



EXECUTIVE SUMMARY

Recommendation that the Broward College District Board of Trustees authorize the standard agreement (purchase order) with Catherine Prescott for Springfest's Seahawk Writing Conference 2025. Estimated Contract Spend Amount: \$750.00, Estimated Cumulative Amount: \$0.00, Estimated Contract Revenue: \$0.00

Funding Source: FD100 Unrestricted Operating Fund

Presenter(s): Jeffrey Guild, Vice Provost of Academic Affairs

1. Describe the purpose of this purchase of goods, services, information technology, construction, or use of space. Catherine Prescott is a poet who would lead the keynote workshop titled "A Poetry + Yoga Workshop" for participants at the 2025 AHCD Springfest's Seahawk Writing Conference, Broward College's annual program hosted by the Arts, Humanities, Communication & Design Pathway. The program's purpose is to celebrate the Arts & Letters, and this year's theme is "Renaissance: Making the Old New."

2. Describe the competitive solicitation method used or, if none, the exemption relied on for bid waiver. Small purchase for Category One (\$0.00 - \$10,000) per College Procedure A6Hx2-6.34 was used, where there are no formal or informal competitive requirements for goods and services acquired by the College at this dollar threshold. One quote was obtained by the requesting department to identify the best value for the required commodity or service. No bid waiver was used.

3. Describe business rationale for the purchase and how it was procured.

(A) What is the benefit of the purchase. If there is an ROI, describe the ROI and how calculated. The speaker sharing their writing experience expertise will show students and community members one of the ways in which they can contribute to the writing community at large and learn ways to begin and sustain their own writing practices.

(B) How does the purchase support the Strategic Business Plan. The Seahawk Writing Conference provides students with a customized learning experience where they can meet with experts in the field and show them one of many career opportunities that are available to creatives.

(C) If applicable, what is the rationale for the use of piggybacks, existing contract extensions, bid waivers in lieu of the College conducting a competitive solicitation. Not applicable.

(D) If a competitive solicitation process was conducted by the College, describe the process. Not applicable.

This Executive Summary is approved by:

Jeffrey Guild
Vice Provost of Academic Affairs

Exhibit “A” to Purchase Order

Statement of Work

Project Title: 2025 AHCD SpringFest’s Seahawk Writing Conference

Date of Performance: March 14, 2025 (*Tentative Date*)

Location: South Campus, Building 68, Room 191, 7200 Pembroke Pines Blvd., Pembroke Pines, FL 33024

Service Provider: Catherine Prescott

Project Overview

Poet Catherine Esposito Prescott will lead a workshop titled “Move Me: A Poetry + Yoga Workshop,” where participants will discuss how their practices and hobbies influence their creative work. They will also explore the yogic technology of stilling the mind, and they will dive into the subconscious from that place of deep quiet.

Scope of Work

- **Performance Details:**
 - A full, open-campus (open to all students) presentation and discussion
 - Duration of the presentation will be approximately 60 minutes.
- **Logistics:**
 - Coordination with the Arts, Humanities, Communication & Design (AHCD) Pathway regarding scheduling, technical requirements, and promotional materials.
- **Promotion:**
 - Collaboration with the AHCD Pathway to promote the event through social media, press releases, and other marketing channels.

Deliverables

- A successful presentation is tentatively scheduled for March 14, 2025/ or when PO is issued to schedule for a further date, at South Campus.
- A post-event report summarizing attendance, audience feedback, and any notable aspects of the presentation.

Responsibilities

- **Catherine Prescott:**

- Deliver a high-quality presentation.
- Ensure all logistical aspects of the presentation are managed effectively.
- **AHCD Pathway:**
 - Facilitate the venue arrangements and necessary work orders and permits.
 - Assist with promotion and audience outreach.

Total Consideration Payable for the Services: \$750