



June 11, 2026

TO: THE DISTRICT BOARD OF TRUSTEES OF VALENCIA COLLEGE
FROM: DR. KATHLEEN PLINSKE, PRESIDENT
RE: RECOMMENDATION TO RENEW MIDTOWN CONSULTING GROUP PROFESSIONAL SERVICES CONTRACT

In 2017, Valencia College, with support from Helios Education Foundation, the School District of Osceola County (SDOC), Orange County Public Schools (OCPS) and the University of Central Florida (UCF), established the Central Florida Education Ecosystem Database (CFEED). CFEED is an innovative program designed to support student success along the pre-kindergarten to postsecondary continuum. It brings together four large-scale education institutions under one collaborative initiative to share information, identify opportunities to enhance learning, and propel the educational attainment of all Central Florida students.

Midtown Consulting Group has been serving as CFEED's technical partner since 2018 under a professional services contract that includes guiding development, managing implementation, maturing organization capabilities, and providing critical leadership for the CFEED program direction. With the existing contract soon due to expire, Valencia College and the CFEED partner institutions desire to further mature the capabilities and management of the CFEED Platform with a focus on subject matter and institutional value. Under the proposed new agreement, Midtown Consulting Group will provide product direction services and data analysis services in support of the CFEED program goals.

- ❖ Goal 1 – Improve Platform Architecture Structure & Usage Patterns
- ❖ Goal 2 – Expand Subject Area Data Design in CFEED Warehouse
- ❖ Goal 3 – Support Multi-Year Analytic Research Plans

The proposed agreement has a one-year term with a total combined cost of \$450,000. The CFEED program costs are shared by the partner institutions.

RECOMMENDED ACTION:

The President recommends that the District Board of Trustees of Valencia College authorize the College to enter into a renewed professional services agreement with Midtown Consulting Group for product direction and data analysis services for the Central Florida Education Ecosystem Database (CFEED) for a total single-year cost of \$450,000, as presented, with the College's share of the expenses to be \$150,000, and with the remainder of the costs to be shared and paid by CFEED partner institutions: School District of Osceola County and the University of Central Florida.



President