

Financial Services  
Mrs. Judith M. Marte, Chief Financial Officer

**SUBJECT: REJECT REQUEST FOR PROPOSALS NO. RFP-14-006-MT –  
ADVERTISING MANAGEMENT FIRM SERVICES**

**REJECT REQUEST FOR PROPOSALS NO. RFP-14-007-MT –  
BRANDING AND MARKETING CONSULTING SERVICES**

**REJECT REQUEST FOR PROPOSALS NO. RFP-14-014-VF –  
STANDARDIZED ASSESSMENTS FOR K-3**

**COMMITTEE: FISCAL ACCOUNTABILITY**

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

This item requests the School Board's approval of the bid rejections identified below:

Meetings of the Selection Committee were held on November 14, 2014 and December 15, 2014, to evaluate responses to two solicitations related to marketing and managing commercial advertising services and managing the School Board's branding program. However, based on new information received at an Intellectual Property Seminar hosted by the School Board Attorney's Office on February 6, 2015, in which branding and marketing were discussed, it has been determined that the two current RFPs soliciting services related to these topics require revisions including the scope of work. Accordingly, it is recommended that these two proposals be rejected to permit time to revise the RFPs to better identify and describe the services being sought:

- 1. Request For Proposals No. RFP-14-006-MT – ADVERTISING MANAGEMENT FIRM SERVICES**, was seeking to select a qualified and experienced advertising management firm capable of marketing and managing commercial indoor/outdoor advertising services, for The School Board of Miami-Dade County, Florida.
- 2. Request For Proposals No. RFP-14-007-MT – BRANDING AND MARKETING CONSULTING SERVICES**, was seeking to select a qualified and experienced firm to assist in the assessment, creation, development and management of a District licensing trademark and branding program, including providing intellectual property services related to trademark and copyright protections, for The School Board of Miami-Dade County, Florida.

In addition, on January 21, 2015, the Selection Committee met to evaluate responses to the **Request For Proposals No. RFP-14-014-VF – STANDARDIZED ASSESSMENTS FOR K-3**, which solicited proposals for the purchase and use of standardized achievement tests (copyrighted), for grades K-2, that are fully aligned to the Florida Standards in English/Language Arts and Mathematics; and for grade 3 in English/Language Arts.

The Committee determined that none of the three (3) proposals fully aligned with the terms and conditions, including the scope of work, as stated within the current RFP. It is recommended that these proposals also be rejected.

It is in the School Board's best interest to reject all of these proposals, to revise the RFP specifications and issue new solicitations. Reissuance of the RFPs will not result in any additional cost to the District.

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida:

1. Reject Request For Proposals No. RFP-14-006-MT – ADVERTISING MANAGEMENT FIRM SERVICES, to permit rebidding at a later date, which may include revised specifications;
2. Reject Request For Proposals No. RFP-14-007-MT – BRANDING AND MARKETING CONSULTING SERVICES, to permit rebidding at a later date, which may include revised specifications; and
3. Reject Request For Proposals No. RFP-14-014-VF – STANDARDIZED ASSESSMENTS FOR K-3, to permit rebidding at a later date, which may include revised specifications.

JMM/mh