



# District School Board of Pasco County

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Heather Fiorentino, Superintendent

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May 2, 2009

## **MEMORANDUM**

**TO:** Honorable School Board Members

**FROM:** Kendra Goodman, CPPB, Purchasing Agent

**SUBJECT:** Parent Notification System, Contract Recommendation  
SynreVoice Technologies, Inc. – SchoolConnects

For the past several years, the District has used the Blackboard Inc. automated parent notification system called Connect-ED. In an effort to ensure that the District was obtaining the best value (reviewing factors such as price, service, technology and customer service), a cross-functional committee was formed to evaluate the products offered by other companies. This committee was chaired by Ms. Maureen Moore, Director of Communications. Please see the attached memo for detailed information.

The four (4) companies presenting to the committee (AlertNow, ParentLink, SynreVoice and Connect-ED) were given an opportunity to demo their technology, and to present us with a best-and-final offer regarding price per student/year. Pricing offers were as follows:

- Connect-ED \$2.75 (current contract price \$3.60)
- AlertNow \$2.25
- SynreVoice School Connects \$1.75
- ParentLink \$1.15 first year, moving to \$2.05 years 2 – 5

Based on the entire range of best-value factors noted above, the committee agreed to accept the offer from SynreVoice. Based on a student count of 65,000, this represents a first-year cost of \$113,750, or a savings of \$120,250 from the District's current contractual cost with Blackboard. The price per student is guaranteed for three (3) years, with the cost in years 2 - 3 based on the District's student count in that fiscal year.

Under Florida Administrative Code Rule 6A-1.012(14), the district is permitted to negotiate for high-technology purchases. We are asking for Board approval of SynreVoice/SchoolConnects as the new provider of automated parent notification services to the District, with permission to place a purchase order in the amount of \$114,750 (first-year cost plus a one-time implementation fee of \$1,000.) The contract will have a three (3)-year term, renewable annually at the mutual agreement of the parties, and is funded through Communications Dept. general funds. The initial term will be June 21, 2009 – June 20, 2010. The Purchasing Department will negotiate a contract immediately upon Board approval of this purchase, and the contract will be forwarded to a future Board meeting for approval. Please feel free to contact Ms. Moore or me if you have any questions or concerns.

KDG/az  
Attachment

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District Wide Accreditation • Southern Association of Colleges and Schools

Date/Time : April 29, 2009 11:58:00