

TUCSON UNIFIED SCHOOL DISTRICT

PURCHASING DEPARTMENT

April 8, 2016

To Whom It May Concern:

Re: Procurement Process for RFP 15-72-C19 TUSD Marketing and Recruitment

Request for Proposal (RFP) 15-72-C19 was issued on December 18, 2014 to procure Marketing and Recruitment services for the District. The RFP was evaluated by a committee of three (3), who all signed the Conflict of Interest and Confidentiality Statement for Procurement Evaluations prior to evaluation. On March 17, 2015 the contract was awarded to two of the twelve (12) vendors that responded; KVOA and Telemundo. At that time the estimated spend was \$30,000 per calendar year/\$150,000 over the five (5) year contract, which did not require Governing Board approval.

In March of 2016, it was brought to procurement's attention that spend was going to increase due to additional funding. The committee chair person was informed that due to the increased budget for this service, the contract would need to be taken to the Governing Board for approval. An executive summary of the procurement process was provided to the Governing Board along with a justification from the Communications Department explaining the need for their approval. On April 5, 2016 the item was presented to the Governing Board and was passed with a 4 to 1 vote.

Thank you,

Jacqueline Posey

Jacqueline Posey, Procurement Agent

Diana Kerfoot

Diana Kerfoot, Procurement Manager