



NEW HAVEN PUBLIC SCHOOLS
AGREEMENT COVER SHEET

Cover Sheet is an Internal Document for Business Office Use

Please Type

Contractor full name: Vector Media Holding Corp

Doing Business As, if applicable:

Business Address: 560 Lexington Avenue, 14th floor, New York, NY 10022

Business Phone: 860 760-1712 x 358

Business email: apoling@vectormedia.com

SS# OR Tax ID #:

Funding Source & Acct # including location code: Head Start 2532-5279-56694
location: 0443

Principal or Supervisor: Pamela Augustine Jefferson

Agreement Effective Dates: From 4/12/2021 To 06/30/2021

Hourly rate or per session rate or per day rate. (12) King Displays (plus 3 bonus)
\$3,300 per period for 2 periods \$6,600; Production (one time cost) \$900
Total amount: \$7500

Description of Service: Please provide a one or two sentence description of the
service. *Please do not write "see attached."*

Connecticut Transit Bus ads will provide fifteen (15) king busses which will highlight the NHPS
Head Start Program.

Submitted by:  Phone: 203-623-0961



NEW HAVEN PUBLIC SCHOOLS

Memorandum

To: New Haven Board of Education Finance and Operations Committee
From: Pamela Augustine-Jefferson
Date: March 1, 2021
Re: **Vector Media Agreement**

Please answer all questions and attach any required documentation as indicated below. Please have someone **ready to discuss** the details of each question during the Finance & Operations meeting or this proposal might not be advanced for consideration by the full Board of Education.

1. **Contractor Name:** Vector Media Holding Corporation
2. **Description of Service:** Connecticut Transit Bus ads will provide fifteen (15) king busses which will highlight NHPS Head Start Program
3. **Amount of Agreement and hourly or session cost:**
(12) King Displays (plus 3 bonus) \$3,300 per period for 2 periods \$6,600; Production (one time cost) \$900
Total amount: \$7500

Funding Source and account number: Head Start 2532-5279-56694 location: 0443

4. **Continuation/renewal or new Agreement?**

Answer all questions:

- a. If continuation/renewal, has the cost increased? If yes, by how much?
- b. What would an alternative contractor cost: A substantial amount
- c. If this is a continuation, when was the last time alternative quotes were requested?
- d. For new or continuation: is this a service existing staff could provide. If no, why not? No we do not have access to a communications department.

5. **Type of Service:**

Answer all questions:

- a. Professional Development? No
 - i. If this is a professional development program, can the service be provided by existing staff? If no, why not? No
- b. After School or Extended Hours Program?
- c. School Readiness or Head Start Programs? Head Start

d. Other: (Please describe)

6. Contractor Classification:

Answer all questions:

- a. Is the Contractor a Minority or Women Owned Business? No
- b. Is the Contractor Local? No
- c. Is the Contractor a Not-for-Profit Organization? If yes, is it local or national? No
- d. Is the Contractor a public corporation? Yes
- e. Is this a renewal/continuation Agreement or a new service? New
- f. If it is a renewal/continuation has cost increased? If yes, by how much?
- g. Will the output of this Agreement contribute to building internal capabilities? If yes, please explain: No

7. Contractor Selection:

Answer all questions

- a. What specific skill set does this contractor bring to the project? If a new contractor, please attach a copy of the contractor's resume. Advertising the Head Start program, ensuring that all eligible children are located and informed of the preschool opportunity.
- b. How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source? Quote
- c. Please describe the selection process including other sources considered and the rationale for selecting this Contractor: Contractor was selected because met budget constraints. Additional quotes were not sought because under the ten thousand threshold.

8. Evidence of Effectiveness & Evaluation

Answer all questions

- a. What specific need will this contractor address and how will the contractor's performance be measured and monitored to ensure that the need is met? Contractor will be evaluated by an in office survey. Contractor will communicate with the Director of any changes or updates. Director will review advertisements.
 - b. If this is a renewal/continuation service attach a copy of the evaluation or archival data that demonstrates effectiveness.
 - c. How is this service aligned to the District Continuous Improvement Plan? The service will ensure all New Haven preschool age and income eligible children have an opportunity for a preschool experience.
9. Why do you believe this Agreement is fiscally sound? This agreement is sound because it is economically affordable and will advertise the Head Start message. This message will be able to be received by families without internet and television access.
10. What are the implications of not approving this Agreement?

The Head Start program would remain under enrolled and risk the loss of funding.

Rev: 8/10/2020



NEW HAVEN PUBLIC SCHOOLS

AGREEMENT
By And Between
The New Haven Board of Education
AND

Vector Media Holding Company

FOR DEPARTMENT/PROGRAM:

NHPS Head Start

This Agreement entered into on the 2nd day of March 2021, effective (*no sooner than the day after Board of Education Approval*), the 12th day April 2021, by and between the New Haven Board of Education (herein referred to as the “Board” and, Vector Media Holding Company located at, 560 Lexington Avenue, 14th floor, New York, NY 10022 (herein referred to as the “Contractor”).

Compensation: The Board shall pay the contractor for satisfactory performance of services required the amount of \$ 7,500 for 12 King Displays (plus 3 bonus) to run for 8 weeks \$3,300 per period @ 2 periods and \$900 production (one- time fee).

The maximum amount the contractor shall be paid under this agreement: seven thousand five hundred dollars (\$7,500). Compensation will be made upon submission of an itemized invoice which includes a detailed description of work performed and date of service.

Fiscal support for this Agreement shall be by **Head Start Program** of the New Haven Board of Education, **Account Number:** Head Start 2532-5279-56694 location: 0443
This agreement shall remain in effect from April 12, 2021 to June 30, 2021

SCOPE OF SERVICE: *Please provide brief summary of service to be provided.*

- (12) King Displays (plus 3 bonus) \$3,300 per period for 2 periods \$6,600;
- Production (one time cost) \$900

Total amount: \$7500

Exhibit A: Scope of Service: Please attach contractor's detailed Scope of Service on contractor letterhead with all costs for services including travel and supplies, if applicable.

Exhibit B: Student Data and Privacy Agreement: Attached

APPROVAL: This Agreement must be approved by the New Haven Board of Education *prior to service start date*. Contractors may begin service no sooner than the day after Board of Education approval.

HOLD HARMLESS: The Contractor shall insure and/or indemnify the Board and its members, employees and agents against all claims, suits, and expenses, including reasonable attorney's fees, in connection with loss of life, bodily injury or property damage arising from any neglect act or omission of the Contractor or its employees or agents. Further, the Contractor covenants and agrees that it shall hold the Board and its members, employees and agents harmless against any and all claims, suits judgments of any description whatsoever caused by the Contractor' breach of this agreement or based upon the conduct of the Contractor, or its agents or its employees or arising out of in connection with their activities under this agreement.

TERMINATION: The Board may cancel this agreement for any reason upon thirty (30) days' written notice sent to the Contractor by certified U.S. mail, return receipt requested; provided however, that the Board shall be responsible to the Contractor for all services rendered by the Contractor through the last day of thirty (30) day notice period, as long as the Agreement was approved by the Board prior to the start date of service.



Contractor Signature

President
New Haven Board of Education

3/2/21

Date

Date

Chad Silver, Chief Operating Officer

Contractor Printed Name & Title

Revised: 11/27/19



NEW HAVEN PUBLIC SCHOOLS

EXHIBIT B

**STUDENT DATA PRIVACY AGREEMENT
SPECIAL TERMS AND CONDITIONS**

For the purposes of this Exhibit B "directory information," "de-identified student information," "school purposes," "student information," "student records," "student-generated content," and "targeted advertising" shall be as defined by Conn. Gen. Stat. §10-234aa.

1. All student records, student information, and student-generated content (collectively, "student data") provided or accessed pursuant this Agreement or any other services agreement between the Parties are not the property of, or under the control of, the Contractor.
2. The Board shall have access to and the ability to delete student data in the possession of the Contractor except in instances where such data is (A) otherwise prohibited from deletion or required to be retained under state or federal law, or (B) stored as a copy as part of a disaster recovery storage system and that is (i) inaccessible to the public, and (ii) unable to be used in the normal course of business by the Contractor. The Board may request the deletion of any such student information, student records or student-generated content if such copy has been used by the operator to repopulate accessible data following a disaster recovery. The Board may request the deletion of student data by the contractor within two (2) business days of receiving such a request and provide to the Board confirmation via electronic mail that the student data has been deleted in accordance with the request, the date of its deletion, and the manner in which it has been deleted. The confirmation shall contain a written assurance from the Contractor that proper disposal of the data has occurred in order to prevent the unauthorized access or use of student data and that deletion has occurred in accordance with industry standards/practices/protocols.
3. The Contractor shall not use student data for any purposes other than those authorized pursuant to this Agreement.
4. A student, parent or legal guardian of a student may review personally identifiable information contained in student data and correct any erroneous information, if any, in such student data. If the Contractor receives a request to review student data in the Contractor's possession directly from a student, parent, or guardian, the Contractor agrees to refer that individual to the Board and to notify the Board within two (2) business days of receiving such a request. The Contractor agrees to work cooperatively with the Board to permit a student, parent, or guardian to review personally identifiable information in student data that has been shared with the Contractor, and correct any erroneous information therein.

5. The Contractor shall take actions designed to ensure the security and confidentiality of student data.
6. The Contractor will notify the Board, in accordance with Conn. Gen. Stat. § 10-234dd, when there has been an unauthorized release, disclosure or acquisition of student data. Such notification will include the following steps:

Upon discovery by the Contractor of a breach of student data, the Contractor shall conduct an investigation and restore the integrity of its data systems and, without unreasonable delay, but not more than thirty (30) days after such discovery, shall provide the Board with a more detailed notice of the breach, including but not limited to the date and time of the breach; name(s) of the student(s) whose student data was released, disclosed or acquired; nature of and extent of the breach; and measures taken to ensure that such a breach does not occur in the future.

7. Student data shall not be retained or available to the Contractor upon expiration of the contract between the Contractor and Board, except a student, parent or legal guardian of a student may choose independently to establish or maintain an electronic account with the Contractor after the expiration of such contract for the purpose of storing student-generated content.
8. The Contractor and Board shall each ensure their own compliance with the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. § 1232g, as amended from time to time.
9. The Contractor acknowledges and agrees to comply with the above and all other applicable aspects of Connecticut's Student Data Privacy law according to Connecticut General Statutes §§ 10-234aa through 10-234dd.
10. The Parties agree that this Agreement controls over any inconsistent terms or conditions contained within any other agreement entered into by the Parties concerning student data.