



EXECUTIVE SUMMARY

Recommendation that the Broward College District Board of Trustees authorize the standard agreement (purchase order) with Sky Jarett dba Transcend Global for Virtual Speaking Event for AHCD Springfest 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. The purpose of this contract is Transcend Global to provide a keynote presentation during 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." Transcend Global will explore innovative leadership and the new science of success, drawing insights from classical figures who overcame challenges in their pursuit of excellence. Student attendees will discover what leadership and innovation look like in the 21st century, promoting generational success and well-being.

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's engagement will aid the college's return on investment by including internal-student community (to Broward College) and external community (community at-large) engagement. We will also invite each campus' area high schools' students and faculty to participate in the event as well. This aids in the college's attempt to boost enrollment and provide 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 the new science of success, drawing insights from classical figures who overcame challenges in their pursuit of excellence.

(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 13, 2025 (*Tentative Date*)

Location: Virtual Event via Zoom Webinar

Service Provider: Sky Jarrett, dba Transcend Global

Project Overview

Sky Jarrett, dba Transcend Global explores innovative leadership and the new science of success, drawing insights from classical figures who overcame challenges in their pursuit of excellence. Students will discover what leadership and innovation look like in the 21st century, promoting generational success and well-being.

Scope of Work

- **Performance Details:**
 - A full, open-campus, (open to all students) fully virtual presentation and discussion about innovative leadership and the new science of success, drawing insights from classical figures who overcame challenges in their pursuit of excellence.
 - 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 13, 2025/ or when PO is issued to schedule for a further date, for BC Zoom Webinar.
- A post-event report summarizing attendance, audience feedback, and any notable aspects of the presentation.

Responsibilities

- **Sky Jarrett, dba Transcend Global:**
 - 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