



**REQUEST FOR PROPOSALS
STRIVE PREP - MONTBELLO
SCHOOL RENAMING AND BRANDING**

STRIVE Prep is seeking a qualified individual(s)/entity to provide contract services ("Contractor") for a **SCHOOL RENAMING** and **BRANDING** effort as set forth in this Request for Proposals ("RFP"). The successful Contractor will demonstrate, through skills, past experience with similar projects and relevant expertise, the ability to successfully lead rebranding and renaming efforts through the life of the project including preliminary work and implementation, focusing on both internal and external stakeholders.

Proposals containing the information required by this RFP, in the format described below, must be submitted no later than 4:00 p.m. (MT) on November 4, 2021. Proposals must cover all related services described in this RFP. No quotes for partial services will be accepted, unless identified as an option below. The responding individual(s)/entity must identify a main contact for the engagement who will be responsible for all logistics and services related to the engagement.

GENERAL BACKGROUND

STRIVE Prep is a community of charter public schools in Denver, CO authorized by Denver Public Schools. STRIVE Prep believes that every student is learning to change the world. Founded more than 15 years ago on the belief that every child should have access to a high-quality education in their neighborhood, STRIVE Prep has expanded to nearly 3,500 students in 10 schools, spanning elementary, middle, and high school grades within Denver Public Schools. STRIVE Prep is also a Colorado nonprofit entity and a registered 501(c)(3).

STRIVE Prep - Montbello is a 6-8 grade middle school in the heart of the Denver, Montbello neighborhood. There are about 200 students currently enrolled; our ideal enrollment is over 300.

STRIVE Prep - Montbello has been on a shared campus with two other charter schools for the past few school years. Historically, the location has been a traditional DPS high school. After community input, the DPS School Board has made the decision to turn it back into a high school and relocate the existing schools to new locations.

After the 2021-22 school year, STRIVE Prep - Montbello (5000 Crown Blvd, Denver, CO 80239) will be leaving its current location and moving 2 miles away into another Denver Public Schools facility, the Rachel B. Noel Campus (5290 Kittredge St, Denver, CO 80239).



The new school location is located in the Gateway, Denver neighborhood. Both neighborhoods have about 36,000 residents. Montbello was established in the 1980s and experienced residential growth through the early 2000s whereas the Gateway neighborhood comprises more recent development and growth related to the airport and Green Valley Ranch neighborhood.

This move provides STRIVE Prep an opportunity to rename and rebrand the school. Ideally, the rebranding research and operational work by the contractor will occur between November - February 2022 and the new brand rollout should occur between March - May 2022. SchoolChoice student enrollment opens mid-January; this is the key time for name recognition as families select schools for the upcoming school year.

SCOPE OF SERVICES

As requested by STRIVE Prep, the successful Contractor shall perform all Scope of Services ("Services") described in this section, and all obligations set forth in the contract, at the highest professional standards.

The Contractor will:

- Lead and prioritize deliverables for a comprehensive rebranding effort, in collaboration with STRIVE Prep's communications team and STRIVE Prep - Montbello leadership.
- Conduct community focus groups, surveys and other research to determine new school name and brand options as it stands and also as it relates to moving to a new location.
- From beginning to end, design and develop a comprehensive renaming and rebranding plan and timeline which includes preliminary research through a successful roll out plan.
- The research should include other topics about the Montbello school such as transportation needs, programming and class desires, competitor comparisons, and other educational options families may be interested in.
- Conduct community research with key stakeholders such as: families, students, teachers/staff, alumni, local community groups and leaders, STRIVE Prep board members, key Denver Public Schools leaders, and more.
 - Some questions and areas to consider during the research phase is:
 - How do we maintain the intrinsic value of STRIVE Prep - Montbello and turn it into something new?
 - How do we create name recognition so that it's an easy choice for families during SchoolChoice enrollment for this year and following years?



- What currently makes STRIVE Prep - Montbello special and important to our families and community?
 - What are the impacts of sharing a location with another school? Identify the challenges and opportunities with regard to shared campus and how we can leverage those in the new location.
 - What are the impacts of sharing a regional location with another STRIVE Prep middle school, STRIVE Prep - Green Valley Ranch.
 - If we move away from the current mascot, the Pumas, and brand colors, purple and gold, what would stakeholders like to see instead? And what other elements of the visual brand need to be addressed?
- Contractor may, but is not expected to, provide graphic design services, but will provide recommendations for school brand/logo, mascot, colors and other brand elements changes based on community feedback. This option for service should be reflected in the fee consideration (i.e. break out service separate from overall rebranding).
 - Support in scheduling and hosting community meetings with stakeholders to communicate changes and more.
 - Support in scheduling and hosting on-site tours and meetings of the new location.
 - Provide strategic guidance and recommendations for successful change management and stakeholder buy-in of the new school name.
 - Create training materials and provide training to STRIVE Prep staff to support a successful rollout of the new school name and brand.
 - Ensure deliverables are provided in accordance with a schedule approved by STRIVE Prep. Ideally, the new school name would be rolled out in March - May before the current school year is out.
 - SchoolChoice opens mid-January; this is the key time for name recognition as families select schools for the upcoming school year. Although we will not have a new brand finalized at this point, the Contractor will provide recommendations for potential messaging for the Montbello school during enrollment to increase awareness around the rebrand.
 - Complete all related and agreed upon tasks as directed by STRIVE Prep.

The ideal Contractor will have more than three (3) years of experience working either on a team, under a director, or as a freelancer doing work specifically related to the scope of this RFP. Many STRIVE Prep - Montbello families are Spanish speaking, thus the ideal Contractor will be bilingual, fluent in both written and spoken English and Spanish.

SUBMITTAL REQUIREMENTS



Interested Contractors shall submit Proposals that clearly demonstrate their ability to provide the Services as outlined in this RFP. The Proposal should be a complete and detailed approach to providing all Services and any additional services that the Contractor proposes and address all information requested below. Only one Proposal per Contractor should be submitted. The entire Proposal (excluding cover letter, resume, and addenda) may not exceed six (6) pages.

The Proposals shall include the following information in the order listed below. Proposals that do not follow the formatting and content requirements of this RFP may be rejected at the sole discretion of STRIVE Prep.

- A. COVER LETTER AND RESUME.** Provide the Contractor's professional qualifications and experience in resume form. A cover letter succinctly explaining the Contractor's interest in providing the Services, introduce the Contractor and articulate why the Contractor is qualified to complete the Services. Information on recent, relevant or similar services should be included in the cover letter. The letter shall contain the name, address, email address and phone number of the person who will serve as the Contractor's principal contact with STRIVE Prep staff and shall identify individual(s) who will be working on the project.
- B. METHOD.** Describe the Contractor's approach to the Services, including: how you will work collaboratively with STRIVE Prep staff to complete deliverables. Provide a sample project plan describing your ideal expectations and creative process for development and implementation of the rebranding effort. Provide information on the Contractor's current workload and ability to deliver the desired Services within the desired timeline.
- C. QUALIFICATIONS OF CONTRACTOR.** Contractor should have at least three years of experience in community engagement and feedback related to branding efforts. Please provide a link to or examples of your professional work products. Include at least two (2) references from past similar work. Provide proof of eligibility to work in the United States. Contractor should state his/her/their language skills, including fluency in spoken and written English and Spanish. The engagement of the Contract is contingent on the Contractor passing a criminal finger based background check and submitting proof of COVID-19 vaccination.
- D. CONTRACT and FEE CONSIDERATION.** Include a draft contract outlining the services you will provide based on this RFP. Please include acceptance of this fee structure and/or provide a proposed alternative fee structure - i.e. project-based structure including payment plan.
- E. ADDITIONAL INFORMATION.** The Contractor may list any additional information or data not requested as part of this RFP that the Contractor believes should be considered in the evaluation of the Proposal provided the entire Proposal is no more than the identified page limit.



DEADLINES & SUBMITTAL

Proposals shall be submitted via email to bids@striveprep.org.

Subject line: RESPONSE TO STRIVE PREP - MONTBELLO REBRANDING

Proposals must be received by STRIVE Prep no later than 4 p.m. (MST) on November 4, 2021. Proposals submitted after the due date and time, may not be considered.

QUESTIONS

Questions must be submitted in writing via email, no later than October 27, 2021 to Julia Virnstein, jvirnstein@striveprep.org.

SELECTION PROCESS AND AWARD

STRIVE Prep has the sole discretion on the selection and evaluation process and the decision to award, or not, any Proposal a contract for services. Decisions of STRIVE Prep are not subject to appeal. As needed, STRIVE Prep may request follow up in-person interviews or any additional information as determined by STRIVE Prep. Ideally, contractor work will begin in November 2021.

ADDITIONAL TERMS AND CONDITIONS

This RFP does not commit STRIVE Prep to award any contract or pay any costs incurred in the preparation of Proposals to this RFP. STRIVE Prep reserves the right to revise this RFP and the RFP selection process; to reject any and all Proposals; to waive technicalities, formalities and informalities in any Proposals to accept in whole or in part such Proposals where it is deemed advisable; to alter the Services, additional services and RFP documents until a contract is executed; and to make an award to the most responsive and responsible Contractor as deemed to be in the best interest, and sole decision, STRIVE Prep. STRIVE Prep may cancel this process without liability at any time prior to the execution of any agreement.

All Proposals shall become the property of STRIVE Prep and will not be returned.

The parties intend that the Contractor will be an independent contractor and the agreement for services and any statements of work shall not be construed to render the Contractor (or its agents or employees) employees of STRIVE Prep or eligible for any employee benefits.

Contractor shall be responsible for providing proof of the minimum levels of insurance coverage at the time a contract for services is signed and for keeping such insurance in effect throughout the term of the contract and delivery of Services.



STRIVE Prep is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, transgender status, pregnancy status, disability, religion, veteran status or any other status protected by applicable local, state or federal laws. The Contractor, and all subcontractors if any, must also affirmatively commit to a policy of equal opportunity and non discrimination.