



EXECUTIVE SUMMARY

Recommendation that the Broward College District Board of Trustees authorize the standard agreement (purchase order) with Dr. Bryan D. Dietrich for Springfest 2025. Fiscal Impact: \$2,000.00, Cumulative amount: \$0.00, Revenue: \$0.00

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 Dr. Bryan D. Dietrich to provide keynote presentations 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." Dr. Bryan D. Dietrich's engagement will include readings from his work, *The Monstrance*, as well as book signings, a masterclass workshop, and presentations at the awards ceremony. Dr. Bryan D. Dietrich will engage directly with students in open-campus, interactive, and inspiring lectures. There were a total of 1,204 attendees at last year's SpringFest events, and we anticipate the same level of attendance for 2025.

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. Dr. Dietrich's expertise as a renowned poet and author provides students with a unique opportunity to interact with a professional writer. This year's theme, "Renaissance: Making the Old New," aligns well with Dr. Dietrich's work, particularly *The Monstrance*, which bridges classical themes and modern interpretations.

(B) How does the purchase support the Strategic Business Plan. The workshops, readings, and masterclasses provide students with high-quality, transformative learning experiences that align with institutional goals of promoting innovation and excellence. Increased attendance and participation in workshops and lectures lead to improved academic performance, engagement, and retention. Events like this foster goodwill and loyalty among students, alumni, and the broader community, potentially increasing future contributions and collaborations.

(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**

Quote # 1012

Date 10/12/2024

Bryan Dietrich

1030 N. Bayshore Dr.

Wichita, KS 67212

316-841-1107

kryptonnights@yahoo.com

TO

Broward College

3501 SW Davie Rd.

Davie, Florida 33314

| | Description Service | Total |
|--|---|-----------|
| | <ul style="list-style-type: none">• Event #1: Author Reading/Q & A/Book Signing (1.5-2 hours) - North Campus• Event #2: Author Reading/Q & A/Book Signing (1.5-2 hours) - North Campus• Event #3: Author Reading/Q&A/Book Signing (1.5-2 hours) - Campus TBD• Master Class (1.5-2 hours)<ul style="list-style-type: none">○ Reading winning pieces from the winners of the Student Writing Contest (3 poetry; 3 fiction; 3 nonfiction/essay), offering a little written feedback on them, and holding a masterclass about writing for winners.• Event #4: Award Ceremony for winners of writing and art contests (1.5-2 hours)<ul style="list-style-type: none">○ Includes announcing winners, perhaps mentioning something liked about each winning piece in the process.• Event #5: Seahawk Writing Conference<ul style="list-style-type: none">○ Presentation | \$2000.00 |

Exhibit “A” to Purchase Order

Statement of Work

Project Title: 2025 AHCD SpringFest

Date of Service: March 12-20, 2025 (*Tentative Dates*)

Location: North Campus, South Campus, Central Campus and Virtually

Service Provider: Dr. Bryan D. Dietrich

Project Overview

Author Dr. Bryan D. Dietrich will be present at 5 events throughout SpringFest that will include readings from his work, *The Monstrance*, as well as book signings, a masterclass workshop, and presentations at the awards ceremony. Dr. Bryan D. Dietrich will engage directly with students in open-campus, interactive, and inspiring lectures.

Scope of Work

- **Performance Details:**
 - Four full, open-campus (open to all students) presentations and discussions about the book *The Monstrance*.
 - Duration of the presentation will be approximately 1.5-2 hours.
 - The presentation includes a Question & Answer session for student/audience questions.
 - A writing workshop for contest winners.
 - Presentation at the Awards Ceremony
- **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

- Successful presentations are tentatively scheduled for March 12-20, 2025/or when PO is issued to schedule for a further date, for North Campus, South Campus, Central Campus as well as virtually.
- A post-event report summarizing attendance, audience feedback, and any notable aspects of the presentation.

Responsibilities

- **Dr. Bryan D. Dietrich:**
 - Deliver high-quality presentations.
 - Work with students and deliver high-quality feedback during writing masterclass workshop.
 - Ensure all logistical aspects of the presentations 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: \$2000.00