

# Panel for Educational Policy

## Contract Agenda

### June 19, 2013

<b>Item:</b> 1	<b>Description:</b> Services to improve student attendance and dropout prevention.		<b>Term:</b> 1 year
	<b>Vendor Name</b>	<b>Annual Amount</b>	<b>Options:</b> None
	United Way of New York City	\$14,568,000	
<b>Item:</b> 2	<b>Description:</b> Recruitment and non-recruitment print advertising for three newspapers.		<b>Term:</b> 4 years
	<b>Vendor Name</b>	<b>Estimated Annual Amount</b>	<b>Options:</b> None
	Graystone Advertising Group	\$339,960	
<b>Item:</b> 3	<b>Description:</b> Software for DOE related 311 call center record keeping.		<b>Term:</b> 5 months
	<b>Vendor Name</b>	<b>Estimated Annual Amount</b>	<b>Options:</b> None
	Oracle	\$241,620	
<b>Item:</b> 4	<b>Description:</b> Recruitment advertising services in NY Times.		<b>Term:</b> 4 years
	<b>Vendor Name</b>	<b>Estimated Annual Amount</b>	<b>Options:</b> None
	Creative Media Agency	\$200,000	
<b>Item:</b> 5	<b>Description:</b> Advertising and communications relating to important events and for messages to parents and the community.		<b>Term:</b> 4 years
	<b>Vendor Name</b>	<b>Estimated Annual Amount</b>	<b>Options:</b> None
	Miller Advertising	\$1,395,000	
<b>Item:</b> 6	<b>Description:</b> Car services used to provide critical student transportation services during school bus strike.		<b>Term:</b> 6 months
	<b>Vendor Name</b>	<b>Estimated Annual Amount</b>	<b>Options:</b> None
	Approved Transportation Service	\$26,925	
	Excellent Car Service	\$66,000	
<b>Item:</b> 7	<b>Description:</b> Special education professional development services.		<b>Term:</b> 5 months
	<b>Vendor Name</b>	<b>Annual Amount</b>	<b>Options:</b> None
	GoldMansour and Rutherford Coaching	\$410,400	
<b>Item:</b> 8	<b>Description:</b> Legal services to render foreign nationals employable in NYC Public Schools		<b>Term:</b> 5 years
	<b>Vendor Name</b>	<b>Estimated Annual Amount</b>	<b>Options:</b> None
	McCandlish Holton	\$256,996	

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**Item:** 9    **Description:** Licensing of Teachscape's framework for Teaching Proficiency System software and sub-license of Danielson Group's Framework for Teaching.    **Term:** 3 years

<b>Vendor Name</b>	<b>Estimated Annual Amount</b>	<b>Options:</b>
Teachscape	\$614,000	None

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**Item:** 10    **Description:** Partnership with public libraries that will allow teachers, students and libraries to share resources and ideas through the online catalog MyLibraryNYC.    **Term:** 1 year

<b>Vendor Name</b>	<b>Annual Amount</b>	<b>Options:</b>
Brooklyn Public Library	\$37,233	None
New York Public Library	\$371,503	
Queens Public Library	\$17,461	

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**Item:** 11    **Description:** Family support services to improve student academic achievement and stimulate broadband adoption in underserved communities.    **Term:** 4 months

<b>Vendor Name</b>	<b>Annual Amount</b>	<b>Options:</b>
Computers For Youth Foundation, Inc.	\$43,500	None

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**Item:** 12    **Description:** Instructional, academic, social, personal development and literacy tutoring to middle school students.    **Term:** 1 year

<b>Vendor Name</b>	<b>Annual Amount</b>	<b>Options:</b>
The After School Corporation	\$2,336,495	2 one year options

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**Item:** 13    **Description:** Host and maintain an online applicant management and tracking system.    **Term:** 5 years

<b>Vendor Name</b>	<b>Estimated Annual Amount</b>	<b>Options:</b>
Teachers Support Network	\$913,900	1 two year option

<b>Item:</b> 14	<b>Description:</b> Academic, youth development, and vocational support services for over-age and under-credited students to meet the requirements for graduation through learning to work programs for young adult borough centers and transfer schools.	<b>Term:</b> 5 years																																	
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<b>Item:</b> 17	<b>Description:</b> Professional development services in the use of instructional technology, multimedia and web-based learning tools in schools. (RA #7)	<b>Term:</b> 5 years																																	
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<b>Item:</b> 20	<b>Description:</b> Dropout prevention and intervention services.		<b>Term:</b> 1 year
	<b>Vendor Name</b>	<b>Annual Amount</b>	<b>Options:</b> None
	Just-Us, Inc.	\$30,000	
<b>Item:</b> 21	<b>Description:</b> Comprehensive after school programs focused on leadership development to students and their families.		<b>Term:</b> 1 year
	<b>Vendor Name</b>	<b>Annual Amount</b>	<b>Options:</b> None
	The Leadership Program	\$2,026,899	
<b>Item:</b> 22	<b>Description:</b> Published and copyrighted magazine/reference and library materials used by Jewish and Yeshiva non-public schools.		<b>Term:</b> 3 years
	<b>Vendor Name</b>	<b>Estimated Annual Amount</b>	<b>Options:</b> None
	Leren Education Center	\$173,300	
<b>Item:</b> 23	<b>Description:</b> Educational software that provides a platform for students to share knowledge and understanding and to communicate ideas and solutions.		<b>Term:</b> 7 years
	<b>Vendor Name</b>	<b>Estimated Annual Amount</b>	<b>Options:</b> None
	Tech4Learning, Inc.	\$50,000	