

REQUEST FOR PROPOSALS COMPREHENSIVE MARKETING SERVICES

Ecorse Public Schools

Introduction

Ecorse Public Schools seeks proposals to develop a comprehensive branding and integrated multi-platform marketing campaign in order to promote the achievements of the District's board, administration, faculty, staff and students. This campaign is intended to establish a sense of community connection and generate increased support for the schools, students and faculty of Ecorse Public Schools. It is our goal to present Ecorse Public Schools as a desirable and successful educational environment where both students and faculty are provided the necessary tools to succeed. We have worked hard to create a positive environment to support the teaching and learning experience here at Ecorse Public Schools and wish to promote that environment within the Ecorse community. In addition, we expect any responder to propose ways and means for improving and facilitating the lines of communication between the district and its community.

Background

Ecorse, Michigan is a downriver community that is bordered by the Detroit River on the east and is surrounded by the cities of River Rouge, Detroit, Lincoln Park and Wyandotte, situated within the County of Wayne. Ecorse Public Schools is currently comprised of three school buildings and a District Administration Office located at 27225 West Outer Drive Ecorse, Michigan 48239.

The Ralph J. Bunche Elementary Academy is located at 503 Hyacinthe, Ecorse, Michigan 48229, and serves students in

The Grandport Elementary Academy is located at 4536 Sixth St., Ecorse, Michigan 48226 and serves students in pre-k, kindergarten and grades 1-3. The original building was built in 1954 with an addition in 1973. In 1999, the entire facility was upgraded for utilities, data support, classroom space, gymnasium, and office infrastructure including new computer hardware throughout. The Grandport Elementary Academy currently serves a student population of ____.

John F. Kennedy Middle School is a newly constructed school housing grades 4-7 along with Project Excel, a separate 3-8 school designed to provide a varied and more challenging curriculum to younger students. The John F. Kennedy Middle School is located at 27225 West Outer Drive, Ecorse, Michigan 48229. The John F. Kennedy Middle School currently serves a student population of ____.

Ecorse Community High School is located at 27385 West Outer Drive, Ecorse, Michigan 48229 and serves students grades 8-12. Construction of the new high school was completed in 2002. The school grounds include a baseball, softball and track athletic facility, and indoor pool and tennis courts. The Ecorse Community High School currently serves a student population of _____. An emergency access road on the far eastern plot creates a full campus effect for the middle and high

schools. However, all district buildings are interconnected for real time communication options via intranet and internet sources.

The primary objectives of this marketing initiative include, but are not limited to:

- Reinforcing the existence of an active partnership that includes the home, the student, the school and the community.
- The importance of education to a free democratic society and the belief that the learning environment must be positive, purposeful and secure.
- Preparing students to be self-determining participating and contributing citizens in a culturally diverse society.
- The idea that all students can learn and excellence for all students is non-negotiable.
- Emphasizing the paramount importance of parent and community support and participation.
- Instilling a healthy sense of pride in community, school and self.

Scope of Work

This campaign must tell the story of Ecorse Public School's achievement as a whole and tell the individual stories of members of the school community in a manner which conveys the school culture.

The selected agency must have the capabilities to develop, design and produce the full range of campaign assets detailed below, secure and manage strategic partnerships and sponsorships, create and coordinate grassroots efforts, conduct public relations outreach through established media relationships, develop and implement social media campaigns, conduct media negotiation and placement, and plan events.

The selected agency must also demonstrate good budget stewardship practices, have established processes for evaluating and reporting campaign success and have demonstrated experience working with and communicating with culturally diverse communities and audiences. The campaign must be reflective of the school's culturally diverse community.

The selected agency will collaborate with Ecorse Public Schools staff and students to create an integrated campaign that may include, but is not limited to:

- Coordination, organization and orchestration of enrollment fairs
- Coordination, organization and orchestration of school-focused recruitment events and activities
- Coordination, organization and orchestration of donor-oriented activities
- Visual representation of the school culture on school property, within the immediate community and surrounding communities to include: outdoor banners for placement at events and in local businesses, signage and/or banners and flags on school property, and floor graphics
- Public relations outreach and television and radio PSA distribution achieving community-wide coverage of school achievements and differences

- Editorial partnerships
- Increasing parent and community support and participation
- Social media campaign to grow communities on social platforms and improve engagement using a combination of organic and paid strategies
- Advertising across a variety of traditional and progressive platforms including television, newspaper, radio, billboards, and social media
- Production of videos to be used on social media platforms, YouTube and on-campus, closed-circuit programming
- Community/business partnerships (i.e., posters, banner stands or other materials displayed)
- Event sponsorships and participation
- Parent and community involvement with onsite event(s)
- Promotional school pride items such as t-shirts, lanyards, string bags, USB flash drives, water bottles and pens

Desired Qualifications & Requirements

Respondents should specialize in the creation of strategic plans and marketing as it relates to educational services, specifically public schools. Respondents should be able to demonstrate significant experience in the creation of an educational marketing initiative, as well as examples of creative marketing materials.

The proposal should address the respondent's overall capacity to deliver on the objectives referenced above. Resumes of the individuals leading the work should be included in the proposal, highlighting capabilities and experiences conducting similar work. Respondents should provide in detail experience in marketing for educational services.

Specific Proposal Instructions

The respondent should address in detail their ability to gather and utilize research in the marketing process. Please include a list of tasks that will be subcontracted and the name for any subcontracting firms.

A proposed timeline, action plan, and expectations of respondent for Ecorse Public Schools should be included. Ecorse Public Schools is prepared to execute the winning agreement immediately, but reserves the right to reject any proposals received.

Client references shall be provided for similar work, and include names and contact information of the person most familiar with the work.

The anticipated budget for this project, inclusive of all fees and costs is \$_20,000__.

Submission Details

Include a not-to-exceed fee for all services required by this RFP. All work performed on behalf of Ecorse Public Schools becomes the exclusive property of Ecorse Public Schools, including but not limited to hard copies, DVD's, databases, research, etc. All final reports are the property of Ecorse

Public Schools and may not be reproduced without the express permissions of Ecorse Public Schools.

Timeline

June 14, 2019 – Proposals due to Ecorse Public Schools
June 21, 2019 – Ecorse Public Schools to notify finalists
July 8, 2019 – Agency Selected
Month of July – Contract Negotiated
August 10, 2019 – Contract Approved
September 2019– Campaign launches
June 30, 2020 – Campaign concludes and accounts closed

RFP Process & Response Format

Submitting agencies are requested to email or mail proposals for guaranteed arrival by _June 14, 2019, by 4pm. Late responses will not be considered.

This RFP does not obligate Ecorse Public Schools to award a contract, nor are any expenses incurred by the vendor in generating a proposal considered to be reimbursable expenses should a contract be awarded. Ecorse Public Schools reserves the right to negotiate, accept or reject any or all proposals submitted and no selection will be final until a contract acceptable to the Ecorse Public Schools is approved.

If your agency is selected as a finalist, we will contact you on __July 9, 2019_ , to schedule further review. Ecorse Public Schools reserves the right to make a final agency selection based on RFP submission alone, without further review.

All proposals should be directed to the attention of:

Ms. April Ackerman Miller, Board Secretary
Ecorse Public Schools
27225 W. Outer Drive, Ecorse, MI 48229

Any questions regarding this RFP may be directed to Dr. Josha L Talison, Superintendent via email at jtalison@eps.k12.mi.us.