



NEW HAVEN PUBLIC SCHOOLS
AGREEMENT COVER SHEET

Cover Sheet is an Internal Document for Business Office Use

Please Type

Contractor full name: Public Good Design

Doing Business As, if applicable:

Business Address: 135 Seneca Road, New Haven, CT 06515

Business Phone: 203-506-7040

Business email: laine@publicgood.design (Laine Driscoll)

Funding Source & Acct # including location code: Magnet 17-22 Central Office,
2517-6251-56694-0000

Principal or Supervisor: Marquelle Middleton

Agreement Effective Dates: From 02/16/2022 To 04/30/22.

Hourly rate or per session rate or per day rate.

- Item 1: Website Work \$7,450
- Item 2: Brochure Design (Choice Catalog & Application revisions) \$7,400
- Item 3: Billboard Ads \$1,275
- Item 4: Bus Display Ads \$1,200
- Item 5: Advertisements (magazine/newspaper/digital) \$2,200
- Item 6: Online Advertisements \$900
- Item 7: Flyers \$1,525
- Item 8: Postcard Mailing (suburban) \$2,175
- Item 9: Postcard Mailing (high school) \$1,250
- Item 10: Tri-Fold Brochure \$2,450
- Item 11: Sway \$1,450
- Item 12: Lawn Signs w/Stakes \$925
- Item 13: Email Blast \$2,800

Total amount: \$33,000

Description of Service: Please provide a one or two sentence description of the service. *Please do not write "see attached."*

Public Good Design in collaboration with the New Haven Public Schools, Choice & Enrollment office will develop, design, production assistance and delivery of all the creative content for the 2022 NHPS Choice Campaign.

Submitted by:  Phone: 8-1436



NEW HAVEN PUBLIC SCHOOLS

Memorandum

To: New Haven Board of Education Finance and Operations Committee
From: Marquelle Middleton
Date: January 6, 2022
Re: Public Good Design Agreement

Please ***answer all questions and attach any required documentation as indicated below***. Please have someone **ready to discuss** the details of each question during the Finance & Operations meeting or this proposal might not be advanced for consideration by the full Board of Education.

1. **Contractor Name:** *Public Good Design*
2. **Description of Service:** *Public Good Design in collaboration with the New Haven Public Schools, Choice & Enrollment office will develop, design, production assistance and delivery of all the creative content of the 2022 NHPS Choice Campaign.*
3. **Amount of Agreement and hourly or session cost:** \$33,000
 - Item 1: Website Work \$7,450*
 - Item 2: Brochure Design (Choice Catalog & Application revisions) \$7,400*
 - Item 3: Billboard Ads \$1,275*
 - Item 4: Bus Display Ads \$1,200*
 - Item 5: Advertisements (Magazine/Newspaper/Digital) \$2,200*
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 - Item 11: Sway \$1,450*
 - Item 12: Lawn Signs w/Stakes \$925*
 - Item 13: Email Blast \$2,800*
4. **Funding Source** and account number: *Magnet 17-22 Central Office; 2517-6251-56694-0000*
5. Approximate number of staff served through this program or service: *N/A*
6. Approximate number of students served through this program or service: *N/A*
7. **Continuation/renewal or new Agreement?**

Answer all questions:

 - a. If continuation/renewal, has the cost increased? If yes, by how much? *No, decreased.*
 - b. What would an alternative contractor cost: *A substantial amount.*
 - c. If this is a continuation, when was the last time alternative quotes were requested? *2021*
 - d. For new or continuation: is this a service existing staff could provide. If no, why not? *No, this is not a service existing staff in the Office of School Choice & Enrollment can provide. The position of Magnet Recruitment Coordinator is currently not filled and*

unable to fill until further notice. Unfortunately, no existing staff possess the level of expertise comparable to a media buyer who has proven and long-standing relationships with media companies that will result in increased visibility and controlled costs.

8. Type of Service:

Answer all questions:

- a. Professional Development? *No*
 - i. If this is a professional development program, can the service be provided by existing staff? If no, why not?
- b. After School or Extended Hours Program?
- c. School Readiness or Head Start Programs?
- d. Other: (Please describe)

9. Contractor Classification:

Answer all questions:

- a. Is the Contractor a Minority or Women Owned Business? *Woman owned*
- b. Is the Contractor Local? *Yes*
- c. Is the Contractor a Not-for-Profit Organization? If yes, is it local or national? *No*
- d. Is the Contractor a public corporation? *No*
- e. Is this a renewal/continuation Agreement or a new service? *Continuation*
- f. If it is a renewal/continuation has cost increased? If yes, by how much? *No, decreased.*
- g. Will the output of this Agreement contribute to building internal capabilities? If yes, please explain: *No*

10. Contractor Selection: In this section, please describe the selection process, including other sources considered and the rationale for selecting the contractor. Please answer all questions:

- a. What specific skill set does this contractor bring to the project? Please attach a copy of the contractor's resume if an individual or link to contractor website if a company: *Advertising the Choice Lottery and its process ensuring that all students throughout the district is well informed of the educational opportunities in New Haven and Suburbs; families will be able to receive all information about the enrollment process. Public Good Design will produce a quality advertisement that will enhance our marketing.*
- b. How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source designation from the City of New Haven Purchasing Department? *Quote.*
- c. Is the contractor the lowest bidder? If no, why? Why was this contractor selected? *A quote was requested and provided.*
- d. Who were the members of the selection committee that scored bid applications? *N/A*
- e. If the contractor is Sole Source, please attach a copy of the Sole Source designation letter from the City of New Haven Purchasing Department. *N/A*

11. Evidence of Effectiveness & Evaluation

Answer all questions

- a. What **specific need** will this contractor address and how will the contractor's performance be measured and monitored to ensure that the need is met? *The Contractor will produce a quality advertisement design artwork that will enhance our marketing campaign. The Choice office will monitor the vendor's progress and will ensure that the needs are met.*

- b. If this is a **renewal/continuation service** attach a copy of the evaluation or archival data that demonstrates effectiveness.
 - c. How is this service aligned to the District Continuous Improvement Plan? *The Office of School choice & Enrollment will oversee this project and directly correlates to the District improvement plan as an effort to increase student diversity and provide them based on learning opportunities for all enrollment student.*
12. Why do you believe this Agreement is fiscally sound? *Because it is economically, budget affordable. The provider will design a marketing campaign for NHPS Magnet Schools to capture our educational message to our district.*
13. What are the implications of not approving this Agreement? *The implications if the Magnet Schools Lottery process was not broadcasted throughout our District and the Suburbs will result in a significant smaller amount of information provided to the community resulting in fewer students/families not educated about the opportunities of Magnet school choices.*

Rev: 8/2021



NEW HAVEN PUBLIC SCHOOLS

AGREEMENT
By And Between
The New Haven Board of Education
AND

Public Good Design

FOR DEPARTMENT/PROGRAM:

New Haven Magnet Schools Program

This Agreement entered into on the 6th day of January, 2022, effective (*no sooner than the day after Board of Education Approval*), the 16th day of February, 2022, by and between the New Haven Board of Education (herein referred to as the “Board” and, Public Good Design located at, 135 Seneca Road, New Haven, CT 06515 (herein referred to as the “Contractor”).

Compensation: The Board shall pay the contractor for satisfactory performance of services required the amount of **\$33,000**.

- Item 1: Website Work \$7,450
- Item 2: Brochure Design (Choice Catalog & Application revisions) \$7,400
- Item 3: Billboard Ads \$1,275
- Item 4: Bus Display Ads \$1,200
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- Item 11: Sway \$1,450
- Item 12: Lawn Signs w/Stakes \$925
- Item 13: Email Blast \$2,800

The maximum amount the contractor shall be paid under this agreement: Thirty-three thousand dollars (**\$33,000**). Compensation will be made upon submission of an itemized invoice which includes a detailed description of work performed and date of service.

Fiscal support for this Agreement shall be by **Magnet 17-22 Central Office Program** of the New Haven Board of Education, **Account Number:** 2517-6251-56694 **Location Code:** 0000.

This agreement shall remain in effect from February 16, 2022 to April 30, 2022.

SCOPE OF SERVICE: *Please provide brief summary of service to be provided.*

Public Good in collaboration with the New Haven Public Schools, Choice and Enrollment office will develop, design, production assistance and delivery of all the creative content for the 2022 NHPS Recruitment Campaign. Services consists of web and digital billboards; Office of Choice & Enrollment Flyers; Office of Choice & Enrollment Website updates; Both Suburban and High School Post Card mailings; Bus displays and both Web and Digital advertising.

Exhibit A: Scope of Service: Please attach contractor's detailed Scope of Service on contractor letterhead with all costs for services including travel and supplies, if applicable.

Exhibit B: Student Data and Privacy Agreement: Attached

APPROVAL: This Agreement must be approved by the New Haven Board of Education *prior to service start date*. Contactors may begin service no sooner than the day after Board of Education approval.

HOLD HARMLESS: The Contractor shall insure and/or indemnify the Board and its members, employees and agents against all claims, suits, and expenses, including reasonable attorney's fees, in connection with loss of life, bodily injury or property damage arising from any neglect act or omission of the Contractor or its employees or agents. Further, the Contractor covenants and agrees that it shall hold the Board and its members, employees and agents harmless against any and all claims, suits judgments of any description whatsoever caused by the Contractor' breach of this agreement or based upon the conduct of the Contractor, or its agents or its employees or arising out of in connection with their activities under this agreement.

TERMINATION: The Board may cancel this agreement for any reason upon thirty (30) days' written notice sent to the Contractor by certified U.S. mail, return receipt requested; provided however, that the Board shall be responsible to the Contractor for all services rendered by the Contractor through the last day of thirty (30) day notice period, as long as the Agreement was approved by the Board prior to the start date of service.



Contractor Signature

President
New Haven Board of Education

1/6/22

Date

Date

Alaina (Laine) Driscoll, Principal
Contractor Printed Name & Title



NEW HAVEN PUBLIC SCHOOLS

EXHIBIT B

**STUDENT DATA PRIVACY AGREEMENT
SPECIAL TERMS AND CONDITIONS**

For the purposes of this Exhibit B "directory information," "de-identified student information," "school purposes," "student information," "student records," "student-generated content," and "targeted advertising" shall be as defined by Conn. Gen. Stat. §10-234aa.

1. All student records, student information, and student-generated content (collectively, "student data") provided or accessed pursuant this Agreement or any other services agreement between the Parties are not the property of, or under the control of, the Contractor.
2. The Board shall have access to and the ability to delete student data in the possession of the Contractor except in instances where such data is (A) otherwise prohibited from deletion or required to be retained under state or federal law, or (B) stored as a copy as part of a disaster recovery storage system and that is (i) inaccessible to the public, and (ii) unable to be used in the normal course of business by the Contractor. The Board may request the deletion of any such student information, student records or student-generated content if such copy has been used by the operator to repopulate accessible data following a disaster recovery. The Board may request the deletion of student data by the contractor within two (2) business days of receiving such a request and provide to the Board confirmation via electronic mail that the student data has been deleted in accordance with the request, the date of its deletion, and the manner in which it has been deleted. The confirmation shall contain a written assurance from the Contractor that proper disposal of the data has occurred in order to prevent the unauthorized access or use of student data and that deletion has occurred in accordance with industry standards/practices/protocols.
3. The Contractor shall not use student data for any purposes other than those authorized pursuant to this Agreement.
4. A student, parent or legal guardian of a student may review personally identifiable information contained in student data and correct any erroneous information, if any, in such student data. If the Contractor receives a request to review student data in the Contractor's possession directly from a student, parent, or guardian, the Contractor agrees to refer that individual to the Board and to notify the Board within two (2) business days of receiving such a request. The Contractor agrees to work cooperatively with the Board to permit a student, parent, or guardian to review personally identifiable information in student data that has been shared with the Contractor, and correct any erroneous information therein.

5. The Contractor shall take actions designed to ensure the security and confidentiality of student data.
6. The Contractor will notify the Board, in accordance with Conn. Gen. Stat. § 10-234dd, when there has been an unauthorized release, disclosure or acquisition of student data. Such notification will include the following steps:

Upon discovery by the Contractor of a breach of student data, the Contractor shall conduct an investigation and restore the integrity of its data systems and, without unreasonable delay, but not more than thirty (30) days after such discovery, shall provide the Board with a more detailed notice of the breach, including but not limited to the date and time of the breach; name(s) of the student(s) whose student data was released, disclosed or acquired; nature of and extent of the breach; and measures taken to ensure that such a breach does not occur in the future.

7. Student data shall not be retained or available to the Contractor upon expiration of the contract between the Contractor and Board, except a student, parent or legal guardian of a student may choose independently to establish or maintain an electronic account with the Contractor after the expiration of such contract for the purpose of storing student-generated content.
8. The Contractor and Board shall each ensure their own compliance with the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. § 1232g, as amended from time to time.
9. The Contractor acknowledges and agrees to comply with the above and all other applicable aspects of Connecticut's Student Data Privacy law according to Connecticut General Statutes §§ 10-234aa through 10-234dd.
10. The Parties agree that this Agreement controls over any inconsistent terms or conditions contained within any other agreement entered into by the Parties concerning student data.



ESTIMATE

How can we help?

Public Good, LLC
 135 Seneca Rd.
 New Haven, Connecticut 06515
 United States

203-506-7040
 www.publicgood.design

BILL TO
**New Haven Public Schools - Office of
 Choice & Enrollment**
 Marquelle Middleton
 54 Meadow Street
 New Haven, Connecticut 06519
 United States

marquelle.middleton@new-
 haven.k12.ct.us

Estimate Number: 292

Estimate Date: December 1, 2021

Expires On: December 31, 2021

Grand Total (USD): \$33,000.00

Items	Quantity	Price	Amount
Website-Work WEBSITE MANAGEMENT: Website refresh with new selection of photos. School pages updated with new photos, text and other information as needed. Continuation of blog functionality with training sessions as needed. Regular updates to the homepage. All videos added to the website and YouTube. Additional functionality to current site formatting evaluated and changes made as needed.	1	\$7,450.00	\$7,450.00
Brochure Design CHOICE CATALOG + APPLICATION REVISION WORK: Choice Catalog revisions to the 144-page brochure, removing the neighborhood schools, Sound School and Early Education section from the catalog, reducing the page count to 114-pages. Both Spanish and English sides. Collaboration of project management with the Office of Choice and Enrollment. All schools emailed for input/approval of final draft of their information. For the 4-page Application, update all dates and cover image.	1	\$7,400.00	\$7,400.00
Billboard Ads BILLBOARD ADS: Advertisements for use on I-95 digital and vinyl billboards. Up to 8-unique billboards created and emailed to provider.	1	\$1,275.00	\$1,275.00
Bus Displays BUS DISPLAY ADS: King-size bus ads for advertising Open House and Application Period information on city busses. Up to 5 unique bus ads or additional ads as needed.	1	\$1,200.00	\$1,200.00



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Items	Quantity	Price	Amount
Advertisements MAGAZINE/NEWSPAPER/DIGITAL ADS: Ads in a variety of sizes for New Haven Register, Inner City, La Voz, WTNH. 8 total advertisements or as needed.	1	\$2,200.00	\$2,200.00
Online Advertisements ONLINE ADVERTISEMENTS: Advertisements designed for online banner usage on WTNH, New Haven Register, etc websites. Advertise the Application dates with link through to website. 12 total advertisements or as needed.	1	\$900.00	\$900.00
Flyers KG FLYER + HEAD START VERSION: Print-Ready and email-format flyers in full color in sizes 8.5x11. KG flyers designed for Head Start and General Public and mailed to existing PreK Head Start households. Open House flyers for incoming high school students.	1	\$1,525.00	\$1,525.00
Postcard Mailing SUBURBAN OUTREACH: Postcard mailer design & mailing list purchase for advertising for suburban families to targeted households with children in the towns specified by Office of Choice & Enrollment. Previously sent to the towns of Ansonia, Branford, Milford, North Haven, Orange, East Haven, Hamden, West Haven, and Woodbridge. Price includes purchase of a 27,500-household single-use mailing list.	1	\$2,175.00	\$2,175.00
Postcard Mailing HIGH SCHOOL OUTREACH: Postcard mailer design for new high schoolers outreach. Office of Choice & Enrollment to provide mailing list.	1	\$1,250.00	\$1,250.00
Tri-Fold Brochure TRI-FOLD OR QUAD-FOLD BROCHURE DESIGN: 3-panel or 4-panel brochure design for 2 unique schools. Schools to be determined by Marquelle.	1	\$2,450.00	\$2,450.00



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Items	Quantity	Price	Amount
Swag TRACK SUITS: 7 sets of track suits: zip hoodie and jogger pant in grey. Custom printed with embroidered logo. Sport-Tek® brand, 100% polyester tricot. Each pair of pants features an elastic waistband with drawcords with zippered ankles, pockets at the waist, back seams and custom printed logo across the hip. Each jacket has full zip with collar, a contrast stripe along the shoulders and sleeves, rib-knit bottom hem and cuffs. Sizes: XS-4XL, mens and ladies styles.	1	\$1,450.00	\$1,450.00
Lawn Signs w/ Stakes LAWN SIGNS W/ STEP STAKES: Large sized 16x24 lawn signs with step stakes and custom design advertising the Expo to place around the city. Delivery to 54 Meadow Street for distribution. Qty: 120.	1	\$925.00	\$925.00
EmailBlasts EMAIL BLASTS: Up to 4-email blasts per month for the duration of the campaign. Design and management of blasts via Mailchimp.	1	\$2,800.00	\$2,800.00
Subtotal:			\$33,000.00
Non-Profit 0%:			\$0.00
Total:			\$33,000.00
Grand Total (USD):			\$33,000.00