

**STANDARD CERTIFICATION DECLARATION FOR AN EXTRAORDINARY
UNSPECIFIABLE SERVICE**

TO: Members of the Governing Body
FROM: Nancy J. Deering, Acting Director of Communications
DATE: June 13, 2024
SUBJECT: This is a contract for student recruiting services

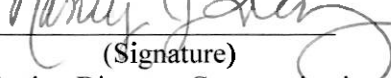
This is to request your approval of a resolution authorizing a contract to be executed as follows:

Firm: Caissa Public Strategy/CaissaK12
Cost: \$276,790 (not to exceed)
Duration: July 2024 – June 2026
Purpose: Recruit up to 311 students, spanning a two-year period

This is to request an award of a contract without the receipt of formal bids as an Extraordinary Unspecifiable Service [N.J.S.A. 40A:11-5(1)(a)(ii) and N.J.A.C. 5:34-2.3(b)]. I do hereby certify to the following:

1. **Provide a clear description of the nature of the work to be done.**
The vendor will recruit new students by using secret shoppers, door knocking, conducting research that includes market analysis, demand forecasting and trend analysis. In addition, they will analyze existing data to identify key enrollment drivers for the district using a variety of methods.
2. **Describe in detail why the contract meets the provisions of the statute and rules:**
Student recruitment and marketing services are viewed as a component of public relation consulting. Pursuant to Local Finance Notice AU 2002-2 Public Relation Consultants are permissible for Extraordinary Unspecifiable Services.
3. **The service(s) is of such a specialized and qualitative nature that the performance of the service(s) cannot be reasonably described by written specifications because:**
There is a limited vendor pool for this service and Caissa has demonstrative successful track record and unique strategy for this unique body of work.
4. **Describe the informal solicitation of quotations:**
The Newark Board of Education prepared a request for quote and engaged Caissa Public Strategy, Empact Consulting Enterprises, and Modern Campus. Proposals were received from Caissa Public Strategy and Impact Consulting Enterprises, the cost proposals are enclosed.
5. **I have reviewed the rules of the Division of Local Government Services pursuant to N.J.A.C. 5:34-2.1 et seq. and certify that the proposed contract may be considered an extraordinary unspecifiable service in accordance with the requirements thereof.**

Respectfully,

Name 
(Signature)
Title Acting Director, Communications

(Original to be retained by governing body's Clerk with the affirmed copy of the resolution; signed duplicate to be kept by appropriate official.)
10-02-02

9895 STUDENT RECRUITMENT SERVICES COST PROPOSAL

Prices must be all inclusive and include all of your costs. There will be no increase in price during the contract period, proposers shall provide a rate for the first two (2) year period and a rate for the second two (2) year period. Pricing on all services shall remain as submitted unless discounted.

Travel, Administrative, and other Fees- The cost proposal submitted by respondents shall be inclusive of any and all cost pertaining to travel to and from any site where the services are to be performed, administrative fees, and any other fees. All rates are all-inclusive. The Newark Board of Education will not pay any costs for travel, administrative, or any other fees. Travel time is not to be charged on any hourly or service rate. Travel time to and from the site of service is to be borne by the respondent.

Company Name <u>Caissa Public Strategy</u>	
Rate Per Student Enrolled (years 1 and 2)	\$890.00
Rate Per Student Enrolled (years 3 and 4)	\$890.00

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<b style="color: red;">Company Name <u>Impact Consulting Enterprises LLC</u>	
Rate Per Student Enrolled (years 1 and 2)	\$768 + 6% media buying fee
Rate Per Student Enrolled (years 3 and 4)	\$883 + 6% media buying fee