

**OFFICE OF INSTRUCTIONAL ENHANCEMENT AND INTERNAL OPERATIONS**  
**Summary of State Board of Education Agenda Items**  
**April 17-18, 2014**

**OFFICE OF CHILD NUTRITION**

16. 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 (OCN). This extension ensures that the Mississippi Recipes for Success (MRS) project will be updated according to the current USDA requirements.

Communication Arts Company (CAC) will develop a browser-based utility, driven by a searchable database and content management system (CMS). This tool would allow for MDE OCN staff to have flexible, real-time, administrative control of website content.

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

Scope of Contract:

- Term of Current Contract: September 20, 2013 – June 30, 2014
- Cost of Current Contract: \$40,000
- Modification Increase: \$30,000
- Total Cost of Modified Contract: \$70,000
- Method of Award: Pool of Service Providers

Funding Source: Federal funds

Recommendation: Approval

Back-up material attached

**MISSISSIPPI DEPARTMENT OF EDUCATION  
Office of Child Nutrition (OCN)  
Communication Arts Company (CAC)  
Executive Summary**

**Currently CAC is under contract for development of the following:**

- ▶ Communication Arts Company (CAC) will develop a browser-based utility, driven by a searchable database and content management system (CMS). This tool would allow for MDE OCN staff to have flexible, real-time, administrative control of website content.
- ▶ School food service professionals would also have access to this site to view and print recipes and supporting material.
- ▶ 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.
- ▶ Revision/development of Cooks Tools, new menu matrixes, recipe lists, new nutritional information and recipe items, revised Whole Grain information.
- ▶ Reorganize/edit introductions and instructional information, revise page inventories, correct numbering and naming, and 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.

**Office of Child Nutrition & Healthy Schools  
Contractor Evaluation Form**

Contractors Name: CommArts Contract Position: MRS/Advertising/Promotions

Reviewed By: Becke Bounds, Assistant OCN Director Date: January 10, 2014

<b><u>Activity/Objective</u></b> *Complete for each objective/ component of work statement	<b><u>Implementation/Action</u></b> *List Activities completed and if on schedule	<b><u>Results</u></b> *Is the contractor providing quality outcomes?	<b><u>Monitoring</u></b> *Verification that the work statement is being followed
<ol style="list-style-type: none"> <li>1. Develop a browser-based utility, driven by a searchable database and content management system (CMS).</li> <li>2. Com-Arts will import recipes using a CSV file from the Nutri Kids program.</li> <li>3. Com-Arts will organize and review the recipes, provide a .pdf template design and web implementation for the recipes, table-of-contents, references, and menu matrix.</li> <li>4. Com-Arts will design printable documents and provide the technical preparation of these documents for the Mississippi Recipes for Success (MRS) printed tool.</li> <li>5. Com-Arts will design one 24" x 36" poster that to help promote the Mississippi Recipes for Success tool.</li> </ol>	<ol style="list-style-type: none"> <li>1. In the process of working on menu development for MRS.</li> </ol> <p><i>* Objectives are being implemented as scheduled.</i></p>	<p>1-5 To our satisfaction, Com-Arts is providing us with a spread sheet showing each phase of project and its current status.</p> <p>Note: extensive revisions are occurring Due to USDA-FNS meal pattern revisions. We are having to send them revisions after we have considered them complete.</p>	<ol style="list-style-type: none"> <li>1. Meetings are held with Com-Arts after each portion of the project is completed. Called meetings are held to stay on task of any USDA revision to Meal Pattern or</li> <li>2. Products update that would affect recipe integrity.</li> </ol>
	Score: 1 2 3 4	Score: 1 2 3 4	Score: 1 2 3 4

**Total Score: / 12 Total**

**Contractor Scoring/Rating System:**

- 1) No progress or unacceptable quality      2) Behind schedule, quality needs improvement
- 3) Met/meeting timelines and expectations      4) Work completed, exceeding expectations

**Critical area(s) for improvement:**

1. Contactar has exceeded expectations; has worked well throughout the short turn around on some of our revisions.

**Reviewed by:** Becke Bounds

**Title:** Assistant OCN Director

**Date:** 1/10/14

**Next review date:** Annually