



TO: Members of the Board of Education **Appendix OOO-8-23**
February 25, 2013

FROM: Andrew Statz, Chief Information Officer

DATE: February 18, 2013

SUBJECT: Contract with Hanover Research

1. **Project Title:** Membership with the Hanover Research Council
2. **Project Description:** Hanover offers school districts a service to aggregate, compile, and analyze data, gather intelligence, and identify best practices suited to specific needs of their district. They will do market research, surveys, benchmarking, and evaluating efficiencies.
3. **Analysis:** MMSD guides the analysis topics assigned to Hanover. With a single track of service, Hanover works on one topic at a time from start to finish before moving on to another topic. MMSD was a member for the first time in early 2010. Examples of reports prepared or being prepared specifically for MMSD since that time include:
 - Compilation and coding of public input for the *Building Our Future Plan* to address achievement gaps
 - Review of the effectiveness of the four block schedule at La Follette High School;
 - Determining the impact and satisfaction level of summer school offerings;
 - Survey of various stakeholders to determine what makes the “ideal graduate”;
 - Review of staff recognition programs of other districts;
 - Identification of a methodology to approve new handheld and wireless technology in classrooms; and
 - Various information papers.

Benefit to Title IIA Strategies. Hanover is equipped to handle any number of research topics, many of which align to Title IIA strategies. Membership with Hanover can further MMSD’s Title IIA strategies including improving knowledge of teachers, principals and other staff in:

- core academic subjects;
- effective instructional strategies;
- use of state content and achievement standards in core content;
- meeting needs of students with different learning styles;

- improving student behavior in the classroom;
- involving parents in the child's education;
- use of data to improve instruction and student outcomes; and
- integrating technology into curriculum and instruction.

One Track of Research. Last year, the District held two concurrent research tracks with Hanover. While the second track had been useful, it is believed that more diligent coordination between MMSD staff and Hanover will enable more efficient coverage with a single track. Accordingly, this proposal takes Hanover from one to two tracks beginning March 1. The Research & Program Evaluation Office is proposing a 2013-14 budget amendment that would take the savings from this reduction and pair it with other funding to create an additional data specialist position.

- 4. Applicable Board Policies:** Achievement Gap Plan; Strategic Plan
- 5. Advertising/Notices/Invites:** None. This reflects continuation of existing services with the current vendor on a sole source basis.
- 6. Vendors Receiving RFP:** n/a
- 7. Bids Respondents:** n/a
- 8. Estimate:** \$30,000 per year for three years. The contract allows for cancelling the contract with 30-day notice prior to the anniversary date. So, the District is not strictly bound to the three-year period and could cancel the contract based on funds availability.

This three-year contract replaces the previous three-year contract that ran through March 1, 2014. The new terms are below.

Invoicing:

\$30,000 – Due 3/1/2013

\$30,000 – Due 3/1/2014

\$30,000 – Due 3/1/2015

- 9. Previous Fiscal Year Expenditures:** \$60,000 for the previous 12 months for two concurrent tracks of research
- 10. Funding Source:** Title IIA funding (Account # 10.971.0310.266700.365.0000.000 OHANV)
- 11. Project Schedule:** n/a
- 12. Requisition Number:** 140047

13. Contract Compliance: Hanover's workforce profile and EEO Policy Statement are on file.

14. Recommendation: It is recommended that the Board approve \$30,000 from Title IIA funds for the District's membership with the Hanover Research Council. This payment is the first of a three-year contract. The following two years are approved subject to fund availability.

Please sign the proposed agreement and email to sphillips@hanoverresearch.com, or print, sign and fax this document to the number listed below to commence service.

Attn: **Sid Phillips**
Office: 202.559.0053
Facsimile: 866.808.6585

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Contract Terms

Partnership with Hanover Research runs 36 months from the start date below. Partnership comprises the authority of Madison Metropolitan School District to request research on any topic, as well as the right to ask Hanover to expedite work of particular urgency.

Participation in Partnership

All project-production services are available to Madison Metropolitan School District administrators in unlimited amount within the confines of two (2) sequential queues; the signatory of this agreement serves as our primary contact. We ask that clients not distribute materials produced by Hanover Research to those outside of their organization.

Contract Amount

\$90,000

Invoicing

3/1/2013 - \$30,000
3/1/2014 - \$30,000
3/1/2015 - \$30,000

The undersigned may reduce this amount by 2%, to \$29,400, if payment is wired or postmarked within 10 working days of invoice submission. If the undersigned does not select that option, net 30 terms apply. Failure to pay promptly will result in project postponement. This agreement may be severed with thirty (30) day written notice prior to the anniversary (second invoice) date.

The Contract Amount covers all labor costs across each annual term. Any additional expenses related to a particular research request (purchased database access, postage/printing for mass mailings, third-party call centers, focus group reimbursement, etc.) will be detailed in full prior to the start of the project. It also covers the cost of all Hanover Research Library registrations.

Contract Start Date:

March 1, 2013

Signature: _____

Signatory and Coordinator: Andrew Statz, Chief Information Officer

Organization: Madison Metropolitan School District, 545 W Dayton Street, Madison, WI 53703