
Seattle Public Schools
Contracting Services
2445 Third Avenue South
Seattle, WA 98134
Telephone: (206) 252-0566
Fax: (206) 743-3018
contractingservices@seattleschools.org

Request for Proposal No. RFP05982

Marketing and Strategic Communications Consultant

for

Seattle Public Schools Strategic Plan Implementation

Submittal Deadline:

Date: May 21, 2019

Time: 10:00 a.m.

Instructions

Table of Contents

1.0 INTRODUCTION 3

2.0 SCHEDULE..... 3

3.0 QUESTIONS AND COMMUNICATION..... 4

4.0 BACKGROUND 5

5.0 PROJECT INFORMATION..... 5

 5.1 Deliverables.....6

6.0 SELECTION PROCESS 7

 6.1 Method of Selection7

 6.2 Notifications7

 6.3 Seattle Schools Right to Reject7

 6.4 Procedures Requirements8

7.0 SUBMITTAL REQUIREMENTS..... 8

 7.1 General Submittal Requirements.....8

 7.2 Contents of the Proposal.....8

8.0 CONTRACT AND CONTRACTING PROVISIONS 9

 8.1 Standard Form of Contract9

1.0 INTRODUCTION

The Seattle School District No.1 (District) is requesting proposals for marketing and strategic communications in support of the District's new strategic plan. Services will include market research and key message development, plan branding including slogan and logo creation, and creation of a 1-year comprehensive, coordinated strategic communication plan to include but not limited to:

- Social media campaign,
- Video concepts/script,
- Website content,
- Paid advertising,
- Earned media with a focus on state and national education publications.

Design of strategic plan marketing materials will include a common PowerPoint deck, printed plan, brochure, poster, and other necessary documents for broad distribution of the strategic plan, two high visibility initiatives, and templates to support future initiative marketing.

The District's Communication and Public Affairs department will support review and refinement of all generated supports, marketing materials, and implementation of the final 1-year strategic communication plan (August 2019-August 2020).

This Request for Proposal (RFP) describes the selection process and documentation required for submitting a Proposal. Any firm failing to submit their proposal in accordance with the procedures set forth in the Request for Proposal may be considered nonresponsive.

It is the intent of the District to award the project listed above to one firm.

The selection of the consultant for these services will proceed in the following manner:

- **Seattle Public Schools shall receive proposals no later than the due date and time specified in Section 2.0 of this RFP.**
- An initial screening will follow, resulting in a short-list of one or more qualified firms that will be selected for interviews (if deemed necessary).
- The District may conduct interviews (if deemed necessary) with the selected firms, in accordance with a schedule to be determined by the Selection Committee in order to select the best proposals, all factors considered.

2.0 SCHEDULE

SCHEDULE	
Date	Selection Process
May 7, 2019	Advertisement for Request for Proposal Issued
May 14, 2019	Last day for Questions from Proposers by 2:00 p.m.
May 21, 2019	Proposal Due by 10:00 a.m.
May 21-24, 2019	Initial screening.
Approx. May 28, 2019	Notification sent to selected firm.
Approx. May 29-30, 2019	Negotiation of Contract.
June 2019	Anticipated Start Date

3.0 QUESTIONS AND COMMUNICATION

All communication and/or questions shall be submitted in writing at the dates and times indicated herein to:

U.S. Mail: Diane Navarro
Contracting Services
Seattle Public Schools
M/S 22-337
P.O. Box 34165
Seattle, WA 98124-1165

Physical Location: Diane Navarro
Contracting Services
Seattle Public Schools
M/S 22-337
2445 Third Avenue S.
Seattle, WA 98134-1923

Phone: (206) 252-0566

Fax: (206) 743-3018

E-mail: contractingservices@seattleschools.org

All questions must be submitted electronically by e-mail or fax to Contracting Services by the date and time indicated in Section 2.0. Reference the RFP number in the subject of your email. The District will consider no telephone or in-person inquiries, except at the interviews for those firms making the short-list.

Proposals must be submitted electronically to the e-mail address listed above with the Request for Proposal number and project title referenced in the subject of the email.

In the event that a firm attempts to contact any official, employee, or representative of Seattle Public Schools in any manner contrary to the above requirements, said firm may be disqualified for further consideration.

This prohibition does not apply to:

- Telephone calls to the District to request copies of this RFP, to confirm attendance, or request directions relative to an interview notification received from the District;
- Delivery of written questions about the proposal;
- Discussion at the interview (if deemed necessary);
- Delivery of the firm's proposal.

4.0 BACKGROUND

The District's new superintendent, Denise Juneau, started on July 1, 2018. One of her areas of focus has been development of a new strategic plan. In preparation for plan development, the Superintendent implemented a comprehensive entry plan and Listen and Learn tour. She met with thousands of stakeholders to learn about their hopes and dreams and areas of growth for Seattle Public Schools. Key themes and findings from the Listen and Learn Tour were shared with the strategic plan steering committee, representing the District's labor partners, staff, and community members.

In March 2019, the Board of Directors of Seattle Public Schools approved a five-year comprehensive strategic plan. Unlike former strategic plans, this one embodies the word "strategic" and it is laser focused on supporting students of color, those furthest away from educational justice, beginning with African American males. The plan is grounded by a Theory of Action and organized around four high leverage priorities: quality teaching and learning, culturally responsive workforce, district operations, and engagement. Associated with each priority are three to four goals and key performance indicators. To review the strategic plan, visit the District strategic plan [webpage](#).

The District is now looking for a marketing and strategic communications firm to develop clear public messages, marketing materials, and a coordinated communications plan that will resonate with our broader community, affirm our students, and build public will for this bold plan.

It is critical that developed messages resonate with the broader community and reflect the perspectives of students and families furthest from educational justice. It is also important that language diversity and intentional strategies to reach our English Language Learner (ELL) families are addressed in the final communication plan.

The District sees this new strategic plan as an opportunity to change the way we communicate about our students of color – shifting from deficit language to aspirational and strength-based messaging. We believe implementation of this new strategic plan is the most important work we have ever done. We need the community to join us in our belief and come along with us in ensuring educational justice for all students.

5.0 PROJECT INFORMATION

The consultant will develop and provide comprehensive strategic plan communication supports. Inherent in this work will be:

1. Initial research (i.e. focus groups, polling), review of other district's strategic plan messaging, and draft message testing with the broad community and specific stakeholder groups.
2. Branding and strategic plan logo and slogan development; graphic design and development of marketing materials including a common PowerPoint deck, the final plan, brochure, flyers, etc.

3. Development and production of a coordinated, strategic 1-year communication plan including social media campaign, earned media, ad placement, web content, public presentations, etc. In addition, two associated “mini” plans and marketing materials for key initiatives beginning with an early literacy campaign to launch in August 2019 with school leaders and September 2019 with the general public. Additionally, we are requesting templates to use for future strategic initiatives that align with adopted branding.

4. Provide guidelines for cabinet and the school board’s use of key messages and marketing materials.

The successful vendor will provide consulting services for the communications department and Superintendent and will be expected to coordinate with District Administrators to ensure the timelines are met and deliverables are produced.

The District reserves the right to delete any or all of the scope of work from any of the projects listed. The District also reserves the right to modify the schedule, specific size, or scope.

The District reserves the right to terminate this contract at any time for any reason.

The Consultant shall, at a minimum, undertake the following responsibilities, and any additional responsibilities reasonably necessary to complete this work.

5.1 Deliverables

The vendor selected for this project will manage completion of the following planning period deliverables:

- Develop a project plan and timeline that encompasses all deliverables and deadlines within two weeks of contract approval.
- Draft coordinated strategic communications plan – 4 weeks after contract, is finalized.
- Market research and message development for 5-year strategic plan implementation – Completed by July 12, 2019.
- 5-year strategic plan marketing materials that reflect common branding, logo, and approved messages produced by July 31, 2019. Note: Principals will be introduced to materials the week of August 8-12. Materials to include, but not be limited to, final plan, brochure, common PPT, graphics for the website and social media.
- Lead the development of school year 2019-20 Literacy campaign and branding development with support from the District’s Communication department. The Literacy campaign will be introduced at the August 8, 2019 School Leadership Institute and publicly launched in alignment with the start of school in September 2019. It will build from a summer reading campaign that will launch in June 2019.
- Final coordinated strategic communications plan delivered with all associated marketing materials – completed by August 31, 2019.
- Prepare regular updates highlighting progress, issues and upcoming major milestones for Superintendent, Communications department, and key partners including cabinet level leadership.

The successful vendor will be expected to adhere to project milestones and project costs.

6.0 SELECTION PROCESS**6.1 Method of Selection**

1. The District will review all proposals and select a firm based upon the best interests of the District, all factors considered. The District reserves the right to conduct interviews with the top three firms, if deemed necessary.
2. Among the factors to be considered are the following:

EVALUATION CRITERIA	POINTS
Qualifications – 85%	
Professional qualifications necessary for satisfactory performance of required services including experience conducting market research and working with diverse communities.	25
Quality of project approach with a special emphasis on reaching and engaging diverse communities and messaging to broad and targeted audiences.	30
Past performance on contracts in terms of cost control, quality of work, and compliance with performance schedule	30
Pricing – 15%	
Price of Services	15

Based on the recommendation of the Committee, the District will enter into contract negotiations with a selected firm. Upon receipt of best and final proposals, the Committee will select the best proposal, all factors considered.

6.2 Notifications

The District will provide timely notifications to firms responding to the Request for Proposal upon selection of the recommended firm.

6.3 Seattle Schools Right to Reject

The District reserves the right to reject any and all proposals and re-advertise the RFP at any time prior to approval of the recommended firm and the negotiated agreement. All costs incurred in the preparation of the Request for Proposal process shall be borne by the proposing firm.

Proposals submitted in response to this Request for Proposal shall become the property of the District and be considered public documents under applicable Washington State laws.

The District reserves the right to modify the scope of services as a result of the written submittals and/or interviews.

6.4 Procedures Requirements

Any firm failing to submit information in accordance with the procedures set forth herein may be considered non-responsive.

7.0 SUBMITTAL REQUIREMENTS

7.1 General Submittal Requirements

The submittal requirements shall be as follows:

SUBMITTAL METHOD: The proposing firm, joint venture or other form of association (“firm”) shall submit their proposal for the project electronically via e-mail to contractingservices@seattleschools.org. The Subject Line of the e-mail shall note the RFP number and Project title.

Each proposal is to be a maximum of ten (10) pages (8-1/2” x 11”) single sided, not smaller than 12- point type. Please combine sections below into one PDF with each section bookmarked within the PDF.

1. Project cut sheets, including photos, are included in the page limits. Submittals exceeding the page limits may be considered non-responsive.

7.2 Contents of the Proposal

1. Signed Proposal Certification Form (page 3 of the RFP). This does not count towards the Page limit.
2. Table of contents (maximum 1 page).
3. **Executive Summary.** Provide a summary highlighting the firm’s qualifications, areas of specialization, and expertise to provide the services requested in the Request for Qualifications.
4. **Experience and Capabilities.** In resume form, provide key members’ relevant professional experience and education, including experience working with a culturally and linguistically diverse population. Include examples of the team’s work.
5. **Project Approach.** Briefly discuss your approach and techniques proposed for this project to address the deliverables expected by the District.
6. **Availability and Capacity.** Briefly discuss the availability of key staff for the scheduled time frame of the proposed project. Additionally, discuss your firm’s capacity to accomplish the work.
7. **References.** Provide the client name, address, email address, and client’s project representative and telephone number for the firm’s three (3) most recent projects that most closely relate to the firm’s qualifications for this project. If a joint venture or other form of association, provide reference information for each member firm.
8. **Rates.** Provide your proposed pricing total for the listed services, listing categories of individuals, present hourly rates, estimated hours for each. The submittal must include information for hourly pricing.

The District anticipates awarding a contract on a fixed fee contract amount. **The fixed fee is up to \$30,000.** Please also include costs for reimbursable and direct expenses, such as supplies, postage, couriers, etc.

Please also note that the District reserves the right to ask questions and seek clarifications about the Proposal, to request post-proposal modifications, and to engage in negotiations with a selected short list of firms.

8.0 CONTRACT AND CONTRACTING PROVISIONS

8.1 Standard Form of Contract

The District's Contract for Personal Services is included as Attachment 1. The proposal should include any comments or requested changes. **Please note: The District reserves the right to reject any firm that is not willing to accept the District's terms and conditions as noted in the standard form of contract.**

End of Request for Proposal

ATTACHMENT 1:

Attachment 1: Sample Personal Services Contract

All attachments are available to view at [Builders Exchange of Washington](#)

SEATTLE PUBLIC SCHOOLS

Personal Services Contract

CONTRACTOR NAME AND ADDRESS <small>(Legal Name – MUST be same as registered with Tax ID Number)</small>	CONTRACT MUST BE FULLY EXECUTED IN ADVANCE OF SERVICES
Name:	WA State Business License (UBI#):
Doing Business As (DBA):	Email:
Address:	Telephone:
City, State and Zip:	Fax:
Accounting Use: Vendor #	PO#

This agreement is made between the Seattle School District (“the District”) and the above-named contractor (the “Contractor”) District employees, other than personnel in the District Financial Services Department are not authorized to make promises for contractual services, promises for a particular period of time or promises of a particular level of payment. Any verbal or written statements to that effect by District employees other than Financial Services personnel are null and void.

Whereas, the District requires the Contractor’s services; and whereas, the Contractor’s education and experience qualify the Contractor to perform specified services; it is agreed that the Contractor will provide services as follows:

1. Description of Services and Expected Objective:

Dates of Services	
From	To

Please attach applicable supplementary information, including pertinent support documentation (i.e. written letters in support, Memorandum of Understanding, or other related written agreements which might provide further explanation and understanding).

2. Payment:	Payment is based on the following rates:	
Hourly:	Daily:	Other (Specify):

Estimated Total for Services:	Other Reimbursable Expenses (specify):
TOTAL PAYMENT (Services + Approved Expenses)	
ON THIS CONTRACT WILL NOT EXCEED:	
\$	

Compensation for the described services will be by warrant of the Seattle Public Schools after receipt of services. State Law RCW 42.24.080 forbids prepayment of services. The Contractor must submit an invoice to the originating school or department. The originator must then attach a completed Certification of Services Rendered form to the invoice and submit both to the Accounting Department for payment. The warrant will be issued through the Accounting Department.

Contractor shall submit an invoice itemizing actual services and expenses after services have been rendered. **Invoices must meet District invoicing standards.** Payment will be made in one sum unless other approved. Unless otherwise specified, **payment terms**

SEATTLE PUBLIC SCHOOLS

Personal Services Contract

are net 30 days. Progress payments may be made not less than monthly. Any reimbursable expense for travel shall comply with district policy. If the parties anticipate the amount due for services and/or expenses will exceed this contract amount, or the dates of services will be extended, it will be necessary to complete a "Contract Modification/Extension" form which is subject to the same approval process as the original Services Contract. The District is not liable for any services above the approved contract amount without a properly approved and signed modification.

3. Correction of Noncompliance: Contractor shall, at no cost to District, promptly and satisfactorily correct or re-perform any Services found to be defective or not in compliance with the requirements of this contract or the requirements of any governmental authority, law, regulation or ordinance.

4. Compliance with Laws: Contractor shall comply, and be certain that its Services comply, with all applicable laws, ordinances, regulations, resolutions, licenses of record, permits of record, and other requirements applicable to the Services, in effect at the time of performance of the Services including applicable local, state and federal laws prohibiting discrimination with regard to race, creed, color, national origin, sex, sexual orientation, marital status, age or the presence of any sensory, mental or physical handicap. Contractor shall furnish such documents as may be required to evidence such compliance. Pursuant to RCW 28A.400.330, Contractor shall be prohibited from providing Services at a public school where there may be contact with children, any employee of Contractor who has pled guilty to or been convicted of any felony crime involving the physical neglect of a child under Chapter 9A.42 RCW, the physical injury or death of a child under Chapter 9A.32 or 9A.36 RCW, sexual offenses under Chapter 9A.44 RCW where a minor is the victim, promoting prostitution of a minor under Chapter 9A.88 RCW, the sale or purchase of a minor child under RCW 9A.64.030, or violation of similar laws of another jurisdiction. Failure to comply with this section shall be grounds for District to immediately terminate the contract.

5. District Use: All drawings, specifications, materials, information, property and other items obtained or developed in connection with the Services or the cost of which is included in the Reimbursable Expenses (including, but not limited to, documents, designs, drawings, plans, specifications, calculations, maps, sketches, notes, reports, data, estimates, reproductions, renderings, models, mock-ups, educational materials, curriculum and instructional material, books, workbooks, videos, and completed Services and Services in progress), together with all rights associated with ownership of such items (such as copyright, patent, trade secret and other proprietary rights), shall become the property of District when so obtained or developed or when such expense is incurred, as the case may be, whether or not delivered to District. It is agreed by the Contractor that the services provided to the District are specially ordered or commissioned and that such services are rendered on a work-made-for-hire basis. This confirms ownership by the District of all right, title, and interest, including all right of copyright, in and to any work of authorship created under this agreement. If for any reason it is determined that services were not provided under a work-made-for-hire situation, the Contractor irrevocably and permanently assigns to the District all ownership interest to any work created under this Agreement. Contractor shall deliver such items, together with all materials, information, property and other items furnished by District or the cost of which is included in the Reimbursable Expenses, to District upon request and in any event upon the completion, termination or cancellation of this contract. However, Contractor may at its own expense retain copies of any such items for its own records or for use in the furtherance of its professional knowledge.

District shall have a permanent, assignable, nonexclusive, royalty-free license and right to use all concepts, methods, processes, products, writings and other items (whether or not copyrightable or patentable) developed or first reduced to practice in the performance of the Services or otherwise whether by Contractor, any of its subcontractors, or any employee(s) of Contractor in connection with this contract. District shall hold Contractor or its subcontractors harmless for District's reuse of documents on a project other than this project.

6. Workers' Compensation: Contractor expressly waives any immunity or limitations (e.g., on the type or amount of damages, compensation, benefits or liability payable by Contractor) that might otherwise be afforded under any industrial insurance, worker's compensation, disability benefit or similar law, rule, regulation or order of any governmental authority having jurisdiction (including, but not limited to, the Washington Industrial Act, Title 51 of the Revised Code of Washington). By executing this contract, Contractor acknowledges that the foregoing waiver has been mutually negotiated by the parties.

7. Termination for Breach by Contractor or for the Convenience of the District: District may terminate this contract at any time for material breach by the contractor, by written notice, in which case contractor shall be liable for the direct and incidental damages suffered by the District for such material breach, but not for consequential damages. In addition, District may, at its option, terminate all or a portion of the services not then performed under this contract at any time, for its convenience for any reason, by so notifying Contractor in writing. In the event of termination, all finished or unfinished documents and other materials as described above shall, at

SEATTLE PUBLIC SCHOOLS

Personal Services Contract

the option of District, become its property upon compensation therefore in accordance with this contract, and District shall indemnify and hold harmless Contractor and its agents and employees from any claims arising from District's subsequent use of such documents and other materials, except to the extent Contractor is solely or concurrently negligent. If the contract is terminated by District for the convenience of the District as provided herein, Contractor's compensation for the Services shall be (i) that portion of the compensation for services performed prior to termination, and (ii) proper compensation for reimbursable expenses. Under no circumstances shall District be liable for any consequential damages, including, but not limited to, loss of profits on other projects or of reputation incurred by Contractor as a result of such termination.

8. Miscellaneous:

8.1 General: This contract represents the entire and integrated agreement between District and Contractor and supersedes all prior negotiations, representations or agreements, either written or oral. This contract may be amended only by written instrument signed by both District and Contractor. This contract shall be interpreted, construed, and enforced in all respects in accordance with the laws of the State of Washington. Venue in any litigation shall be in King County, Washington.

8.2 Independent Contractor: Contractor shall at all times be an independent contractor and not an agent or representative of District with regard to performance of the Services as authorized by this contract. Contractor shall not represent that it is, or hold itself out as, an agent or representative of District.

8.3 Indemnification: All activities performed by the Contractor are performed at its own risk, and Contractor shall indemnify, defend and hold the District harmless from any liability, claim, expense, damages or injuries to persons or property arising out of acts or omissions of Contractor, its employees, agents or subcontractors under this agreement, except to the extent cause by the District, its officers or agents.

8.4 Debarment: Vendor, by accepting this contract, warrants that it is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions (defined as not being eligible to receive federal funds) by any local, state or federal department or agency. Vendor agrees to be bound by the terms of School Board Policy No. 6973, which provides additional requirements applicable to debarment of contractors from receiving future contracts with SPS.

8.5 Contractor Responsibility: Contractor shall provide and furnish all necessary tools, labor, materials, equipment and transportation, as necessary to perform the services. Contractor is liable for, among other things, employment and other taxes, personal health and car insurance, worker's compensation for its employees.

8.6 Assignment: Neither District nor Contractor shall assign, sublet or transfer any interest in this contract without the written consent of the other. Contractor shall not (by contract, operation of law or otherwise) delegate or subcontract performance of any Services to any other person or entity without the prior written consent of District.

8.7 Insurance: If (1) this contract is more than \$49,999, or is amended to exceed a total value of more than \$75,000, and (2) Contractor performs services on District property, the Contractor shall, at its sole expense, purchase and maintain commercial general liability insurance, with a limit of not less than \$1,000,000 per occurrence bodily injury, personal injury and property damage combined, including premises, operations, contractual and personal liability prior to starting services. Contractor shall submit a certificate of insurance upon request. Such insurance shall not be cancelled or reduced until 30 days prior written notice has been given to the District. If performance of the services requires use of an automobile, Contractor and its employees must have automobile liability insurance.

8.8 Cooperation with District Auditor and State Auditor: Vendor agrees to provide reasonable cooperation with any inquiry by either the district or State Auditor relating to the performance of this contract. The District has the right to audit records of the Vendor relating to payment or performance under this contract, for three (3) years after completion of this contract. Failure to cooperate may be cause for debarment from award of future contracts.

SEATTLE PUBLIC SCHOOLS

Personal Services Contract

Contractor must complete below: Please note there must be an IRS Form W-9 Request for Taxpayer Identification Number and Certification" attached to this contract. The Federal Tax I.D. or Social Security number given below MUST match the number specified on the W-9. A W-9 form may be obtained from the Contracts Desk in Accounting or www.irs.gov.

CONTRACTOR NAME (PRINT NAME):	FEDERAL TAX I.D. OR SOCIAL SECURITY NO.:
SIGNATURE:	TITLE OF CONTRACTOR AND DATE SIGNED

SCHOOL/DEPARTMENT BUDGET AUTHORITY		
School/Department Name:	Mail Stop	Phone:

As an authorized representative of the originating school/department and having budget authority to authorize the disbursement of funds from the budget line give below, I declare that:

1. I have personally verified the existence of funds available within the appropriate unit to pay this contract.
2. I am satisfied that the contractor meets the eligibility requirements for an independent contractor as outlined in the attached Classification Checklist.
3. The services being provided do not violate any labor agreement regarding contracting out for services. Having completed these steps, I hereby authorize the release of funds from the budget line coded below.

Print Name:	Title:
Signature:	Date

SCHOOL BASED CONTRACTS OVER \$25,000

Print Name:	Title: Executive Director of Schools
Signature:	Date:

FISCAL YEAR	FUND	FUND CENTER/COST CENTER	COMMITMENT ITEM
			7120
			7120
			7120

FINAL SEATTLE PUBLIC SCHOOLS APPROVAL		
Contracts up to \$75,000:	Date:	Accounting Manager
Contracts \$75,000 and Over:	Date:	Assistant Superintendent for Business and Finance
Contracts over \$100,000:	Date:	Superintendent

FOR ACCOUNTING USE ONLY	
Funds Encumbered	Date
Grant Accounting Review:	Contracts Accounting Review: