

**MAGNOLIA PUBLIC SCHOOLS
ADDENDUM #1 TO REQUEST
FOR PROPOSALS**

Digital Marketing Vendor for
K-12 Charter Management Organization

Issue Date: May 17, 2019 [REVISED]

Response Deadline: May 21, 2021, by COB 5:00 pm [REVISED]

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Background

Magnolia Public Schools (MPS) is made up of 10 school sites located throughout Southern California. The 10 schools are comprised of 3,900-4,100 student's grades TK-12.

The vendor will be utilized by the consortium to include all 10 schools in the charter school network. Billing would be managed through Magnolia Public Schools, however, school site finance requests will be made by individual school sites in the MPS back-office finance system Schoolability. Implementation and support would be based on the needs of each school. Forms and processes would be unique to each school site.

Purpose

The purpose of this Request For Proposal (RFP) is to solicit proposals to establish a contract with a dynamic, innovative, digital and traditional marketing agency partner to help drive marketing to boost recruitment and enrollment through a series of campaigns to be used by Magnolia Public Schools.

Services are to start July 1, 2019, through the remainder of the 2019-20 school year. Implementation will need to be on a timely basis to use for registration/re-registration for the 2019-20 and 2020-21 academic school year (required use during summer).

It is our goal to launch out-of-the-box marketing efforts for recruitment to boost student enrollment based on the priority and need of each school site. To improve visibility for Magnolia Public Schools as an innovative and academically excellent high performing public school option

Requirements

Requirements are broken down into sections. Answer every question in each section completely as these areas are the focus of our review.

Vendor Qualifications

1. Provide the name, address, and telephone number of the manager responsible for this project.
2. How many years has the firm/company been in business: Explain the firm management structure and provide a one (1) page history of the firm.
3. Explain the financial position of the firm.
4. State if your firm is currently involved in any lawsuits or judgments, and if so, provide a brief statement of such.
5. Describe in detail your firm's experience in providing the services requested in the Scope of Work.

6. Provide three (3) references where the same or similar scope of services was provided. The references should be, within the State of California.

Functional Requirements

Compliance Legend:

- C = Compliant
- FC = Future Compliant
- PC = Partially Compliant
- NC = Not Compliant

| | Requirement | Compliance | Comments |
|-----------------------------|---|------------|----------|
| General Requirements | | | |
| 1. | Provides a customizable approach to digital marketing that spans TK, elementary, middle, and high school. | | |
| 2. | The vendor should offer multiple levels of support so users are only presented with information that is directly relevant to them and should have access to it. (e.x. Central Administrator, School Level Administrator, Other staff, Parents, etc.). | | |
| 3. | Direct Magnolia representative | | |
| Student Recruitment | | | |
| 1. | Allows marketing efforts to be placed or redirected to the school/district website to collect initial interest from parents. | | |
| 2. | The ability for schools to publish recruitment events such as open houses on the website or social media. | | |
| 3. | Customizable and configurable traditional and digital campaigns including postcard, email or social media campaigns that incorporate pictures, videos, and other information. | | |

| Design Services | | | |
|------------------------|---|--|--|
| 1. | The vendor provides in-house graphic design services to Magnolia Public Schools | | |

| Year-Round Campaigns | | | |
|-----------------------------|--|--|--|
| 1. | Ability to create multiple digital marketing campaigns year-round | | |
| 2. | Direct consulting exhibiting campaigns that would work depending on the needs of the school site | | |
| 3. | Allow for conditional questions on a year-round basis. | | |
| 4. | Creates demographically focused campaigns based on the needs of each school | | |
| 5. | The ability for admin users to have buy-in when planning campaigns | | |

| Reporting/Analytics | | | |
|----------------------------|---|--|--|
| 1. | Provide graphical reports that encapsulate metrics and data from student recruitment marketing campaigns. | | |
| 2. | Status tracking that allows school leadership to see the impact of the marketing campaigns | | |
| 3. | Provide various standard and customizable real-time reports. | | |
| 4. | Provide notifications to administrative staff when specific fields or information have been updated by parents. | | |

| Enrollment | | | |
|------------|---|--|--|
| 1. | Supports schools target enrollment goal and provide data to show marketing impressions. | | |
| 2. | Ability to increase the number of total students at each school. | | |

Project Approach

1. Describe your firm's understanding of the proposed assignment and the services it will provide.
2. Provide a complete definition of the process that will be employed to meet the objectives of this project, (e.g., approach to be taken, etc.).
3. Provide a list of key staff who will support this project and their professional background.
4. Provide a detailed implementation plan and any limitations (e.g., the limit of 10 forms per district created by the firm as part of the implementation).

Training and Support

Describe vendor support services provided with the standard agreement

Additional Services

List any additional services that your firm may have to offer.

Pricing

Provide an outline of the project budget with costs for each major element and any options for the payment schedule.

Proposal Preparation and Submission Requirements

General Information

Note change in due date for submission of proposals. Proposals for furnishing the services described herein will be received until **May 21, 2021, by 5:00 pm**. Vendors are responsible for the delivery of their proposals. Proposals received after the official date and time will be rejected.

Proposals must be submitted in both email and hard copy formats. Email proposal must be in PDF format, digitally signed. Email proposals should be addressed to isoto@magnoliapublicschools.org. Hard copy formats should be mailed to:

Ismael Soto – Director of Development and Communications
Magnolia Public Schools
250 E. 1st Street, Suite 1500
Los Angeles, CA 90012

The RFP proposal submission deadline must appear on the cover of the proposal. All questions should be submitted to isoto@magnoliapublicschools.org. This solicitation & any addenda are posted on our website at www.magnoliapublicschools.org

There will be an optional public bid opening at the aforementioned time and place (attendance at the bid opening is not required.) There will be no discussion at this time.

Specific Information

Proposals shall be signed by an authorized representative of the Offeror. All information requested must be submitted. Failure to submit all information requested may result in the Purchasing Agency requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals that are substantially incomplete or lack key information may be rejected by the purchasing agency.

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.

Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. The information which the Offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find the RFP requirements are specifically addressed.

Bids must be valid for at least 120 days from the bid opening. Submission of a response to the request for proposal constitutes acknowledgment and acceptance of all bid specifications by the responding vendor.

Evaluation and Award Criteria

Proposals will be evaluated by Magnolia Public Schools representatives using the following criteria:

1. The approach for providing the marketing campaigns
2. Experience and qualifications of the firm
3. Price
4. System requirements compliance as stated

The contract will be awarded, *in whole*, based on the results of the evaluation. All awards are at the sole discretion of the Magnolia Public Schools, with or without cause.

Vendor Services Agreement

The vendor should include any proposed contract and maintenance agreement language for review.