



Kestrel Heights Charter School

www.kestrelheights.org

4900 Prospectus Drive, Durham, NC 27713 - Phone: 919.484.1300

Fax (919) 484.1355

Dr. Mark Tracy - Executive Director

December 5, 2017

Dear Proposed Vendor:

Kestrel Heights School is soliciting written proposal from qualified Public Relations firms for **marketing and crisis management** for our K-8 school located at 4900 Prospectus Dr. Durham, NC. As a Request for Proposal (RFP) this is an invitation to bid and, although price is very important, other factors will be taken into consideration.

The project scope, content of proposal, and vendor selection process are summarized in the RFP (attached). Proposals must be received no later than 3:00 pm, December 20, 2017. All responses must be an email or in an envelope and have "Public Relation Services for Kestrel Heights School" clearly marked on the outer most mailing envelope or in the subject of the email. If submitted by mail please submit one original and two copies of the proposal as follows:

Kestrel Heights School
4900 Prospectus Dr.
Durham, NC 27713
Attn: Dr. Mark Tracy

Or via Email To:

tracy@kestrelheights.org

If submitting via email please submit via PDF document.

Proposals will not be accepted after the date and time stated above. Incomplete proposal or proposals that do not conform to the requirements specified herein will not be considered. Issuance of the RFP does not obligate Kestrel Heights School to award a contract, nor is Kestrel Heights School liable for any costs incurred by the proposer in the preparation and submittal of proposals for the subject work. Kestrel Heights School retains the right to award all or parts of this contract to several bidders, to not select any bidders, and/or to re-solicit proposals. The act of submitting a proposal is a declaration that the proposer has read the RFP and understands all the requirements and conditions.

For questions concerning the anticipated work or scope of the project, please contact Mark Tracy, via email at tracy@kestrelheights.org, or via phone at (919) 484-1300 ext. 201.

We look forward to receiving and reviewing your proposal.

Sincerely,

Dr. Mark Tracy
Executive Director

December 5, 2017

Dear Sir or Madam:

Kestrel Heights School (KHS) is requesting proposals for **Public Relations Services** for the upcoming calendar year starting on January 1, 2018 and ending on December 31, 2018. Below are the proposal requirements and submission guidelines. We would be pleased to receive a proposal from your firm.

I. General Background Information

Kestrel Heights School is a charter school in Durham, North Carolina that serves students kindergarten through 8th grade. There is one building that houses the school in which students attend school and a second building that houses the Executive Directors office and gymnasium.

It is the intent of this specification to secure a contract for professional public relations services, which will provide professional marketing and communication services in accordance with the Scope of Work specified in this document.

The goals of this RFP are to support the brand and mission of Kestrel Heights School. To support Kestrel Heights School, its Board of Directors, Executive Director, Administration, and staff in marketing and communication activities. And to support the school's activities but not limited to recruitment of students, staff, and board members; retention of students, staff, and board members; support the school to address any crisis that may occur during the contract.

II. Scope of Services

1. Design targeted advertising and marketing materials specific to **recruiting** students and families for enrollment into Kestrel for the 2018-19 school year
2. Develop a comprehensive marketing plan to promote Kestrel Heights School, including but not limited to:
 - a. Media buying, placement, monitoring with an emphasis on online and digital platforms
 - b. Market research, analysis, and counsel
 - c. Campaign development, conception, planning, creative development, production, and reporting and analysis
 - d. Webpage support
 - e. Social media coordination, monitoring, and updating
3. Create a strategic crisis communication plan and to provide high-level crisis communication counsel for the recent issues pertaining to the closure of the high school
4. Work with Kestrel Heights Board of Directors and stakeholders to develop a succinct communication plan which clearly and effectively communicates the mission, vision, and values of Kestrel Heights School
5. Design parent and student friendly information and materials for recruiting and retaining

- students and families at Kestrel Heights School
6. Advertise the “successes” of the school to stakeholders, the greater Durham community, and the state of North Carolina on a regular basis
 7. Provide weekly status updates throughout the duration of the contract period
 8. Create a report based on the results of various marketing efforts and the campaign as a whole

III. References

Provide a list of at least three (3) references documenting your experience. Each reference should include the individual’s name, title and a current telephone number. In addition, please provide:

- a. A listing of all schools where the company is currently or previously providing Public Relations services; and
- b. Information on the experience and/or qualifications of personnel to be assigned to project;

Individuals identified as references will be assured of anonymity to the fullest degree possible under the Freedom of Information Law.

IV. Cost of Services

Respondent shall provide:

- a. A detailed breakdown of how the school will be charged for services

V. Selection Criteria

The following criteria will be considered, although not exclusively, in determining which firm is hired:

- a. References
- b. Costs
- c. Previous work
- d. Local Business

The Board of Directors with the support of the Executive Director will evaluate the proposals.

VI. Payment

Invoices must include the total number of hours worked by week and the scope of work that was completed during this time period. Invoices will be processed *monthly*. Invoices shall reference project title and shall be mailed or delivered to the Business Manager.

Invoice Mailing Address:

Kestrel Heights School
4900 Prospectus Dr.

Durham, NC 27713
Attn: Bre Buckholz, Business Manager

Kestrel Heights School will make payment to the vendor within 30 days of receipt of a correct and complete invoice.

VII. Other Requirements

a. Conflict of Interest

- i. In the sole judgment of KHS, any and all proposals are subject to disqualification on the basis of a conflict of interest. Kestrel Heights School may not contract with a vendor if the vendor or an employee, officer or director of the vendor's firm, or any immediate family member of the preceding, has served as an elected official, employee, board or commission member of KHS who influences the making of the contract.

Furthermore, KHS may not contract with any vendor whose income, investment, or real property interest may be affected by the contract. Kestrel Heights School, at its sole option, may disqualify any proposal on the basis of such a conflict of interest. Please identify any person associated with the firm that has a potential conflict of interest.

b. Insurance

- i. The selected contractor will be required to maintain general liability insurance in the minimum amount of \$1,000,000 to cover any claims arising out of the performance of the contract. The general liability insurance must name Kestrel Heights School, its officers, agents, volunteers and employees as additional insureds.

c. Workers Compensation Insurance

- i. A selected contractor who employs any person shall maintain workers' compensation insurance in accordance with state requirements. Sole proprietors with no employees are not required to carry Worker's Compensation Insurance.

d. Business License

- i. Virtually every contractor that does business with KHS must obtain a business license. However, a "casual" or "isolated" business transaction does not subject the contractor to the license tax. The infirm, warehousing businesses and charitable organizations are the only entities specifically exempted. Non-profit organizations are granted partial exemptions

Vendor must apply for a business license and show proof of application within seven days of being selected as intended contractor.