

**OFFICE OF CHIEF OPERATIONS OFFICER**  
**Summary of State Board of Education Agenda Items**  
**November 12, 2014**

**OFFICE OF CHILD NUTRITION**

12. Approval to modify contract with Communication Arts Company to provide consultative services to the Office of Child Nutrition relating to the National School Lunch and Breakfast Programs

Awarded Vendor:           Communication Arts Company  
  Jackson, MS

Scope of Project: The purpose of this modification is to increase funds to allow the contractor to provide additional consultative services to the Office of Child Nutrition to ensure the MS Recipes for Success (MRS) project will reflect the most current USDA requirements.

Personnel associated with this contract are not former Department employees or related to any Department employees.

Scope of Contract:

- Term of Current Contract:           August 19, 2014 – December 31,2014
- Term of Modified Contract         August 19, 2014 – June 30, 2015
  
- Cost of Current Contract:           \$47,000
  
- Modification Increase:             \$35,000
  
- Total Cost of Modified Contract:   \$82,000
  
- Method of Award:                   Pool of Service Providers

Funding Source: Federal funds

Recommendation: Approval

Back-up material attached

## **Communication Arts Company Executive Summary**

Currently CAC is under contract for development of the following:

- MDE OCN staff will input recipes into the CMS using Nutri Kids program-generated data. Each recipe will be able to be identified by My Plate component. In order for MDE OCN staff to complete this database, CAC will organize and review the recipes, provide a .pdf template design, web implementation forms for the recipes, and .pdf designs of table-of-contents, references, and menu matrix.
- These recipes will be stored in a database on a functional CAC-built website.
- CAC will design printable documents and provide the technical preparation of these documents for the Mississippi Recipes for Success (MRS) printed tool.
- Deliverables for this project will include designs, proofs for review, final proofs for sign-off, and tech-prep of files for binder covers, spines, and dividers. CAC will also assist with creating print and technical specifications for the printing and fabrication of the MRS content pages, dividers, covers, spines and binders
- The independent contractor will also be available for local production supervision of pages, dividers, and binders.

### **The contract modification will include the following services:**

- CAC will perform additional development, editing, proofing, and formatting of both the web based and print versions of MRS. These additional duties are in response to changes from USDA, the inclusion of additional features and enhancements to the original project.
- Revision/development of Cooks Tools, new menu matrixes, recipe lists, new nutritional information and recipe items, revise Grains information
- Reorganize/edit introductions and instructional information, revise page inventories, correct numbering and naming, create additional proof draft
- Replace outdated information and graphics
- Develop promotional print materials, graphics, display items and communications to promote MRS and facilitate training
- This extension does not include additional programming or software development