

Request for Proposals
Marketing Services
RFP# 19-107

Deadline: Wednesday, May 22, 2019

CAPITOL REGION EDUCATION COUNCIL (CREC)
111 CHARTER OAK AVENUE
HARTFORD, CT 06106

LEGAL NOTICE
REQUEST FOR PROPOSALS
CAPITOL REGION EDUCATION COUNCIL
FOR MARKETING SERVICES
RFP #19-107

The Capitol Region Education Council (CREC) of Hartford, Connecticut requests proposals from qualified vendors to provide Marketing Services to CREC magnet schools, particularly focused on two magnet schools: Civic Leadership High School and the Metropolitan Learning Center for Global and International Studies.

Proposals will be received by CREC until 11:00 AM on May 22, 2019, at which time no further proposals will be accepted.

Questions concerning the proposal shall be directed to Kate Rotella krotella@crec.org.

CREC reserves the right to reject any or all proposals, and in particular, to reject a proposal incomplete or irregular. CREC reserves the right to waive any informality or irregularity in any proposal received, to negotiate changes to offered terms and to accept the proposal that, in its judgment, will be in the best interest of CREC.

The Capitol Region Education Council is an Equal Opportunity Employer.

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I. Introduction

The Capitol Region Education Council (CREC) is soliciting proposals from vendors with school marketing expertise to assist CREC with the development and implementation of marketing plans for two magnet schools. The successful vendor will be awarded a one-year contract, which may be renewed for up to two years. These magnet schools are public schools. Although successful recruitment of students is vital to the success of the schools, funding is limited and cost will be considered as a selection factor.

To be considered, sealed proposals must include: One (1) original, Four (4) copies and One (1) USB stick with submission saved, will be received at the Office of the Purchasing Manager.

Please address all packages to:

Capitol Region Education Council

Attn: Purchasing Manager

111 Charter Oak Ave.

Hartford, CT 06106

RFP# 19-107 Marketing Services

At the designated time of opening, they will be recorded and placed on file. Bids may be mailed or hand-delivered and must be received by **May 22, 2019 at 11:00 am**. Please address as stated to ensure delivery to the correct office.

Packets received after designated time will not be accepted. Each envelope should be clearly marked on its front by the RFP number, bidder name, date.

CREC reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between CREC and the firm selected.

Proposals will be reviewed by a committee comprised of representatives from the two magnet schools and CREC Magnet Schools central office. During the evaluation process, the committee may request additional information or clarifications from proposers, or allow corrections of errors or omissions. At the discretion of the committee, vendors submitting proposals may be requested to participate in an interview as part of the evaluation process.

CREC will not reimburse proposers for any expenses incurred in preparing responses to this request.

II. Description of the Capitol Region Education Council (CREC)

CREC is the first and largest of Connecticut's six Regional Educational Services Center (RESC's) comprising 35 member public school districts in north central Connecticut. CREC was established in 1966 as a grassroots effort of local school districts and organized that year under the provisions of the Connecticut General Statute (C.G.S.), Section 10-66A.-N. The Connecticut State Department of Education is the recognized regulatory State agency.

The CREC Council is governed by publicly elected board of education members appointed by each member school district. The CREC Council appoints an Executive Director to serve as the executive agent of the Council. Pursuant to C.G.S. 10-66c, CREC as a regional educational service center is a body corporate and politic and as such is a public educational authority acting on behalf of the State of Connecticut.

CREC operates sixteen interdistrict magnet schools. Students, primarily residing in the Hartford region, apply for a seat in these schools through a lottery operated by the CT State Department of Education's Regional School Choice Office. A marketing vendor is sought to support two of the magnet schools in increasing their applicant pools, resulting in a racially and socioeconomically diverse set of applicants reflective of the demographics of the cities and towns that make up the greater Hartford region, including both urban and suburban residents. The schools to be served by the marketing vendor are as follows:

- Civic Leadership High School: Located in Enfield, CT. Civic Leadership is a school that serves grades 9 - 12. The school's theme is public service, civic engagement, and early college.
- Metropolitan Learning Center for Global and International Studies (MLC): Located in Bloomfield, CT. MLC serves grades 6 - 12. The school's theme is global leadership and citizenship, with an emphasis on social entrepreneurship and principled action. The school is an International Baccalaureate (IB) World School, offering the Middle Years Programme and Diploma Programme to all students attending the school.

III. Nature of Services

An experienced marketing/advertising/public relations vendor is sought to increase the number of applicants applying to and accepting seats at two CREC magnet schools. The contracted vendor will develop and implement marketing plans specific to each magnet school, in close collaboration with the schools and central office. The plans should inform the schools' year-round marketing and recruitment strategies, with concentrated effort during the lottery application period (November - January).

The selected vendor must be available and demonstrate the capacity to begin work July 1, 2019. Services to be provided by the selected vendor include the following:

- development of distinct, school-specific comprehensive marketing and recruitment plans for the two magnet schools, taking into account CREC's existing market research and historical application data;
- development of impactful and effective messages and (re)branding to promote school assets;
- design of engaging, innovative recruitment and marketing strategies that will attract applicants;
- production of marketing materials (print, media, other);
- development of media buy and advertising campaigns tailored to each magnet school;
- monitoring and ongoing adaptation of the marketing plans' effectiveness throughout the November - January lottery season and the late application season as needed; and
- training of school and district personnel on the delivery of the schools' designed messages and implementation of identified recruitment strategies.

We expect that the new marketing strategies will result in increased application pools for the schools, that meet demographic targets. Specific goals will be shared with the selected vendor.

Timeline

RFQ due date:	May 22, 2019
Interviews conducted:	Early June 2019
Vendor selected:	Mid-June 2019
Work commences:	July 1, 2019

IV. Submission of Proposals

To be considered, a complete proposal must be received by Kate Rotella, purchasing manager, by **11:00 AM, Wednesday, May 22, 2019**.

For a proposal to be considered complete, the proposer must:

- Describe two (minimum) - five (maximum) relevant marketing campaigns that the vendor has developed and implemented, including the dates services were performed and the outcomes of such campaigns.
- Propose a basic work plan that would ensure services are provided per the project timeline.

- Provide a proposed rate/fee structure. Please provide as great a level of detail as possible, to allow for an estimated cost for the project.
- Include two letters of reference. We strongly prefer references from the campaigns described above.
- Print and sign CREC's Proposer Guarantees and Proposer Warranties. (Appendix A)
- Print and sign CREC's Insurance Exhibit. (Appendix B)
- Print and sign CREC's Non-Collusion Statement (Appendix C)
- Include **up to three** samples of developed marketing products, one of which should be a marketing plan.
- Provide a signed letter of transmittal that
 - briefly states the proposer's understanding of the work for which this RFP is soliciting proposals;
 - briefly states why the proposer is qualified to perform such work;
 - includes a statement of nondiscrimination or reference to the proposer's nondiscrimination policy; and
 - includes a statement reflecting the proposer's understanding of and ability to adhere to the project timeline.

The proposer may also include **up to two** additional appendices that illustrate their qualifications.

V. Selection

Proposals will be reviewed by a committee consisting of representatives from the magnet schools to be served and central office. Vendors will be considered based on related experience and expertise in successfully designing and implementing school marketing plans, and cost effectiveness of the proposal.

Selection Criteria:

A. Demonstrated experience with school marketing in a competitive school choice environment, OR

Demonstrated experience with marketing programs other than school marketing, with a demonstrated understanding of how such experience has prepared the proposer to design and implement magnet school marketing plans (up to 10 points);

B. Demonstrated ability to use innovative, current and relevant marketing strategies to influence perceptions and meet measurable outcomes including changes in behavior (up to 15 points);

C. Demonstrate capacity to provide services in accordance with the project timeline and the capacity to be flexible as needed based on the needs of the schools (up to 15 points);

D. Quality of sample marketing products (up to 10 points);

E. Sufficient detail to estimate project costs, and reasonableness of such costs (up to 10 points);

F. Complete response to the RFP. (required for review)

VI. Additional Information

Because this contract will be paid with federal funds, all records related to a project for which the vendor is hired must be retained at the expense of the vendor for a minimum of five years, unless the vendor is notified in writing by CREC of the need to extend the retention period. The vendor will be required to make records available upon request by CREC.

Awarded Vendors are required to fully comply with all requirements outlined in 2 CFR Part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards. This contract is subject to change based on guidance from the Federal funding source.

Non-Discrimination:

No person shall be denied or subjected to discrimination on account of any services, or activities made possible by or resulting from this agreement on the grounds of sex, race, color, creed, national origin, age (except minimum age and retirement provision), marital status or the presence of any sensory, mental or physical handicap. Any violation of this provision shall be considered a violation of a material provision of this agreement and shall be grounds for cancellation, termination or suspension in whole or in part of the agreement by CREC and may result in ineligibility for further CREC contracts. The proposer shall at all times in the proposal and contract process comply with all applicable local, state, and federal anti-discrimination laws, rules, regulations and requirements thereof.

**CAPITOL REGION EDUCATION COUNCIL
INFORMATION AND GENERAL REQUIREMENTS TO BIDDERS**

1. Sealed proposals One (1) Original, four (4) copies and one (1) USB stick electronic copy will be received at the Office of the Purchasing Manager. Please address all packages Capitol Region Education Council, **Attn: Purchasing Manager** 111 Charter Oak Ave. Hartford, CT 06106. At the designated time of opening, they will be publicly opened, read, recorded and placed on file. Bids may be mailed or hand-delivered and must be received by the specified date and time. Please address as stated to ensure delivery to the correct office. **Packets received after designated date and time will not be accepted.**
2. The envelope enclosing your bid should be clearly marked on its front by Bid number, Bid Name, time of bid opening and date.
3. Whenever it is deemed to be in the best interest of the agency, the Capitol Region Education Council reserves the right to reject any or all bids, completely or in part, and to waive technical defects, irregularities or any informality in any bid when such action is deemed in the best interest of the agency. Their decision is final.
4. The Bid Documents contain the provisions required for the requested item. Information obtained from an officer, agent, or employee of CREC, any other person shall not affect the risks, or obligations assumed by the Bidder or relieve him/her from fulfilling any of the conditions of the Bid.
5. Each bidder is held responsible for the examination and/or to have acquainted themselves with any conditions at the job site, which would affect their work before submitting a bid. Failure to meet these criteria shall not relieve the Bidder of the responsibility of completing the Bid without extra cost to CREC.
6. The bidder agrees and warrants that in the submission of this sealed bid, they will uphold CREC commitment to following Connecticut State and Federal law ensuring full compliance. CREC prohibits harassment and discrimination on the basis of race, color, religious creed, age, marital status, military or veteran status, national origin, sex, ancestry, sexual orientation, or past or present physical or mental disability in accordance with Titles VI, VII of the Civil Rights Act of 1964, which affirms that no person or group of persons is excluded from participation, denied benefits, or otherwise subjected to discrimination or permits discrimination under any program or activity or any service rendered to the public, on the grounds of race, color, creed, religion, national origin, sex, age or disability. Title IX of the Education Amendments Act of 1973; Section 504 of the Rehabilitation Act of 1973; the Americans with Disabilities Act of 1991; and applicable state laws. Unless it is shown by such bidder that such disability prevents performance of that which must be done to successfully fulfill the terms of this sealed bid or in any manner which is prohibited by the laws of the United States or the State of Connecticut.

The bidder further agrees to provide the Connecticut Commission on Human Rights and Opportunities with such information requested by the Commission concerning the employment practices and procedures of the bidder. An Affirmative Action Statement may be required by the successful bidder.

7. Bidder agrees to comply with all of the latest Federal and State Safety Standards and Regulations and certifies that all work required in this bid will conform to and comply with said standards and regulations. Bidder further agrees to indemnify and hold harmless CREC for all damages assessed against CREC as a result of Bidder's failure to comply with said standards and/or regulations.
8. The Capitol Region Education Council is exempt from Excise, Transportation and Sales taxes imposed by the Federal Government and/or State of Connecticut. Such taxes must not be included in proposal prices. Exemption certificates will be provided upon request.
9. By submitting a proposal, Vendors/Bidders certify that the proposal is made independently and without collusion, agreement, understanding, or planned course of action with any other Vendor/Bidder and that the contents of the proposal shall not be disclosed to anyone other than their employees, agents, or sureties prior to the official opening. Non-Collusion Statement is to be filled out (Attachment C).
10. Vendors shall observe and comply with all Federal, State and local laws, ordinances and regulations. Vendors shall indemnify and save harmless CREC, all of its officers, agents and servants against any claim or liability arising from or based on the violation of any such law, ordinance, regulation or negligence whether by the bidder, his employees, his consultant and/or their employees.
11. Bidders are responsible for checking the Capitol Region Education Council website at www.crec.org/coop for any addendums and updates to the Bid.

Additional Information:

All questions must be submitted in writing to the purchasing manager via email at krotella@crec.org

Rights Reserved CREC

The Capitol Region Education Council reserves the right to award in part, to reject any and all, in whole or in part, for misrepresentation or if the respondent is in default of any prior CREC contract, or if the Respondent limits or modifies any of the terms and conditions and/or specifications of the Request. CREC also reserves the right to waive technical defects, irregularities and omissions if, in its judgment, the best interest of CREC will be served.

CREC reserves the right to accept modifications and clarifications of the responses when CREC determines such action would be in the best interest of CREC. CREC further reserves the right to waive any non-conformity in a response.

APPENDIX A

Kate Rotella
Purchasing Manager, CREC
111 Charter Oak Avenue
Hartford, CT 06106

Dear Ms Rotella :

We have read the Request for Proposal and fully understand its intent and contents.

We certify that we have adequate personnel, insurance, equipment, and facilities to fulfill the specified requirements. We understand that our ability to meet the criteria and provide the required services shall be a requirement of this bid submission.

Proposer warrants that it is willing and able to comply with State of Connecticut laws with respect to foreign (non-state of Connecticut) corporations.

Proposer warrants that it will not delegate or subcontract its responsibilities under an agreement without the express prior written permission of CREC.

Proposer warrants that all information provided by it in connection with this proposal is true and accurate.

It is further understood and agreed that all information included in, attached to, or required by the Request for Proposal shall be public record upon delivery to CREC.

Submitted by: _____
(Firm)

Date: _____

Name: _____
(Authorized Signature)

Title: _____

Telephone and email: _____

APPENDIX B

Instructions: CREC Insurance Requirements

All contractors and vendors are required to provide proof of the required insurance coverage before entering the premises or commencing any work at any CREC facility. Contractors and vendors must obtain, at their own expense, all the insurance required here from an insurance company A.M. Best rated as "A-VII" or better, and acceptable evidence of such insurance must be properly furnished to, and approved by, CREC.

All subcontractors are subject to the same requirements. It is the responsibility of the primary contractor or vendor to obtain acceptable evidence of insurance from subcontractors.

CREC also requires that they be named as an additional insured on your general liability policy(ies). Your general liability policy must be specifically endorsed with ISO Endorsement CG 20 10 (or equivalent) or ISO Endorsement CG 20 26 (or equivalent), *and* ISO Endorsement CG 20 37 (or equivalent). Where these forms require a description of locations or projects, enter "All CREC locations or projects". These form numbers must be specifically referenced on the certificate of insurance. If your insurance company uses a different form to provide CREC with additional insured status on your policies, copies of those forms must be provided in advance with the insurance certificate for review and approval by CREC. All coverage must be primary and noncontributory as to CREC.

The amounts of insurance available to CREC as additional insured must be equal to the full policy limits carried by the contractor or vendor, including primary and excess (umbrella) liability policies. Coverage provided under excess or umbrella policies must be at least as broad as that found in required underlying policies.

The proper name for the entity to be named as additional insured is: "Capitol Region Education Council, and/or related or affiliated entities."

Evidence of compliance with these requirements is with the ACCORD form 25, "Certificate of Liability Insurance", plus copies of any required additional insured endorsements. Certificates should be sent to: **Capitol Region Education Council**, Jeffrey E. Ivory, Comptroller, Business Services, 111 Charter Oak Ave., Hartford, CT 06106-1912. Tel.: (860) 524-4068, Fax: (860) 247-1949, Email: jivory@crec.org.

Current insurance certificates must be furnished to CREC at all times. It is also the duty of contractor or vendor to provide renewal or replacement certificates to CREC ten (10) days prior to renewal or new placement of any insurance policy which may expire or renew during the term of any project or engagement, and to give CREC thirty (30) days notice of any cancellation or change in the terms of such policy or policies during the periods of coverage. Upon request of CREC, the contractor or vendor shall furnish to CREC for its examination and approval such policies of insurance with all endorsements, or copies thereof, certified by the authorized producer of the insurance company.

CREC reserves the right to make commercially reasonable changes to these requirements during the term of any work or project.

Other Insurance Provisions

The policies are to contain, or be endorsed to contain, the following provisions;

1. Liability, (General, Automobile, Professional) Coverage;

"CREC and its respective officers, agents, officials, employees, volunteers, boards and commissions" are to be **named as additional insureds** with regards to liability arising out of activities performed by or on behalf of the Auditor; products and completed operations of the Auditor; premises owned, leased or used by the Auditor.

Required		
√	Commercial General Liability	<p>\$1,000,000 per occurrence minimum, or sufficient to satisfy required underlying limits for the umbrella policy (see below). Policy form must be ISO CG 00 01, <i>or equivalent acceptable to CREC.</i></p> <p>The CGL policy must include coverage for:</p> <ul style="list-style-type: none"> · liability from premises and operations. · liability from products or completed operations. · liability from actions of independent contractors. · liability assumed by contract. <p>All coverage provided to CREC under this section must be primary and non-contributory. CREC must be specifically named as “additional insured” on your CGL policy with ISO form CG 20 10 or CG 20 26 <i>and</i> form CG 20 37, <i>or equivalent acceptable to CREC.</i></p> <p>Any Aggregate limit must apply per job/project. Products/completed operations must be carried for 2 years after completion of job and acceptance by CREC.</p>
√	Automobile Liability	<p>Covering owned, hired & non-owned vehicles. \$1,000,000 per accident minimum, or sufficient to satisfy required underlying limits for the umbrella policy (see below).</p>
√	Workers Compensation Employers Liability	<p>WC, Statutory EL \$1,000,000 per accident minimum, or sufficient to satisfy required underlying limits for the umbrella policy (see below).</p>
√	Umbrella or Excess Liability	<p>\$1,000,000 per occurrence minimum. Coverage must be excess over underlying policies described above. All coverage provided to CREC under this section must be at least as broad as that found in the underlying policies, and must be primary and non-contributory with any other insurance available to CREC.</p>
√	Professional Liability	<p>\$5,000,000 per occurrence/ \$5,000,000 aggregate</p>
ÿ	Contractors Pollution Liability	<p>\$1,000,000 per occurrence/ \$1,000,000 aggregate</p>

APPENDIX C

Capitol Region Education Council

NON-COLLUSION STATEMENT

“The undersigned affirms that they are duly authorized to execute this contract, that this company, corporation, firm, partnership or individual has not prepared this bid in collusion with any other bidder, and that the contents of this bid as to prices, terms or conditions of said bid have not been communicated by the undersigned nor by any employee or agent to any other person engaged in this type of business prior to the official opening of this bid.”

We understand that this proposal must be signed by an authorized agent of our company to constitute a valid proposal.

Date: _____

Name of Company: _____

Name and Title of Agent: _____

By (SIGNATURE): _____

Address: _____

Telephone Number: _____