



## EXECUTIVE SUMMARY

**Recommendation that the Broward College District Board of Trustees authorize the standard agreement (purchase order) with Dr. Derrick Standifer to provide motivational speaking/poetry for AHCD Springfest 2025. Estimated Contract Spend Amount: \$550.00, 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.** The purpose of this contract is for author Dr. Derrick Standifer to provide one keynote session for the 2025 AHCD SpringFest, 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." Dr. Derrick Standifer will provide insights into his work, Life Is Like a Rubik's Cube. He writes nonfiction (via memoir style) with strategies for navigating success.

**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 ROI for this purchase is that it will provide our students with unique approaches to managing school and professional life choices and opportunities. Additionally, the ROI includes an ongoing partnership with the author for future collaborations related to student mentoring efforts and creative industry connections, and, as local high school students will also be invited to participate in the event, there are recruiting opportunities and the ability for those students to create early connections to a higher education learning experience.

**(B) How does the purchase support the Strategic Business Plan.** The speaker provides customized learning experiences by bringing an industry expert that relates to the festival's theme to share in learning conversations about exploring innovative leadership and new methods or strategies for solving problems.

**(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

**Date of Service:** March 20, 2025 (*Tentative Date*)

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

**Service Provider:** Dr. Derrick Standifer

#### **Project Overview**

Author Dr. Derrick Standifer discusses his latest work, *Life Is Like a Rubik’s Cube*, and provides insights about how to solve the twists and turns of life in retrospect to solving a Rubik’s cube. Dr. Standifer will engage directly with students in an open-campus, interactive, and inspiring lecture.

#### **Scope of Work**

- **Performance Details:**
  - A full, open-campus (open to all students) presentation and discussion about the book *Life Is Like a Rubik’s Cube*.
  - Duration of the presentation will be approximately 75-90 minutes.
  - The presentation includes a Question & Answer session for student/audience questions.
- **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 20, 2025/ or when PO is issued to schedule for further date, at South Campus.
- A post-event report summarizing attendance, audience feedback, and any notable aspects of the presentation.

**Responsibilities**

- **Dr. Derrick Standifer:**
  - 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: \$550**