

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

RFQ/P Due Date: November 18, 2024

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REQUEST FOR STATEMENT OF QUALIFICATIONS AND PROPOSALS  
FOR  
FOR COMMUNITY OUTREACH/MARKETING SERVICES “RFQ/P 2024-25 (Q2)”

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” advise, consult and collaborate with District staff to develop a strategic marketing plan that enhances the visibility and reputation of the school 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 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.

The District is authorized by California Government Code section 53060 to contract with and employ any persons for the furnishing of special services and advice in financial, economic, accounting, engineering, legal or administrative matters, if those persons are specially trained and experienced and competent to perform the special services required, which the District is utilizing.

**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.

**Responses/Submittals.** 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.

**Notice.** This is not a request for bids or an offer by the District to contract with any Firm responding to this “RFQ/P 2024-25 (Q2).” The District reserves the right to reject any and all Proposals. All materials submitted to the District in response to this RFQ/P shall remain the property of the District.

The RFQ/P will be posted on our District’s website at [www.rowlandschools.org](http://www.rowlandschools.org)

Thank you for your interest in working with the Rowland Unified School District.

**Advertisement: San Gabriel Valley Tribune**  
**Posted: October 18, 2024**  
**October 25, 2024**