

**MAGNOLIA PUBLIC SCHOOLS
REQUEST FOR PROPOSAL**

Digital Marketing Vendor for
K-12 Charter Management Organization

Issue Date: June 14, 2019

Response Deadline: July 5, 2019, by COB 5:00 pm

Note: Please use the proposal name above on all RFP correspondence.

MPS reserves the right to revise and amend the specifications prior to the date set for the receipt of proposals. Respondents are requested to clarify any ambiguity, conflict, discrepancy, omission or other error(s) in the RFP in writing. Revisions or amendments, if any, will be made by issuing an addendum. Every effort will be made to send addenda issued to the parties known to have been furnished a complete copy of the RFP. It is the responsibility of each vendor, prior to submitting the Proposal, to contact MPS to determine if addenda were issued and, if so, to obtain such addenda for attachment to the Proposal. Please check the MPS website at [insert web address] to receive any addenda to this RFP. Please submit any questions or comments concerning this solicitation directly in writing to the individual identified herein.

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Background

Magnolia Public Schools (MPS) is made up of a consortium of ten (10) school sites located throughout Southern California. The 10 schools serve approximately 3,900-4,100 students in grades TK-12.

The vendor will be utilized by the consortium of all 10 schools in the charter school network. Billing will be managed through the Magnolia Public Schools home office, however, school site finance request 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 individual 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 MPS.

Services are to start July 1, 2019, through the remainder of the 2019-20 school year (i.e., July 1, 2019 to June 30, 2020). Implementation will need to be on a timely basis to use for registration/re-registration for 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. In an effort to meet this goal, MPS is looking for a viable and established digital marketing vendor that will provide a direct liaison to help all schools achieve their target enrollment goals through advertising and marketing.

Any award/contract to the successful bidder will be contingent on the Magnolia Public Schools' Board of Directors approval.

Scope of Work

At a minimum, the digital marketing firm should provide solutions in the following areas:

- Student Recruitment:
 - Ability to advertise and capture interested families' details to start communicating with them as well as invite them to enrollment events or school sites
- Enrollment:
 - Ability to increase the number of students at each school site by elevating brand awareness and making Magnolia Public Schools their choice for primary and secondary education
- Year-Round Campaigns:
 - Ability to advise, place and conduct a minimum of 2 seasonal digital marketing campaigns with the intent of driving students to the school sites and boosting enrollment
- Development:
 - Plan and deliver the necessary creative elements in collaboration with all 10 MPS schools
- Reporting:
 - Provide metrics, integrate and utilize MPS's data to optimize campaigns throughout the organization
- Key Performance Indicators:
 - Meet and exceed mutually identified Key Performance Indicators (KPI) in an effort to improve visibility for MPS 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 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 or has been involved in any such lawsuits or disputes within the last five (5) years, and if so, provide a brief statement of such and how the dispute was resolved.
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. It is preferable that the references 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. (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.		

	Requirement	Compliance	Comments
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.

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

Proposals for furnishing the services described herein must be received by no later than July 5, 2019, by 5:00 pm. Vendors are responsible for the delivery of their proposal. Proposals received after the official date and time will be rejected.

Proposals must be submitted in both email and hard copy formats. Email proposals 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 Partnerships
Magnolia Public Schools
250 E. 1st Street, Suite 1500
Los Angeles, CA 90012

The RFP proposal submission deadline must clearly 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. [It is the responsibility of any interested vendors to monitor the issuance of any addenda.](#)

Acceptance of Proposal

- Bid will be awarded in writing to the bidder whose Proposal is determined to be the best fit, as determined under the sole discretion of MPS's evaluation committee and approved by the Board afterwards.
- MPS and the Board reserve the right to reject any or all Proposals or to waive any formality or technicality in the best interest of MPS.

Specific Information

Proposals shall be signed by an authorized representative of the Bidder. All information requested must be submitted. Failure to submit all information requested may result in MPS requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal, in MPS's absolute and sole discretion.. Proposals which are substantially incomplete or lack key information may be rejected by MPS.

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 one hundred twenty (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 MPS.

Vendor Services Agreement

The vendor should include any proposed contract for review.

Evaluation Criteria

This is a NEGOTIATED procurement and as such, award will not necessarily be made to the individual(s) or firm(s) submitting the lowest price proposal. Award(s) will be made to the individual(s) or firm(s) submitting the best responsive proposal satisfying the requirements, price factors considered.

The committee evaluating the proposals submitted in response to this RFP may require any or all individuals or firms to give an oral presentation to clarify or elaborate on their proposal as well as to provide a demonstration. Upon completing of oral presentations or discussions. Contractors may be requested to revise any or all portions of their proposals.

MPS will evaluate each individual's or firm's proposal in the areas of the proposal plan, experience, service capabilities, product quality, cost and best value

Disclosure

All documents submitted by bidders shall become the property of MPS. Proposal information is proprietary and as such shall be treated as confidential until such time as a Provider is selected by MPS and an award is made, when all submissions considered by MPS become public record.

Information pertaining to the schools obtained by the bidder as a result of participation in this project is confidential and must not be disclosed without written authorization from MPS