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RALEIGH ACADEMY: K-8
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Request for Proposal (RFP)

Duluth Public Schools Academy

(dba Duluth Edison Charter Schools)

RFP Title: DPSA Enrollment Marketing

Campaign Reference No: FY19 Date of Issue:

Introduction and Background

Duluth Public Schools Academy dba Duluth Edison Charter Schools, is a K-8 public charter in need of a consultant to assist in developing an enrollment marketing campaign for the 2019-20 academic year. We are accepting proposals in response to this RFP in order to find a qualified source to provide this service.

DECS is one of the oldest and largest charter schools in Minnesota. Since opening the School's doors in 1997 we have grown from a student population of about 500 to a student population of approximately 1350 students. Our mission is academic and personal excellence for every student. Further information on our School is available at www.duluthedison.org.

The objective of this RFP is to locate a source that will provide the best overall value to the Duluth Public Schools Academy. While price is a significant factor, other criteria, including bidder's expertise with social media, will form the basis of our award decision, as more fully described in the Evaluation Factors section of this RFP below.

Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this RFP:

1. Only qualified individuals or firms with prior experience in marketing should submit proposals in response to this RFP.
2. Bidder's intent on submitting a proposal should notify the representative identified on page 5 no later than November 15, 2018.
3. A price proposal must be provided. This price proposal should indicate the overall fixed price for the project from inception to completion. A detailed list of costs should be included and separated based on the description listed above.
4. Proposals must be signed by a representative that is authorized to commit bidder.
5. If you have a standard set of terms and condition, please submit them with your proposal. All terms and conditions will be subject to negotiation.
6. Proposals must be received prior to November 15, 2018 to be considered.
7. Proposals must remain valid for a period of 60 days.

Project Description

The Duluth Public Schools Academy is looking for Individuals or companies that respond to this RFP should have particular expertise (and references to that effect) for assistance with:

- 1) Assessment of current status of marketing efforts
- 2) Analysis of school's strengths as marketing efforts are framed for coming year
- 3) Setting of goals and strategies to carry out marketing efforts
- 4) Expertise in utilizing social media
- 5) Designing and delivering needed components of the plan
- 6) Assuring some components of the plan are in place by February 1, 2019
- 7) Develop a plan for assessment and evaluation of the campaign.

Previous successful experience with an educational setting a plus, but not required.

Proposals should detail all costs including consulting and production/design hours as well as cost of ad placement. Our project has a not to exceed budget of \$30,000.

Project Scope

Work with Head of School and other identified staff to create a strategy, timeline, and tools for an enrollment marketing campaign for 2019-20. We are interested in a particular focus with social media.

Evaluation Factors

1. Responsiveness to the requirements set forth in this Request for Proposal
2. Relevant past performance/experience
3. Cost
4. Technical expertise/experience of bidder and bidder's staff.

Attachments:

Important information about submitting a quote:

1. Proposals must be completed and returned to Bonnie Jorgenson, Head of School, no later than **Thursday, November 15**. Proposals will be accepted via email at bonnie.jorgenson@duluthedison.com or by mail. Please mail quotes to:

Bonnie Jorgenson, Head of School
North Star Academy
3301 Technology Drive
Duluth, MN 55811

2. All inquiries regarding this proposal please contact: Bonnie Jorgenson at bonnie.jorgenson@duluthedison.com

Terms and Conditions of contracting with DPSA:

1. The vendor shall provide its own employees, equipment and supplies necessary to render services under this Agreement.
2. The Vendor shall obtain and maintain, at its own expense and at all times during the term of this agreement, liability insurance, workers' compensation insurance, all licenses, permits, training or other authorizations which may be necessary to perform the services under this agreement.
3. The Vendor shall submit invoices to DPSA business office via email at DECSap@duluthedison.com or by mail to 1515 London Road, Suite 2 Duluth, MN 55812.
4. All payment terms are Net 30 of the invoice date and must clearly identify the contract number, Vendor Name and remittance address, item(s) or service(s) being invoiced (including quantity, unit price and extended price as applicable). Work logs will be made available to the DPSA upon request
5. Vendors shall not engage subcontractors to perform services without the school's prior written consent.
6. All vendors agree to a background history check on any of its employees that will be working on the school premises.



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Execution of RFP by Vendor:

As the authorized officer named below, I certify that:

1. I am authorized to submit the Vendor's response.
2. The vendor understands and has complied with the requirements of the Request for Quote.
3. The enclosed response is complete and accurate to the best of our knowledge.

Name:

Position:

Signature:

Date: