



PARKS AND RECREATION DEPARTMENT

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CITY COUNCIL STAFF REPORT

Meeting: June 15, 2021

Subject

Consider approval of a contract with Dan Gertmenian for the Math Olympiad education program for the period of August 1, 2021, to August 30, 2024.

Recommended Action

Authorize the City Manager to execute a contract with Dan Gertmenian for the Math Olympiad youth education program for the three-year period of August 1, 2021, to August 30, 2024, in the amount not-to-exceed \$773,042.

Discussion

Background

Math Olympiad contests aim to foster an interest in math and to improve the mathematical skills of participants through team-based competitions. Contests exist on national and international levels for students in grades four through twelve, with the most prestigious of these contests being the International Mathematical Olympiad. Locally, the Math Olympiads program centers on monthly contests in which teams of students in grades four through eight compete. The program features five contests during the standard academic calendar year, and the approved teacher or team leader receives solutions for the contests along with other teaching materials.

Math Olympiad Program

The Math Olympiads program for fourth to eighth graders is the most popular academic enrichment program offered by the Parks and Recreation Department. Since inception in 2006, the program has grown from 20 students to serving over 300 students in 2019. The program's success is a result of the extraordinary teaching talent of the award-winning instructor, Dan Gertmenian, and the program's supplemental benefits. Mr. Gertmenian creates the weekly lessons and problems for the classes, and enrolled students receive customized instruction and personalized feedback from teaching assistants.

Additionally, students are invited to participate in various educationally-oriented family events offered throughout the academic year. Mr. Gertmenian offers the program on a three-year non-repeating cycle, which means that a student can take the elementary school or middle school divisions and without repeating lessons. The program also creates volunteer opportunities for teens, with some former Math Olympiad students

returning as volunteer teaching assistants who provide individualized support to enrolled students.

Mr. Gertmenian has created a personalized brand which cannot be compared or replicated. Parents appreciate the location's convenience, financial value, subject matter, and teaching quality.

Current and former Math Olympiad families have shared over 80 statements in support of Mr. Gertmenian's program, and the following statements are a few of the highlights:

- ❖ "I will definitely recommend your classes to many of [Student] school mates and friends, knowing how dedicated and caring you are for each single student. We are very impressed! I am glad I made the decision to enroll [Student] in your class, otherwise we wouldn't have known you. Thanks so much!!
- ❖ "It is so lucky for my daughters to get in! We feel most fortunate to have Mr. G for getting our girls more interested in math. It means the world to us that they can have fun with math and take on challenges with so much more confidence! We can't thank you enough, Mr. G!"
- ❖ "I do want to personally thank you for making learning math so much fun for [Student] and there is not a single time that she has not looked forward to attend your class, which is great for us as parents. I hope [she] has the privilege to learn from you for many years to come and so does [her] younger sister. Thanks again for your time and for being such a wonderful instructor."
- ❖ "Thank you for being so kind to the kids, even when they answer with the wrong answer you do not put them down but instead you tell them there are more answers."
- ❖ "[Student] really enjoys coming to class and learning the new concepts. She admires the way you teach and she is excited to come to class. Thank you so much for giving [Student] a chance to learn and experience Math Olympiads."

Locally, Dan Gertmenian's Math Olympiad program is unique in its scope and financial value, as seen in the table below:

Provider	Location	Cost	Class Length	Services Included
Dan Gertmenian	Cupertino	\$33 per class	School Year (36 sessions)	• Weekly instruction • Originally authored lessons • Progress reports and weekly homework with corrections • Volunteer Teaching Assistants • Year-round Math Olympiad themed special events
Communication Academy	Various	*\$44 per class + Math Olympiad contests fee	Quarterly	• Weekly instruction • Instruction Materials

Enlighten Enrichment School	San Jose	\$37.87 per class <i>City overhead not included.</i>	School Year (33 sessions)	• Weekly instruction • Instruction Materials
Russian School of Math	Various	*\$2,000 annual tuition <i>City overhead not included.</i>	Varies	• Weekly instruction • Instruction Materials • Personalized student support
AoPS Academy	Santa Clara	\$2095 annual tuition, plus registration and curriculum fees <i>City overhead not included.</i>	Varies	• Weekly instruction • Instruction Materials • Personalized student support

* Indicates approximate costs based on available information.

While there are local vendors that offer math enrichment programming, the classes are not Math Olympiad contest specific and are intended to supplement established school curriculum.

Mr. Gertmenian is uniquely qualified to provide these services. He is responsible for the superior class quality, and his reputation is crucial to retain current participation and revenue levels. The instructor's charisma, teaching expertise, student commitment, and active community engagement transcend the expectations for typical Math Olympiad instructors, and his success can be seen in the consistently full classes with waitlists. Vendors that offer classes on a quarterly or seasonal basis generally assign a different instructor per session, leading to inconsistent teaching methodologies. For comparable vendors offering year-round instruction, the costs are higher than Mr. Gertmenian's program and are located outside of the Cupertino vicinity. Furthermore, they do not include original lessons and problem sets, individualized feedback, teaching assistant support, and complimentary year-round events that Mr. Gertmenian offers in supplement with weekly instruction. As final testament of his extraordinary teaching abilities, Dan Gertmenian was awarded the Cupertino Parks and Recreation Society (CPRS) Professional Merit Award in 2019 for his teaching and community contributions to the City of Cupertino.

Cupertino Municipal Code section 3.22.060 generally requires that service contracts undergo a formal bidding process, however, section 3.22.070(D) includes a specific exemption for professional services from the bidding requirement. Within the Cupertino Municipal Code, section 3.22.070(D), professional services are defined to include but not limited to "lawyers, architects, engineers, land surveyors, artists, and accountants." The intent of the provision allows the City to select professionals based on the quality of their services, not based on the low bid. Dan Gertmenian's services would fall within this category due to the importance of the skill of the provider to the success of their services provided. Thus, it is appropriate that the City select Dan Gertmenian for this service instead of soliciting bids through a formal request for proposals process.

Sustainability Impact

No sustainability impacts.

Fiscal Impact

The City currently has an agreement with Dan Gertmenian to provide instruction for the Math Olympiad youth enrichment program. As a result of the ongoing success of the program, the gross revenue for the three-year contract is projected to be \$1,189,296, with a total instructor payment of approximately \$773,042 and \$416,254 in City net revenue. Revenues are based on anticipated programming and regular enrollment trends as indicated by the following 2010 to 2021 fiscal data:

Contract Year	Total Enrollment	Total Revenue	City Net Revenue
2010-11	140	\$ 74,170.00	\$ 27,000.00
2011-12	174	\$ 95,525.00	\$ 31,900.00
2012-13	258	\$ 147,000.00	\$ 48,700.00
2013-14	332	\$ 247,425.00	\$ 86,700.00
2014-15	358	\$ 301,451.00	\$ 105,124.38
2015-16	358	\$ 327,879.00	\$ 114,924.00
2016-17	355	\$ 382,238.42	\$ 143,202.56
2017-18	328	\$ 410,128.00	\$ 157,752.27
2018-19	310	\$ 394,049.22	\$ 154,667.22
<i>For the 2018-2019 year, 12 class sections were offered instead of the 14 sections.</i>			
*2019-20	243	\$ 303,026.80	\$ 116,108.20
<i>In 2019-20, nine class sections were offered. Enrollment and revenue were additionally impacted by the COVID-19 pandemic.</i>			
2020-21	89	\$ 37,690.60	\$ 14,782.00
<i>In 2020-21, the program was temporarily modified as an independent study program at a reduced rate to accommodate distance enrichment learning during the COVID-19 pandemic.</i>			
2010-21 Totals	2945	\$ 2,720,583.04	\$1,000,860.63

Class fees are varied based on residency and are competitively priced. Each student receives weekly instruction over a 12-month period. The requested contract amount factors full enrollment along with the potential for supplemental classes. The City covers its programmatic costs and estimates over \$400,000 in net revenue over the next three years.

Prepared by: Daniel Mestizo, Recreation Coordinator

Reviewed by: Joanne Magrini, Director of Parks and Recreation

Approved for submission by:

Attachments:

A – Draft Agreement