

Request For Proposals Lake County School District R-1 Branding and Image Campaign October 2016

About LCSD

The mission of the Lake County School District is to ignite a passion for learning. We are a small, rural school district facing some challenges, but we bring a strong commitment to overcoming these challenges. 73% of our students qualify for free and reduced lunch, and 35% of them are English Language Learners. Lake County ranks 16th out of 178 school districts in Colorado for percentage of non-white, minority students; 17th out of 178 in the percentage of students who qualify for free or reduced lunch; and 7th out of 178 in the percentage of students who are English Language Learners.

In 2016, one of our schools was named the Healthiest School in Colorado by the Colorado Education Initiative Healthy Schools Champion program. A group of fourth grade students and one of our high school educators both won national EPA awards in 2016 for their work to make our district more environmentally sustainable and responsive. Our district is also making incremental progress in improving academic results for all students. However, we have significant distance to go. Currently, our efforts require significant investments in almost every area, from instruction, to curriculum, to infrastructure, to human capital.

Branding and Image Campaign Background

LCSD has engaged in periodic marketing and communications programs, but these efforts have not defined the LCSD brand or marketing image. The purpose of this project is to establish a strong brand for LCSD, enhance the image of the district both internally and in the overall community, and help rebuild student enrollment numbers.

Though we are making positive progress, LCSD still has substantial challenges to overcome. Primary among these is a community narrative and perception that our schools are underperforming academically and in school climate and culture. Despite many examples that demonstrate concrete progress in both areas, this negative narrative is persistent and entrenched particularly among certain community members. This narrative is reinforced by the fact that a meaningful number of Lake County families have chosen to take their children to schools out of our district.

Some of the positive things happening in our school district, that a branding campaign can build on, include:

- **Partnership with Expeditionary Learning:** Our schools for grades Kindergarten – 8th grade are [Expeditionary Learning schools](#). The community and parents have been very excited about this partnership and what it means for the values evidenced in our schools.
- **Turnaround success story:** Lake County Intermediate School was on Turnaround or Priority Improvement status starting in 2010 and by the spring of 2015 had reached the end of the accountability clock. LCIS has been, in many ways, the flagship of our educational reforms over the past three years. The school's 2016 School Performance Framework rating has risen to Improvement. This means that the school is off the accountability clock. We are incredibly proud of this school's academic progress and particularly the growth they are showing for disaggregated subgroups such as English language learners.
- **Healthy Schools & National EPA awards:** As a direct result of the work we are doing around school culture and climate as well as health and wellness, [LCIS was the platinum healthy schools award winner in the state in 2016 by a collaborative led by the Colorado Education Initiative and the Governor's Office](#); West

Park and LCHS also won awards. These awards reflect the schools' efforts to provide healthier food and more physical movement. Required movement breaks at LCIS, for instance, have directly contributed to reducing behavior referrals. In addition, a group of fourth graders known as the Styrofoam Stoppers successfully worked with district administration, food service and the school board to ban Styrofoam from LCSD. Their work garnered a national award from the Environmental Protection Agency; the students and their families traveled to the White House in August to receive their award.

- **Teacher retention:** Over the past few years we have seen a sharp reduction in our teacher and staff turnover rates. Using district and CDE grant funds, we have engaged Erin Allaman, a local education researcher to lead a two-year study of teacher retention. Some examples of the district strengthening its support for teachers include a completely overhauled recruitment and interview process; the implementation of New Teacher Boot Camp; increased teacher leadership roles in schools with paid stipends; base salary increases; salary advancement for participating in district-provided professional development; and an ongoing, open dialogue about the factors that keep educators in Lake County.

Scope of Work

Research Phase. The consultant will conduct research to help build a strong foundation for the LCSD brand, in coordination with district leadership. The scope of work should include research of student and family population demographics, and student success rates, at LCSD in comparison to our primary competitors as well as the collection of anecdotal data about how the district is perceived (strengths and challenges).

The district is open to including within this scope of work a survey of students, faculty and staff, and ideally a community survey of at least targeted groups. In addition, time may be allocated for focus group meetings. The consultant will analyze the data, conduct an appropriate number of meetings to understand the current market perception of LCSD, and ferret out the best LCSD experiences, programs and students successes in a way that will form the basis of the brand.

Development of the LCSD Brand. The selected consultant must work with the district to develop the key elements that make up the brand, such as the vision, positioning, identity, character, and promise. Brand credentials need to be consolidated and key branding messages established.

Creative/Visual Image. The selected consultant must develop visuals that communicate the emotion and personality of the LCSD brand. These visuals will include various forms of electronic, print, and media graphics that can be deployed in the marketing strategy and used throughout the district. The core elements are listed below. The design theme must be made to be transferable to all district departments with the creation of design templates.

- **Logo.** A compelling logo for the Lake County School District, provided in both high res and low res formats.
- **Tagline(s).** A compelling tagline that describes our brand and our value proposition succinctly and creatively.
- **Electronic/Print Design Templates.** Design templates are needed for a wide variety of marketing materials what are used on a regular basis. The templates will allow the district to write content on an as-needed basis in a format that is consistent with the new branding. These templates may include a flyer on both letter and legal sized paper, a general student / family information flyer on letter sized paper, post card templates (front and back), 11"x17" poster templates, 20'x 4' banner template, PowerPoint presentation design, building signage template, letterhead, catalog cover design, an annual report format, and email marketing templates.

- Media Templates. Templates for print and electronic ads, as well as a template for press releases.
- Web Site feedback / alignment. The district has a web site already, but would be interested in making sure that the look and feel of the site is aligned with the branding and look and feel work that this contract will generate. We will expect the contractor to work with district staff on the achievement of this visual alignment.
- Professional photography is required to help communicate the brand image. The contract must specify the budget devoted to photography, and must include shots of various interior classroom settings and exterior activity shots.

Marketing Strategy and Implementation Plan. The consultant shall develop a marketing strategy and implementation plan that identifies efficient and cost effective avenues to target both external and internal audiences as follows. The district is interested in advertising and communications as well as creative events that will reach:

- Current parents and families
- Potential parents and families, including those who have “choiced out” of the district
- The general public for the purpose of enhancing the perception/image/reputation of LCSD.
- Current LCSD students and alumni, so they are aware of successes of their fellow students and want to be associated with the district.
- LCSD faculty and staff, for the purpose of creating pride in the institution, enhancing morale and creating good will ambassadors throughout the community.

Geographically, the target audience is limited to Lake County, Colorado with the exception of alumni, who may be reached online or via social media. The implementation plan must include a recommended annual marketing budget. Actual media buys will be a follow-up implementation phase not included in the budget for this RFP.

Project Budget

Responses to this RFP must include an itemized budget specifying the specific deliverables the consultant will provide. Ideally, a table or spread sheet will be provided breaking down the budget by each major task, and indicating the number of work hours required to complete the task by employee (or job title) and the hourly rate.

The cost of any contract management or overhead charges or fees, and reimbursable expenses the consultant will charge the district must be specified in the budget proposal. Reimbursable expenses include items such as travel time or mileage reimbursements, meals, phone charges, consumables, and related expenses.

Consultant Qualifications

The selected consultant must demonstrate experience and expertise in the following areas:

- Extensive experience in the development of branding campaigns to define or redefine an institution, company, or product. K-12 education, public institution, and/or not-for-profit experience is required.
- Demonstrated expertise in the development of high quality creative content for marketing and outreach materials in electronic and print media formats.
- Demonstrated expertise in marketing and communications strategies, plans and tactics, and the implementation thereof via events, website design, public relations, outreach, social media, printed informational materials, production of newspaper and internet ads, signage, and other collateral materials.
- Knowledge of practical methods for program evaluation.

Response Submittal Requirements

Deadline for response:	3:00 p.m., Friday, October 21
Copies Required:	Two (2) copies of the proposal
Place project name on package:	"LCSD Branding Campaign"
Submit RFP Responses to:	kbartlett@lakecountyschools.net OR Kate Bartlett, CFO LCSD 107 Spruce St. Leadville, CO 80461

Selection Criteria

The criteria for the selection of the consultant will include, but not be limited to:

- Documentation of the firm's relevant experience directly related to the scope of work in this RFP.
- Qualifications of the firm and key personnel available to work on this project. Ideally, the project team should have a minimum of five years of experience developing branding campaigns and implementing multimedia marketing, which includes development of creative briefs, design and placement of advertisements and marketing collateral, and web design.
- Quality of the firm's past projects, attention to detail, and creativity in approach.
- Ability to plan a multi-faceted branding and image campaign in a timely fashion.
- Strength of references.
- Cost proposal – the best value to LCSD.
- Financial and operational capacity to manage and administer a government contract and meet deadlines.

The district reserves the right to modify the schedule, qualification submissions, method of presentations,

or to reject all responses to the Request for Proposals. No reimbursement will be made by LCSD for any costs incurred by firms in the preparation of a response to this RFP or subsequent interviews.

Estimated Schedule

The desire is to select the consultant based upon the following schedule:

- Submission Deadline: Friday, October 21, 2016
- Consultant Interviews: Week of October 31, 2016
- Review of Contract by Board of Education: Tuesday, November 9, 2016
- Commencement of Scope of Work by consultant: November 15, 2016
- Completion of Scope of Work: February 15, 2017

This timeframe is provided as an estimate only and the actual project timeframe will be determined at the time of selection of the marketing firm.

Inquiries

For additional information visit:

www.lakecountyschools.net

<http://www.lakecountyschools.net/blog/2016/08/08/cei-video-about-lcis-colorados-healthiest-school/>