



Status: ADDED ITEM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

2026-05-05

Regular School Board Meeting

CATEGORY: OO. Operations**DEPARTMENT:** Procurement & Logistics Operations

Agenda Item Number: OO-14.

Consent or Open Item: Open

Special Order: NO

Time for Special Order:

TITLE:
PY26-091 – Student Recruitment Campaign
ADDED**REQUESTED ACTION:** Approve the Agreement between The School Board of Broward County, Florida (SBBC), and Caissa Public Strategy LLC d/b/a CAISSA K12 (CAISSA), and the budget authority in the amount of \$150,000. District-wide**RATIONALE:**

For the Requested Actions, Background/History, Alignment to the 2027 Goals and Guardrails, Measurable Outcome(s)/Return on Investment, and Financial Impact, please see the Executive Summary.

The Agreement has been reviewed and approved as to form and legal content by the Office of the General Counsel.

EXHIBITS:

Executive Summary

Financial Analysis Worksheet

Agreement

FINANCIAL IMPACT:

\$150,000. Funding for this item is included within the FY26 Board-approved District Budget.

STRATEGIC PLAN ALIGNMENT:**Student Focus Outcomes****OR • Business Operations****BOARD ACTION:**

(For Official School Board Records Only)

SOURCE OF ADDITIONAL INFORMATION

Name: Romaneir D. Johnson

Phone: 754-321-1990

Name: John Sullivan

Phone: 754-321-2616

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Senior Leader & Title

Romaneir Johnson, Chief Financial Officer

Signature

Romaneir Johnson, Chief Financial Officer Apr 21, 2026

Electronic Signature

Form \$4189 Revised 7/24

HH/JJS

Approved in
Open Board
Meeting On:

May 5, 2026

By:

School Board Chair