



**MILWAUKEE
PUBLIC SCHOOLS**

CUMULATIVE SCORE SHEET
RFP 924
Marketing and Communications Support

Creative Services Writing

Donovan Group 2-Story Marketing

Experience and Qualifications (0 - 30 Points)	120.0					143.0				
	1	2	3	4	5	1	2	3	4	5
	25.0	20.0	20.0	30.0	25.0	25.0	28.0	30.0	30.0	30.0
Quality of Proposed Solution and Ability to Meet MPS's Needs (0 - 50 Points)	210.0					238.0				
	1	2	3	4	5	1	2	3	4	5
	45.0	40.0	40.0	45.0	40.0	45.0	48.0	50.0	50.0	45.0
Cost (0 - 20 Points)	100.0					71.0				
	P	P	P	P	P	P	P	P	P	P
	20.0	20.0	20.0	20.0	20.0	14.2	14.2	14.2	14.2	14.2
Total Points	430.0					452.0				

*The number assigned to the evaluator is listed above his/her score.
Cost points are calculated by Procurement with maximum points assigned to the lowest cost and a weighted assignment to the rest.*

Graphics Services

Donovan Group 2-Story Marketing Jayne Laste Design Solutions

Experience and Qualifications (0 - 30 Points)	125.0					149.0					90.0				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	25.0	25.0	20.0	30.0	25.0	30.0	29.0	30.0	30.0	30.0	20.0	20.0	15.0	15.0	20.0
Quality of Proposed Solution and Ability to Meet MPS's Needs (0 - 50 Points)	195.0					244.0					130.0				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	45.0	45.0	35.0	40.0	30.0	50.0	49.0	50.0	50.0	45.0	35.0	25.0	20.0	25.0	25.0
Cost (0 - 20 Points)	42.0					40.0					100.0				
	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
	8.4	8.4	8.4	8.4	8.4	8.0	8.0	8.0	8.0	8.0	20.0	20.0	20.0	20.0	20.0
Total Points	362.0					433.0					320.0				

*The number assigned to the evaluator is listed above his/her score.
Cost points are calculated by Procurement with maximum points assigned to the lowest cost and a weighted assignment to the rest.*

Awarded Vendors: Donovan Group and 2-Story Marketing

GT Creative failed due to CCS Irregularity as set forth in § 1.3.4