

## **Action Item - 37**

**Title:** Contract with Cvent for Event Management and Registration Platform (\$117,420)

**Board of Education Meeting Date:** 5/29/2025

### **Action Under Consideration:**

The Administration recommends that the Board of Education authorize The School District of Philadelphia, through the Superintendent or his designee, to execute and perform a contract, subject to funding, as follows:

**With:**

Cvent

**Purpose:**

For an online event management and registration platform

**Start date:** 6/1/2025

**End Date:** 6/30/2028

**Compensation not to exceed:**

\$117,420

**Location:**

All Administrative Offices, All Schools

**Renewal Option:**

Number of options: 2; Duration of each option: 1 year

**Maximum Compensation authorized per option period:**

\$39,140

**Description:**

**Why is this contract needed?**

The Office of Professional Learning is in need of an online event management platform with a registration platform and event app suitable for our large conference style Professional Development (PD) events that have business rules that are too complex for PowerSchool (NHO, Educator Symposium, etc.). Additionally, because most participants in the August New Hire Orientation do not have access to District sign on systems until their start date with the District, the District needs to utilize a registration system that does not require use of the District's single sign on. This contract is in support of Strategic Action 3.9 (Provide more support to teachers in the areas of content knowledge, student engagement, and culturally and linguistically relevant instructional practices.)

**How will the success of this contract be measured?**

The success of the contract will be measured by the delivery of a Platform that, at a minimum, delivers all of the following features:

1. **Customized Registration Platform** - administrators will build and utilize registration platforms unique to each PD event; participants will successfully use the platform to register for each event; administrators will use the platform to manage and finalize participant registrations.
2. **Customized Event App** - administrators will utilize the platform to build a customized event app for each PDt event; participants will successfully download and use the event app during the event; administrators will utilize event app functions during the event to share important and real-time updates with participants.
3. **Communication with Participants** - administrators will build and send customized communication via the event platform
4. **Reporting** - event administrators will create, run, and share reports relevant to their event's goals and share reports with relevant parties.

**Which Goal and/or Guardrail does this Action Item support?**

**Has this investment been discussed during a progress monitoring session?**

**Which session?**

Programming provided at events that will utilize the Event Registration and Management platform supports work toward Goal 1 - 5 and Guardrails 2 and 4 through sessions that focus on effective planning and pedagogy, developing a positive classroom culture, and culturally responsive practices.

**Does this Action Item support a specific strategy/intervention identified in the Strategic Plan?**

Yes, this Action Item aligns with the strategic goals outlined in the Strategic Plan by supporting Professional Development District Wide.

**Related resolution(s)/action item(s)**

January 30, 2020; #46

**Funding Source(s)**

FY 25-28 Categorical Title II

**Office Originating Request:**

Academic Services