



**Summit Academy Charter School
Request for Proposal (RFP)**

**Advertising and Marketing Agency Representation
Comprehensive Public Outreach Campaigns**

TABLE OF CONTENTS

SECTION I INTRODUCTION	3
SECTION II SCHEDULE	5
SECTION III BACKGROUND	6
SECTION IV PROJECT SPECIFICATIONS	8
SECTION V WRITTEN PROPOSAL CONTENTS	9
SECTION VI WRITTEN PROPOSAL EVALUATION & IN-HOUSE INTERVIEW DETAILS	11

Section I – Introduction

The bridge to success is access: access to a good education; access to find jobs, access to go to the college of their dreams; access to new places and opportunities. Pioneered by community leader, Natasha Campbell with a singular hope—creating a platform where all children have access.

Operating in the Red Hook section of the South Brooklyn district, Summit Academy Charter School (SACS) is one of the first charter schools operated in the area. Unique upon itself, SACS is a non-traditional program serving the educational needs of the community that serves as its foundation.

SACS firmly believes that options are the keys to life. The more options our children have, the more opportunities they have to make life choices that steer their lives into the directions that they dream of. Dreams and aspirations are the direct result of exposure. SACS aims to give our kids the access to be exposed to new and exciting subject matters and life experiences. The hope is that students walk away with a view of the world on a grand scale instead of being limited to the view of their block from their window.

Natasha Campbell, an seasoned educator, not-for-profit, and community stalwart, encouraged by her prior success with a number of student-focused programs, envisioned a school free from the typical educational rigmarole; a school that actually served the needs of the kids instead of being mired in politics and ultimately failed the community, district, parents, and most importantly, the students.

Summit Academy Charter School is not merely looking for an agency to develop creative concepts and place them with traditional media markets in the NYC area. Rather, SACS is looking for an agency whose skill set will complement the in-house abilities of the Administrative Team to promote the school and all of the amazing things that occur throughout the year.

Summit Academy is looking for an agency that will both understand and believe in the mission and vision of this school. The intent of this client-agency relationship is to ensure that all NYC residents have opportunities to learn and become engaged in the school.

Proposals are being solicited from advertising and marketing agencies to implement multi-media, public outreach and fundraising campaigns for a variety of programs and messages in English and Spanish, within at least three media markets of NYC.

The projected total budget annual allocation for services rendered is up to \$20,000. Furthermore, the contract could possibly be renewed up to four times pending evaluation of performance. An annual increase in funding is possible based on increases in media costs and evaluation of performance. **All dollar figures and potential contract renewals are pending approval from Summit Academy Charter School’s Governing Board through an annual contract approval process and annual budget approval process.**

Advertising and public relations agencies throughout the NYC are invited to submit proposals for consideration as outlined in this packet.

All inquiries concerning the RFP should be directed to:

Natasha Campbell, Executive Director
Summit Academy Charter School
27 Huntington Street
Brooklyn, NY 11231
Phone (718) 875-1403
Fax (718) 875-1891
Email: ncampbell@sacsny.org

Section II - Schedule

<u>DATE</u>	<u>EVENT</u>
AUGUST 5, 2016	RELEASE OF REQUEST FOR PROPOSAL
AUGUST 20, 2016	PROPOSAL SUBMISSION DEADLINE
AUGUST 22 – 30, 2016	PROPOSAL REVIEW BY DISTRICT STAFF
BY SEPTEMBER 1, 2016	FINALIST AGENCIES NOTIFIED FOR IN-HOUSE INTERVIEWS IN THE DISTRICT'S FRESNO OFFICE
SEPTEMBER 15, 2016	FINAL SELECTIONS ANNOUNCED
OCTOBER 15, 2016	PROPOSED CONTRACT START DATE
YEAR ROUND	DEVELOP AND IMPLEMENT MEDIA CAMPAIGNS AND EVENTS
JUNE 30, 2017	CONTRACT END DATE (potential for four annual renewals)

SECTION III – BACKGROUND

Summit Academy Charter School is a college preparatory school located in Red Hook, Brooklyn—one of New York City’s most underserved and under-resourced communities. Our foundational goal is to tackle the staggering low college attendance and graduation rates in Red Hook where less than 45% of adults graduate high school and less than 4% have attended college. We opened our doors in 2009, and currently enroll scholars in 6th through 12th grades.

Summit offers a highly rigorous, college-preparatory curriculum supported by a structured school culture. We maintain high expectations and a no excuses approach to ensure that all scholars are equipped to attend, succeed in, and graduate from the most competitive colleges and universities across the country. Our integrated system allows staff to ensure that: (1) standards are being met in a logical and sequential way; (2) the school’s scope and sequence are aligned with internal and external assessments; and (3) instructional and scholar support techniques are driven by clear academic goals.

We are consistently motivated by our belief that all children deserve a high-quality education and CAN go to college. To this end, we provide a seamless path to college beginning in the critical middle school years. With three years spent invigorating a sense of college purpose, strengthening foundational skills, and developing the work habits and personal characteristics that lead to school success, middle school scholars are thoroughly prepared to enter high school without the need to adjust to a new environment with different academic and behavioral expectations.

While we adjust these structures in our upper grades to meet the different challenges of high school and the developmental needs of maturing scholars, our mission and core beliefs remain a constant. Scholars internalize Summit Academy’s common beliefs and goals and are prepared for the increasing responsibility, academic expectations, and rigors of high school. This consistency minimizes the adjustment period between middle and high school for our scholars allowing them to focus on the end goal: preparation for and acceptance to the college or university of their choice. To reinforce this goal, each year scholars take a college tour visiting different local and regional college and university campuses where they are exposed to lectures, campus life, the admissions and financial aid process, as well as have the opportunity to experience valuable interactions with current scholars.

Since the first group of settlers landed in Red Hook and before Brooklyn became a part of New York City, Red Hook has transitioned from farmland to ship repair dock and shipping terminal to robust industrial port, for which it is best known. With the changing economic character of the city, Red Hook declined as an industrial hub and its population declined as well. Roughly 11,000 people currently call Red Hook home, the majority of which live in the Red Hook Houses—approximately 80% of neighborhood residents. The racial breakdown in Red Hook mirrors our enrollment; the majority of our scholars are Black and Hispanic together making up approximately 80% of our student body.

When they were constructed under the Federal Works Progress Administration, the Red Hook Houses were the largest public housing project in the country and remain among of the largest in New York City. With the majority of the community living in public housing, average salaries hover at or below the poverty level. A lack of male role models in the community is also an issue, 69% of households are lead by single mothers. Most significant to Summit is our ability to address

what we believe is Red Hook's greatest challenge—low educational attainment. Fifty-eight percent (58%) of residents have not completed high school compared with 15% citywide and only 29% of residents have bachelor's degrees or higher.

Despite its challenges, Red Hook is a neighborhood in transition, particularly since Hurricane Sandy. Rather than relocating, businesses are finding opportunities for growth in empty warehouses, on vacant land or by renovating existing structures. While public transportation is still often a challenge the IKEA Ferry offers another option in addition to the local bus service and more distant F/G train.

In June 2016, we witnessed part of our mission come to fruition, as we hosted our first-ever twelfth grade graduation ceremony for the elite Class of 2016. 95% of our scholars have been accepted to at least one college or university. Many of those scholars have also received scholarship offers. In addition to our college acceptance rate, here are just a few more accomplishments of our scholars in and out of the classroom:

- Our 8th grade scholars who took the Algebra I Regents exam exceeded our district, city and the state with an 88% pass rate.
- Our high school scholars also performed well on the Regents exam. They exceeded the district and city on the following tests: Spanish LOTE -100%; US History and Government - 92%; Comprehensive English - 82%; Common Core English - 79%; and Integrated Algebra - 73%.
- 100% of our high school scholars who took the AP Spanish exam earned a 3, 4 or 5 making them eligible for college credit and/or advanced placement classes.
- Our Varsity Boys and Girls Basketball teams were undefeated in the PSAL for the 2015-2016 school year.
- Our Fine Arts department was accepted into the Teens on Broadway program and performed on Broadway on May 16, 2016.

Summit aspires to be a key player in this transition as we work with local residents, community groups and businesses to organize community events aimed at empowering Red Hook residents with life changing information, opportunities and experiences exemplifying the definition of a true community school.

This Request for Proposals includes several components and focus areas, which should each be viewed as a part of an overarching school-wide strategy to further awareness and publicity. In essence, the selected agency will become the agency of record for SACS, and will play a key role in developing the school's messages and furthering the mission.

Section IV – Project Specifications

This Request for Proposal process includes two primary components: a written proposal and an in-house interview. Only agencies scoring in the top three after evaluation of the written proposal will move on to the in-house evaluation scheduled for August 2016.

Each of the two components stands alone. That is to say, the written proposal scores will only be used to narrow the field to three finalists. The ranking and scores from the written proposals will not be considered during the final evaluation and selection of the winning agency. It is assumed that all agencies reaching the final round of interviews have the technical skill set and staffing expertise to fully and successfully execute the campaign. The final round of interviews will assess the agencies understanding of the Summit Academy's mission, the challenges of the Red Hook community overall and the potential for a building awareness of the school and its contributions to the greater community.

Furthermore, the selected agency will, in essence, become a part of the school's Outreach and Communications Department. It is the hope of the SACS, that the selected agency will have a complete understanding of SACS's operations and actions and be a valuable partner in guiding strategy.

The chosen agency will be required to develop and implement comprehensive paid and public-service advertising campaigns in the proposed languages. The program costs are to include all media placement, production costs, materials and any contingency fees. The school will also ask the agency to implement non-traditional outreach and to possibly assist in the coordination of promotional events.

An authorized representative from the contracting agency must be available for project meetings throughout the life of the contract. The project meetings will be held at the Summit Academy Charter School, as determined by the Executive Director. The meetings will be set as needed throughout the year and held to discuss, develop, review, edit and revise the strategies for the various campaigns. It should be noted that the advertising agency may be called upon with very short notice to assist the school staff with unexpected high priority PR needs. The selected agency will need to be extremely flexible and very responsive to the school.

All campaign strategies, advertising concepts, budgets, ad copy and scripts must be submitted for review by Summit Academy Charter School's Executive Director. The school reserves final editing and approval rights for any concept, spots and/or copy.

Section V - Written Proposal Contents

All proposals must follow the format outlined below, and all of the requested information must be supplied in a proposal packet and received in the Summit Academy Charter School Executive Office, (C/O: Natasha Campbell) 27 Huntington Street Brooklyn, New York 11231 by 5 p.m. on August 20, 2016. Incomplete proposals or proposals arriving after the deadline will be automatically disqualified from consideration. **No exceptions or extensions will be granted.**

Written proposals may not exceed 10 sheets of paper including the cover letter. This means paper 8.5 X 11 inches and printed on both sides, therefore total printed pages can be 20. The 10-page maximum does not include sample work submissions (portfolio). An original plus four copies must be provided for the review panel.

All proposal packets must contain the following:

- A. Cover Letter: Include the name, address, telephone number, email and signature of the person authorized to commit the agency to the terms specified in the proposal.
- B. Summary of Qualifications: Provide a description of the agency's capabilities:
 1. Number of years in business.
 2. Brief description of the key staff's professional experience (highlight school experience).
 3. Address the School's high level of expectations regarding.
 - a. Marketing for scholar and staff recruitment,
 - b. Efficiency and understanding of the limitations of independent charter schools,
 - c. Capacity to get press coverage for major special events,
 - d. Unique qualities of public agency, and
 4. Detail any in-house media production capabilities.
 5. Explain in-house multi-lingual outreach capabilities.
 6. Detail past experience working with at least two schools, sample work for these campaigns can be placed in the "sample work" section and referenced.
 7. Provide a more detailed professional bio of the proposed Account Executive who would be assigned to this account. (15 points)
- C. Understanding of the Red Hook, Brooklyn: Explain your agency's understanding of Red Hook, including all relevant factors which could potentially impact the effectiveness of the school's outreach programs. (20 points)
- D. Key Educational Challenges and Opportunities in South Brooklyn: Outline your agency's view of the key challenges and opportunities in South Brooklyn with regard to the educational landscape. (15 points)

- E. Innovation – New Media and Social Marketing: Summit Academy does not intend for this partnership to be based solely on the placement of traditional media advertisement. Please explain ways that your agency and Summit Academy could strengthen our presence in new media. Note: do not propose any new websites or redesigns of current websites. The school manages all websites in- house and our advertising agency should not anticipate having a role in that process. (10 points)
- F. Sample “Call to Action” – Health & Wellness Fair Campaign: In an effort to spread the word about healthy living, Summit Academy Charter School will host a Community Health Fair & Wellness Event, themed "Back to School the Healthy Way," on September 10, 2016. Summit Academy invites scholars, families and the community at large to join us for a day filled with free health screenings, information on dental hygiene and healthy eating, as well as exciting activities for all ages. Summit Academy Charter School has hosted the Back to School the Healthy Way Community Health and Wellness fair for six (6) years. Please detail a potential strategy for this campaign. Tell us your agency’s ideas and approaches for this campaign and outline the key elements. Please explain any strategies that will help avoid messages which might conflict with our Healthy Living program. (15 points)
- G. Sample Media & Outreach Plan with a Detail Explanation of the Plan’s Strategy: Our partnership with our advertising agency encompasses two major seasons: summer and winter. During each season, we run a large, comprehensive campaign. Please detail appropriately a large potential Winter campaign. Tell us your agency’s ideas and approaches for this campaign and outline the key elements. (15 points)

All portfolios and sample work submitted will not be tallied in the 10-page limit for the main proposal and will be returned by mail unless arrangements are made to retrieve them in person from the school.

References – Provide two client references (with current phone numbers, email addresses and the name of an appropriate contact person) for which the agency has produced a comprehensive and, ideally, bilingual advertising and public outreach campaign. If possible, the references should be with clients representing schools or community based organizations. (5 points)

Section VI – Written Proposal Evaluation & In-House Interview Details

An evaluation committee comprised of school staff and one outside public relations specialist will review and score the written proposals. Under the description of each of the elements to the written proposal, a point value has been assessed. The school is looking for, among other things:

- accuracy,
- creativity,
- technical ability,
- accessibility,
- topic area knowledge,
- flexibility,
- an understanding of the limitations of public agencies,
- an ability to follow the direction of the RFP.

The three finalists with the highest scores will be invited to an interview in the Summit Academy Charter School Executive Office with selected school leadership to discuss topics such as, but not limited to, agency qualifications, understanding of key issues, and the overall campaign approach. Each agency will be allocated one hour for the interview. Additional details on the in-house interviews will be given to the three finalists upon scheduling of the meetings.

The in-house interview will not be a typical agency creative pitch. If an agency gets to the in-house interview stage, it is assumed the agency has the skills and abilities to successfully implement this type of large multi-language, multi-region, multi-target campaign. Therefore, the in-house interview will be a less formal process -- really an opportunity for a dialogue on a potential partnership.

The selected agency will be notified by telephone and in writing of project award and will be requested to submit a signed contract and proof of insurance within the specified time period.