

TO: MEMBERS OF THE SCHOOL BOARD OF PINELLAS COUNTY

FROM: MICHAEL A. GREGO, Ed. D., SUPERINTENDENT

Please approve the following for submission for funding at the School Board Meeting of:  
January 15, 2013.

B. Title of Project: Amendment (time extension) to Contract with Hill and Knowlton  
Public Relations Firm

If this is a contractual agreement requiring bids or formal quotes, the director of  
purchasing has authorized this agreement according to purchasing requirements.

  X   The “**Checklist for Contractual Agreements**” form has been signed by  
the Project Manager and the Director of Purchasing, and submitted to the  
Director of Special Projects.

       N/A

Amount of Project: \$0 (no additional funds, original contract amount \$144,000.00)

Status of Project:

New: Renewal: Amendment: X

If Amendment:

Additional Funds: Reduced Funds: Time Extension: X Other:

Fund Source:

State: Federal: X Other:

Length of Project:   35   Months

Starting Date: November 10, 2010 Ending Date: September 30, 2013

Strategic Direction(s): Communications

Program Description: By implementing a performance-based compensation system tied to the learning gains of their students, the Teacher Incentive Fund (TIF) grant provides support, recognition and financial incentives for teachers and administrators. The 5 CORE elements of the grant are: Communication, Program Evaluation, Data Quality & Data Systems, Stakeholder Engagement, and Professional Development. The School Board approved a contract with Hill and Knowlton on November 9, 2010 to provide public relations and communication support for the TIF project. The contract will be amended to extend the time period through September 2013 to cover the remainder of year three of the grant project. TIF initiatives are closely aligned with evaluation initiatives. A contract time extension is needed due to changing timelines for evaluation and performance based compensation payments that delayed contract deliverables. The amount of the contract and the scope of work will remain the same.

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Usage in other districts:            Yes     X                    No

Visits by PCS Staff: NA     Date:                                    Person:

Students to be served/Target Audience: Teachers and administrators at Azalea, Bay Point, John Hopkins and Pinellas Park middle schools

Performance Data, Research Findings, or Improvement Results:  
Administrators and instructional personnel will strategically improve instruction analyze to positively impact student learning and incrementally increase the number of highly effective and effective staff at the target schools.

Contact Person: Lonnette Frazier, TIF Project Manager

Grant Proposal/Contract Developer(s): Lonnette Frazier, TIF Project Manager

**NO COST TO DISTRICT OPERATING FUNDS**

Target Schools: Azalea, Bay Point, John Hopkins and Pinellas Park Middle Schools

Budget:    \$0 (no additional funds, original contract amount \$144,000.00)

Purchased Services	\$ 144,000.00
• Hill and Knowlton Public Relations Firm	

<b>TOTAL</b>	<b>\$ 144,000.00</b>
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SUPERINTENDENT TO SIGN 2 COPIES AS MARKED

BOARD CHAIRMAN TO SIGN 2 COPIES AS MARKED