

Rowland Unified School District  
1830 Nogales Street  
Rowland Heights, CA 91748

RFQ/P Due Date: November 18, 2024

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**REQUEST FOR STATEMENTS OF QUALIFICATIONS  
AND REQUEST FOR PROPOSALS  
FOR COMMUNITY OUTREACH/MARKETING SERVICES**

**I. BACKGROUND**

The Rowland Unified School District (“District”) is seeking submission of statements of qualifications and proposals (“Response”) from qualified firms, partnerships, corporations, associations, persons, or professional organizations (“Firm(s)”) to conduct the “Services” outlined in Section V. The overall objective of this Request for Statement of Qualifications and Request for Proposals (“RFQ/P”) is to permit interested Firms the opportunity to submit their relevant school district and/or public entity experience relative to community outreach and marketing campaigns, client references and proposed schedule of charges for consideration.

Firms that intend to submit a Response must be insured.

**II. INSTRUCTIONS**

**Responses.** Interested Firms are invited to submit a Response via email to: **Rosana McLeod, Director of Purchasing** at [rmcleod@rowlandschools.org](mailto:rmcleod@rowlandschools.org). **ALL RESPONSES MUST BE RECEIVED ON OR BEFORE 3:00 PM on November 18 2024.** Specify “RFQ/P Response—Community Outreach/Marketing Services—[FIRM NAME]” in the subject line of the email.

No corrected or resubmitted proposals will be accepted after the deadline. **Any proposal submitted after the deadline for submittal of proposals may be deemed non-responsive.**

**III. QUESTIONS**

All questions and communications related to this RFQ/P should be submitted via email to **Rosana McLeod, Director of Purchasing** at [rmcleod@rowlandschools.org](mailto:rmcleod@rowlandschools.org). All Questions must be submitted by **10:00 a.m. on November 11, 2024.** Specify “**RFQ/P—Community Outreach/Marketing Services—[Firm Name]**” in the subject line of the email. Firms are directed to not contact any other person with inquiries regarding this RFQ/P. Questions via phone calls, or other modes of communication will not be considered and may be grounds for disqualification.

**IV. MANDATORY QUIET PERIOD**

From the date of issuance of this RFQ/P until the selection process is completed, announced and approved, any interested Firm and/or their agent or representative, shall not communicate with any District superintendent, staff member, member of the Board of Education (“Board”), member of a Bond Oversight Committee, member of any other Board appointed committee, or District consultant regarding this RFQ/P. All communications must be transmitted to **Rosana McLeod, Director of Purchasing** at [rmcleod@rowlandschools.org](mailto:rmcleod@rowlandschools.org). Any interested Firm violating the communications prohibition may be disqualified at District’s discretion.

**V. SCOPE OF WORK**

The District requires a qualified Firm to provide the following Services and those described in the District’s form Independent Contractor Agreement for Community Outreach/Marketing Services attached hereto as Attachment 1 (“Agreement”) (collectively, “Services”):

**SERVICES:**

## I. Marketing Services for School District

Advise, consult and collaborate with District staff to develop a strategic marketing plan that enhances the visibility and reputation of the District, including dissemination of information to the community, and when and how information will be disseminated. The plan should include a detailed estimate of the time each task is expected to take.

The strategic marketing plan should include:

### Objectives:

- Define clear, measurable goals (e.g., increase enrollment by 10% over the next year).

### Strategies:

- Implement a year-round marketing calendar.
- Develop campaigns for specific events (e.g., open houses, back-to-school nights).

### Budget:

- Outline budget allocation for various marketing channels and initiatives.

### Metrics:

- Establish Key Performance Indicators (KPIs) to measure success (e.g., website traffic, social media engagement, enrollment numbers).

Goals include increasing enrollment, engaging the community, and fostering positive relationships with stakeholders.

## II. Market/Polling Analysis

Analyze the results of any polling and/or surveying performed by the District or its consultants, and perform Market Analysis of target audiences, including:

- Current students and parents.
- Prospective students and families.
- Community members.
- Local businesses.
- Alumni.

## III. Community Outreach

Develop a system to collect, compile and promptly respond to questions and requests for information from the community, and design, advertise, and conduct public outreach meetings/events/presentations in conjunction with District staff, including but not limited to:

- **Public Forums:** Host town hall meetings and focus groups to gather input and engage with community members.
- **Partnerships:** Collaborate with local businesses and organizations for joint events and sponsorship opportunities.

## IV. Communications Manager

Provide Communications Manager for District communications, with the following expected roles and responsibilities:

### • Key Responsibilities:

- Develop and execute the overall communication strategy.
- Serve as the primary spokesperson for the District.
- Manage the creation and distribution of content across all media channels.
- Collaborate with staff and board members to ensure alignment with District goals.
- Analyze communication effectiveness and adjust strategies as necessary.
- Attend meetings with District staff as requested and necessary to properly perform the tasks outlined in this Scope of Work.
- Provide the District with recommendations regarding other potential methods of community outreach, educate the District on how to implement those strategies, and assist the District in doing so.

- **Required Skills:**
  - Strong writing and communication skills.
  - Experience in digital marketing and social media management.
  - Ability to engage with diverse stakeholders and build relationships.

#### V. **Expected Use of Media Sources**

Develop appropriate information and educational materials and identify and implement the most effective methods of distributing information to the community, including via:

- **Traditional Media**
  - **Print Advertising:** Flyers, brochures, and newsletters are distributed in community centers, libraries, and local businesses.
  - **Press Releases:** Regular updates sent to local newspapers and magazines highlighting District achievements and events.
  - **Radio and TV:** Advertisements or public service announcements promoting events and programs on local stations.
- **Digital Media**
  - **Website:**
    - User-friendly design with easy navigation and access to information.
    - Regular updates with news, events, and important announcements.
    - Integration of a calendar of events and an online enrollment portal.
  - **Social Media:**
    - Active engagement on platforms like Facebook, Twitter, Instagram, and LinkedIn.
    - Regular posts showcasing student achievements, events, and District news.
    - Use of live video for school events, announcements, and Q&A sessions.
  - **Email Marketing:**
    - Monthly newsletters to keep parents, staff, and community members informed.
    - Targeted campaigns for specific events or initiatives.

#### VI. **CONTENTS OF PROPOSALS**

For the District to consider Responses, they must be clear, concise, complete, well organized and demonstrate the Firm's ability to follow instructions. The quality of answers is important, not the length of the proposals or visual exhibits.

The Response shall be organized in the format listed below. Firms shall read each item carefully and answer each of the following items accurately to ensure compliance with District requirements.

##### **Section A. Submittal Letter**

Include the RFQ/P's title and submittal due date, the name, address, fax number and telephone number of the responding Firm. Include a contact person and corresponding e-mail address. The letter shall state that the proposal shall be valid for a 60-day period and that the Firm is available to immediately provide the Services. The person authorized by the Firm to negotiate a contract with the District shall sign the cover letter.

##### **Section B. Table of Contents**

Responses shall include a table of contents of the material contained in the Response according to the structure reflected in this Section and the corresponding page number for each subject matter.

##### **Section C. Description of Firm**

This section should provide an overview and history of your Firm, and its community outreach and marketing experience for school districts and other public entities in California. Provide an overview of the services provided by the Firm and the Firm's proposed approach to providing the Services to the District.

#### **Section D. References and Description of Experience**

This section should identify similar services that the Firm has provided as outlined in the RFQ/P. Use this section to indicate the areas of expertise of your Firm and how the Firm's expertise will benefit the District. Include at least four (4) school districts with similar program needs, along with the names of individuals familiar with your work that can be contacted by District staff. The District prefers Firms with previous experience providing similar services to public school districts, and Firms should provide examples of previous experience providing similar services to K-12 districts in California.

#### **Section E. Team**

Please provide the names and résumés of staff who would be working with the District and identify individuals by responsibility. Please indicate who the primary contact will be and who will be responsible for the day to day work with the District. The District expects that the Firm's key personnel will remain consistent throughout the provision of the Services to the District.

#### **Section F. Case Study**

Please provide at least two (2) case studies that demonstrate your Firm's ability to conduct community outreach/marketing on behalf of a public entity and/or school district and explain how the services impacted the results of the public entity's and/or school district's goals. Please explain the relevance of your case studies to the District. To the extent possible, please also provide two (2) examples of prior community outreach/marketing plans your Firm has developed, and two (2) examples of materials your Firm has created.

#### **Section G. Project Overview**

This section should clearly convey the Firm's understanding of the nature of the Services and the general approach the Firm will use in its ability to provide the Services. Please specifically describe the approach the Firm will take in working with District staff to perform the comprehensive Services required.

#### **Section H. Fees**

Firms must provide a not-to-exceed fixed fee to perform the Services. Please provide a fee schedule for the fees you would charge, including hourly rates for the Firm's team. Please identify any added costs or charges for items identified in the Firm's proposal that are not included in the Services. If there are to be charges for reimbursable expenses, please list all charges to be considered as such.

The District is interested in achieving fees that are both in line with the specific Services provided the District and are comparable to those paid by other school districts on similar transactions.

#### **Section I. Agreement**

The form of Agreement for the Services is attached hereto as **Attachment 1**. Any proposed revisions or comments to the Agreement must be submitted to the District with your Firm's proposal. The District will not consider any comments or proposed revisions to the Agreement submitted after the deadline for proposals. The Services identified in Exhibit A to the Agreement are subject to change at the District's sole discretion based upon the Services to be provided by the selected Firm as identified in its proposal.

#### **Section J. Legal Issues**

Please respond to each of the following questions:

- Is there now pending against the Firm or any of its employees any legal action in connection with any services provided by the Firm similar to the Services in this RFQ/P? If so, please describe such pending

action.

- Have there been any settlements or judgments involving such actions? If so, please describe each settlement or judgment, including the nature of the action and the amount of recovery.
- Has the Firm or any of its employees ever been subject to litigation or an administrative enforcement action in connection with services provided by the Firm similar to the Services in this RFQ/P? If so, please describe each such action, including its status.
- Has the Firm had any contract terminated for cause? If so, please describe why the contract was terminated for cause.

#### **Section K. Conflict of Interest**

Does your Firm have any existing relationships with the District or with other related entities that might create a conflict of interest for your Firm? If so, please describe.

#### **VII. EVALUATION CRITERIA**

A Selection Advisory Committee ("Committee") will select and rank in the order of their qualifications, experience, fees, and overall responsiveness the proposals that meet the criteria set forth in this RFQ/P.

The Committee may choose to interview any, all, or none of the respondent Firms as may be in the best interest of the District. If interviews are held, a Committee representative will notify those Firms selected as to place, time, date, and location of the interviews. It is anticipated the interviews will be conducted the week **of November 18, 2024**. The Firm's main point of contact as stated in your Proposal must be present at the interview.

#### **VIII. TERMS AND CONDITIONS**

The District reserves the right to contract with any Firm responding to this RFQ/P for all or portions of the Services, to reject any Response as non-responsive, and not to contract with any Firm for the Services described herein, or any part thereof. The District reserves the right to select any Firm(s) or no Firm. The District makes no representation that participation in the RFQ/P process will lead to an award of contract or any consideration whatsoever. The District reserves the right to seek Responses from, or to contract with, any Firm not participating in this process. The District shall in no event be responsible for the cost of preparing any Response in response to this RFQ/P.

Responses to this RFQ/P will become the property of the District and subject to the California Public Records Act, Government Code sections 6250 et seq. Those elements in each response that are trade secrets as that term is defined in Civil Code section 3426.1(d) or otherwise exempt by law from disclosure and which are prominently marked as "TRADE SECRET," "CONFIDENTIAL," or "PROPRIETARY" may not be subject to disclosure. The District shall not be liable or responsible for the disclosure of any such records including, without limitation, those so marked if disclosure is deemed to be required by law or by an order of the Court. A Firm that indiscriminately identifies all or most of its response as exempt from disclosure without justification may be deemed non-responsive. In the event the District is required to defend an action on a Public Records Act request for any of the contents of a response marked "TRADE SECRET," "CONFIDENTIAL," or "PROPRIETARY" the Firm agrees, by submission of its response for the District's consideration, to defend and indemnify the District from all costs and expenses, including attorneys' fees, in any action or liability arising under the Public Records Act.

Issuance of this RFQ/P does not commit the District to award a contract for Services or to pay any costs incurred with the preparation of a Response. Firms should note that the execution of any contract pursuant to this RFQ/P is dependent upon successful negotiation of terms and fees, as well as approval by the District's Board of Education.

The selected Firm(s) and each of its (their) sub-consultants and/or co-venture partners, shall comply with all applicable federal and California laws, including, but not limited to, Title VII of the Civil Rights Act of 1964, as amended, Executive Orders 11246, 11375, and 12086, the California Fair Employment and Housing Act beginning

with Government Code section 12900, Labor Code section 1735, and any other applicable federal and state laws and regulations hereinafter enacted, including the Federal Americans with Disabilities Act (ADA). Firms shall be responsible for establishing and implementing an ADA program within the Firm's workplace. Firms shall not discriminate against any prospective or active employee based on race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or military and veteran status. The selected respondent shall cause the above provisions to be inserted in all subcontracts for any work covered by this RFQ/P so that such provisions will be binding upon each sub-consultant.