

July 26, 2023

**AUTHORIZE A NEW AGREEMENT WITH VARIOUS VENDORS FOR DISTRICT-WIDE  
MARKETING SERVICES**

**THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:**

Authorize a new agreement with various vendors to provide district-wide marketing services to the Department of Marketing at an estimated annual cost set forth in the Compensation Section of this report. Vendor was selected on a competitive basis pursuant to Board Rule 7-3. A written agreement for Vendor's services is currently being negotiated. No services shall be provided by Vendor and no payment shall be made to Vendor prior to the execution of their written agreement. The authority granted herein shall automatically rescind in the event a written agreement is not executed within 90 days of the date of this Board Report. Information pertinent to this agreement is stated below.

Specification Number : 23-158

Contract Administrator : Banks, Amy / 773-553-2280

**USER INFORMATION :**

**TERM:**

The term of this agreement shall commence on August 1, 2023 and shall end July 31, 2026. This agreement shall have two (2) options to renew for periods of one (1) year each.

**EARLY TERMINATION RIGHT:**

The Board shall have the right to terminate this agreement with 30 days written notice.

**SCOPE OF SERVICES:**

Chicago Public Schools serves a large and extraordinarily diverse constituency of families and staff that



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**FINANCIAL:**

Various Funds, Marketing, Unit 10560

\$5,500,000, FY24

\$5,500,000, FY25

\$5,500,000, FY26

Not to exceed \$16,500,000 for the three (3) year term.

- 1) Vendor # 63306  
JASCULCA Terman AND ASSOCIATES, IN  
DBA JASCULCA Terman STRATEGIC  
COMMUNICATIONS  
730 N. Franklin, Suite 510  
  
Chicago, IL 60654  
  
Jim Terman  
  
312 337-7400  
  
Ownership: Rick Jasculca - 50%, Jim Terman,  
50%
- 2) Vendor # 89939  
CREATIVE CIRCLE, LLC  
5900 Wilshire Blvd.  
  
Los Angeles, CA 90036-2333  
  
Nick Morrone  
  
323 3817928  
  
Ownership: Wholly owned subsidiary of ASGN  
Inc
- 3) Vendor # 29477  
  
LASALLE STAFFING, INC DBA LASALLE  
NETWORK  
200 NORTH LASALLE STREET, STE 2500  
  
CHICAGO, IL 60601  
  
Emily Swanson  
  
312 419-1700  
  
Ownership: Gimco - 39% and Infinedi Partners -  
61%
- 4) Vendor # 19127  
  
VERA CREATIVE, INC.  
833 W. CHICAGO STE 200  
  
CHICAGO, IL 60642  
  
Cristina Vera Bridges  
  
312 342-2280  
  
Ownership: Cristina Vera Bridges 100%

5)

PROTIVITI GOVERNMENT SERVICES, INC 1: