

## **Action Item - 18**

**Title:** Contract with **Brownstone PR and Insight Education Group, LLC** for Community Engagement and Facilitation Support (**\$430,000**) – Added  
9.4.2024/9.18.2024

**Board of Education Meeting Date:** 9/19/2024

### **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:**

**Brownstone PR  
Insight Education Group, LLC**

#### **Purpose:**

**For support in community engagement and the facilitation of advisory groups and a working group related to the Facilities Planning Process**

**Start date:** 9/23/2024

**End Date:** 6/30/2025

**Compensation not to exceed:  
\$430,000**

#### **Separate Compensation by Contractor:**

**All entities will be paid out of the aggregate amount not to exceed \$430,000**

#### **Location:**

Administration

#### **Renewal Option:**

Number of Options: 1; Duration of Each Option: 1year

#### **Maximum Compensation authorized per option period:**

**\$430,000. All entities will be paid out of the aggregate amount not to exceed \$430,000.**

#### **Description:**

##### **Why is this contract needed?**

The School District of Philadelphia is seeking support to coordinate robust community engagement and ongoing management of working and advisory groups around our Facilities Planning Process. This work will provide critical input into the

District's creation of a Facilities Plan and is aligned to Accelerate Philly Strategic Action 1.1. To successfully uplift the voices of families, students, and community members, we need expert facilitators who have experience engaging diverse community groups. The facilitators will drive the ongoing support and management of our advisory and working group which will be charged with developing and providing feedback on the Facilities Plan.

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

Success will be determined by the Chief of Staff and the Chief of Communications based on the quality and timeliness of session deliverables.

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

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

**Which session?**

Guardrail 1: Every school will be a safe, welcoming and healthy place where our students, staff and community want to be and learn each day. This means that our schools will be: 1) environmentally safe and clean; and 2) spaces with inclusive climates that provide students with access to robust social, emotional, and mental health supports.

Guardrail 2: Every student will have a well-rounded education with co-curricular opportunities, including arts and athletics, integrated into the school experience.

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

Strategic Action 1.1: Establish a facilities master plan project team, including internal and external stakeholders, to identify a process and investments needed to significantly improve academic achievement and to achieve Guardrails 1 and 2.

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

N/A

**Funding Source(s)**

FY24-25 Operating

**Office Originating Request:**

Superintendent's Office (CEO)