to internal and external stakeholders.
- The plan will provide the agility to adapt to unforeseen internal and external changes that impact the district and its ability to reach the defined goals.
- The plan must have measurable objectives and tactics that will include Key Performance Indicators (KPIs).
- The plan will have four point-in-time integrated implementation component plans – six (6) months, year one, year two and year three with specific details of recommended actions at each implementation point with advice and guidance on implementation.

MPS is looking to build on successes and lessons learned during the pandemic. This includes the need to provide consistent messaging available in various communication formats to ensure our families, students, staff, and community members are well informed. MPS’ ability to attract and retain students and staff in a highly competitive marketplace is critical to securing the resources needed to deliver world-class education and achieve successful academic outcomes for students. To accomplish this, MPS will need to continue working on its image in the community to eliminate the perception that schools are underperforming academically and need to improve school climate and culture. Despite many examples demonstrating concrete progress in these areas, less desirable stories about the district tend to shape the public narrative.

Contractor was chosen pursuant to RFP 1057 which closed on July 15, 2021. The original contract with a term of October 1, 2021 through September 30, 2022, provided for two additional one-year extensions upon the mutual written consent of parties. The contract was extended for the second additional one-year term, from October 1, 2022 through September 30, 2023.

This second and final contract extension (Year 3) will have a term of October 1, 2023 through September 30, 2024 and will not exceed \$120,000.00.

Budget Code:

INF-0-S-9G4-IC-ECTS... ..\$120,000.00

Kane Communications Group

PRIME CONTRACTOR INFORMATION

Certified HUB Contractor?Yes

Total # of Employees17

Total # of Minorities1

Total # of Women12

HUB PARTICIPATION

Required15%

Proposed100%
 \$ ValueTBD
STUDENT ENGAGEMENT (hours per 12-month contract)
 Paid Student Employment Hour Commitment: 100 HOURS
 Student Career Awareness Commitment: 10 HOURS

RFP 1078 Authorization to Extend a Contract with Milwaukee Kickers Soccer Club, Inc. DBA America Scores Milwaukee to Provide Physical Education Services at Elementary/K-8 Schools with No Physical Education Teachers during the 2023-2024 School Year

The Administration is requesting authorization to extend a contract, to America Scores Milwaukee for \$200,000 to provide physical education services to multiple MPS elementary/K-8 buildings during the 2023-2024 school year.

Currently MPS is facing a teacher shortage. The district currently has 20 vacancies in physical education that we have not been able to fill. Most of these are in K-8/elementary settings. MPS issued Request for Proposal 1078 **physical education services**. This vendor will provide physical activity lessons for students to support classroom teachers as they teach physical education. Respondent will work with schools to create schedules and they will follow district adopted standards and align with district adopted resources. The request for K-8th grade physical education services will be overseen by the curriculum specialist for health and physical education.

The vendor will work with individual schools to create schedules based on the school’s physical education schedule and vendor capacity/availability. Classroom teachers will be responsible for grading and being in the classes while the vendor is teaching. The teachers and vendor will work collaboratively to ensure that all students are receiving these physical education services.

The original contract provided for two additional one-year extensions upon the mutual written consent of parties; and had a term of September 1, 2022 through August 31, 2023. The contract will be extended for the first additional one-year term, from September 1, 2023 through August 31, 2024, under the same terms and conditions as set forth in the original Contract except for those specifically modified in this second extension.

The vendor was selected from RFP 1078 which closed on June 1, 2022.

The contract will be for a term of September 1, 2023 through August 31, 2024.

The total cost will not to exceed \$200,000.

Budget Code:

000-0-0-000-BL-ECTS.....(Blanket)..... \$200,000.00

Milwaukee Kickers Soccer Club, Ind. DBA America Scores Milwaukee
HUB PARTICIPATION

Required0%
 Proposed0%
 \$ ValueN/A

STUDENT ENGAGEMENT (hours per 12-month contract)
 Paid Student Employment Hour Commitment: 300 HOURS
 Student Career Awareness Commitment: 10 HOURS

Authorization to Extend a Contract with Milwaukee Christian Center, Inc. and Running Rebels Community Organization for Violence Reduction Program Services

The Administration is requesting authorization to extend a contract with Milwaukee Christian Center, Inc. and Running Rebels Community Organization for Violence Reduction Program Services. These contractors will be used to provide services to decrease incidents of disruption and violence, to increase student attendance, and to decrease suspensions due to disruptive behavior.

Contractors were chosen pursuant to RFP 1046, which closed on May 18, 2021. The contracts had an initial term of October 1, 2021, through September 30, 2022, with two additional one-year options to extend if certain performance metrics incorporated into the contracts were met. The first extension has a term of October 1, 2022 through September 30, 2023. The second and final contract extensions will run from October 1, 2023, through September 30, 2024 (“Year 3”).

The contracts for Milwaukee Christian Center, Inc., \$1,030,000, and Running Rebels Community Organization, \$1,442,000, will not exceed a total of \$2,472,000.00 in Year 3.

Budget Code:

OGA-0-0-SST-DW-ECTS\$2,472,000.00

Milwaukee Christian Center Inc

PRIME CONTRACTOR INFORMATION

Certified HUB Contractor?No
 Total # of Employees96
 Total # of Minorities66
 Total # of Women61

HUB PARTICIPATION

Required4%
 Proposed4%
 \$ ValueTBD

STUDENT ENGAGEMENT (hours per 12-month contract)

Paid Student Employment Hour Commitment: 400 HOURS
 Student Career Awareness Commitment: 20 HOURS

Running Rebels Community Organization

PRIME CONTRACTOR INFORMATION

Certified HUB Contractor?No
 Total # of Employees103
 Total # of Minorities96
 Total # of Women39

HUB PARTICIPATION

Required4%
 Proposed4%
 \$ ValueTBD

STUDENT ENGAGEMENT (hours per 12-month contract)

Paid Student Employment Hour Commitment: 400 HOURS
 Student Career Awareness Commitment: 20 HOURS

Authorization to Issue a Contract with Collaborative Student Transportation of Minnesota, and Lamers Bus Lines, Inc. for Human Service Vehicles or Van Type Transportation for Schools

The Administration is requesting authorization to enter into blanket contracts with Collaborative Student Transportation of Minnesota, and Lamers Bus Lines, Inc. for human service vehicles or van type transportation for students throughout the metro-Milwaukee area, to and from school. This will provide service for students who may require transportation to MPS schools and/or schools in the surrounding suburban districts. This service will provide both ambulatory and orthopedically impaired (OI) requiring wheelchair transport.

The vendors were chosen pursuant to RFB 5814 which closed on June 30, 2023. The blanket contracts for Collaborative Student Transportation of Minnesota, and Lamers Bus Lines, Inc., will run from September 1, 2023 through July 31, 2026.

The total cost of these contracts will not exceed \$1,450,000.00

The three (3) year total cost of each of the blanket contracts will not exceed:

Collaborative Student Transportation of Minnesota

Ambulatory	\$850,000
Orthopedically Impaired (OI)	\$350,000

Lamers Bus Lines, Inc.

Ambulatory	\$150,000
Orthopedically Impaired (OI)	\$100,000

Budget Code:

000-0-0-000-BL-ECTS...(Contracted Services – Blanket Contract)...\$1,450,000.00

Collaborative Student Transportation of Minnesota

PRIME CONTRACTOR INFORMATION

Certified HUB Vendor?No
 Total # of Employees25
 Total # of Minorities8
 Total # of Women7

HUB PARTICIPATION

Required25%
 Proposed25%
 \$ ValueTBD

STUDENT ENGAGEMENT (hours per 12-month contract)

Paid Student Employment Hour Commitment: Sliding Scale HOURS
 Student Career Awareness Commitment: 10 HOURS

Lamers Bus Lines, Inc.

PRIME CONTRACTOR INFORMATION

Certified HUB Vendor?No
 Total # of Employees1,523
 Total # of Minorities102
 Total # of Women569

HUB PARTICIPATION

Required25%

Proposed25%

\$ ValueTBD

STUDENT ENGAGEMENT (hours per 12-month contract)

Paid Student Employment Hour Commitment: Sliding Scale HOURS

Student Career Awareness Commitment: 10 HOURS