

Public Relations Scope of Work

Customer

The Fund for Public Schools, on behalf of the Office of Food and Nutrition Services New York City
Department of Education

44-36 Vernon Boulevard, Long Island City, NY 11101

Purpose

To assess, evaluate, develop, and create a five-year public relations campaign for the largest school foodservice operation in the United States, The New York City Department of Education's Office of Food and Nutrition Services.

Background

The Office of Food and Nutrition Services program (OFNS) has historically provided leadership to other foodservice programs throughout the United States. Before eliminating additive-free food was an accepted practice, OFNS took the initiative to prohibit ingredients determined to be harmful to children's health and detrimental to their development. OFNS has provided food-truck service, vegetarian menu options, antibiotic-free chicken products, salad bars, and a back-to-scratch cooking service pilot started in two schools. One of the most important actions was to form partnerships with the other large school districts in the United States and founded the Urban School Food Alliance.

OFNS experienced an exceptionally challenging time during 2018. Negative press surrounded the results of food suppliers and their poor manufacturing issues in tandem with a demanding political landscape. In October of 2018, Mr. Christopher Tricarico began his tenure as the new Executive Director of OFNS, an organization that was fractured and untrusting. Over the past eighteen months, the organization is turning around through his commitment to bring communication, transparency, and efforts to ensure the staff knows they are appreciated.

To fully implement a new mission, a new vision, and to build a strategy to realize both, the department looked for assistance to re-engineer our organization. The Life Time Foundation and OFNS have decided to work together to accomplish these goals. The Life Time Foundation supports OFNS with a grant to continue our efforts to remove harmful or perceived as harmful ingredients from our food supply. They are also helping us to create a new strategic plan that incorporates input from other stakeholders. Supporting all these changes and vision is a coordinated Public Relations campaign that also reinforces our new strategic plan goals and objectives.

Deliverables

The public relations consultants' expected work is to work with the organization over the next two years to create a five-year public relations plan. We anticipate the following to occur at a minimum but also welcome proposals that exceed these minimum expectations.

- Interview senior executives and media and communications directors to define the goals of the project.
- Create a five-year public relations campaign for the organization that includes but is not limited to:

- Inventory existing communications and annual events conducted by the Office of Food and Nutrition Services and their partners
- Organize an annual PR calendar that the organization can utilize to organize specific campaigns
- Develop key messages that instill confidence internally and externally
- Highlight the mission, vision, and values of the organization
- Create a communications strategy that the DOE Office of Communications and Media Relations contact agrees to promote over the five years
- Provide a project plan that outlines the actions and timeline for the full realization of the public relations campaign
- Interface with an identified strategic planning consultant to highlight the critical key points of the plan

Support

The Fund for Public Schools will administer the contract with the selected vendor. The Fund for Public Schools will liaise with the Office of Food and Nutrition Services (OFNS) to ensure the activities and work supporting the Office of Food and Nutrition Services' outcomes have been completed.

Stephen O'Brien, Director of Strategic Partnerships, is the primary point of contact for the Office of Food and Nutrition Services and will coordinate with the hired consultant.

Christopher Tricarico, Senior Executive Director, is the second contact at the Office of Food and Nutrition Services.

Nathaniel Styer, Deputy Press Secretary, is your Office of Communications and Media Relations contact.

Invoicing

Submit monthly electronic invoices to Stephen O'Brien at sobrien@schools.nyc.gov for processing by the Fund for Public Schools. Payments will be made by mail from The Fund for Public Schools using a paper check.

Budget:

Our project is an exceptional opportunity to work with the largest and most prestigious school food service program in the United States. We anticipate that the consulting will take up to two years to implement and must reserve grant funds for the actual implementation of this work. We appreciate keeping the budget as conservative as possible.

Award Criteria:

Evaluation of all applications will use the following objective criteria:

- Overall proposal addressing our needs - 60%
- Overall cost of delivering desired program outcomes annually - 25%
- Financial Stability - 10%
- References - 5%
- References 5%

How to respond to this scope of work:

Please provide us with the following via email to sobrien@schools.nyc.gov no later than November 20, 2020.

1. A written proposal outlining the steps you plan to take to address our needs, including the capacity to conduct the project in a fully remote way, if necessary.
2. General budget of how you plan to allocate available resources.
3. A draft timeline for completion of this project on time.
4. 2 Letters of Reference, including reference contact information.
5. Organizational Profit and Loss Statements Financial Statements for the past two years.