

**OFFICE OF CHIEF ACCOUNTABILITY OFFICER**  
**Summary of State Board of Education Agenda Items**  
**March 19, 2026**

**OFFICE OF CHILD NUTRITION**

03.B. Action: Award contract to The Focus Group to provide services to the Mississippi Department of Education for media strategy planning and execution to publicize the Summer Food Service Program (SFSP) Media Campaign throughout the state [Goal 1 – MBE Strategic Plan]

Awarded Vendor: Focus Group Inc. dba The Focus Group  
Biloxi, MS 39630

Scope of Project: The MDE, Office of Child Nutrition requires the Vendor to provide media coverage of the Summer Food Service Program (SFSP) offered through the USDA Food and Nutrition Services. Managing experience of social media channels with using tone and messaging; and knowledgeable of design programs and languages to create appealing visuals from brand identity.

Renewal of contract for the last and final year will be contingent upon the successful completion of annual services, a performance evaluation, and the availability of funds. Personnel associated with this contract are not former Department employees or related to any Department employee.

Scope of Contract:

- Term of Contract: April 3, 2026 – April 2, 2031
- Amount to be Awarded: \$240,000.00
- Method of Award: Request for Proposal

Funding Source: Federal

Summary of Selection Process:

A competitive selection process was utilized to award contract.

Scoring Criteria:

- A. Plan of Action
- B. Management
- C. Price

This item references Goal 1 of the *Mississippi Board of Education Strategic Plan*.

Recommendation: Approval

Back-up material: attached

**Summer Food Service Program Media Campaign**

<b>The Focus Group</b>	<b>CONTRACT AMOUNT</b>
<b>Year 1</b>	<b>\$48,000</b>
<b>Year 2</b>	<b>\$48,000</b>
<b>Year 3</b>	<b>\$48,000</b>
<b>Year 4</b>	<b>\$48,000</b>
<b>Year 5</b>	<b>\$48,000</b>
<b>Total</b>	<b>\$240,000.00</b>