



I WANT TO BE...

Pre-K 4 SA

QUALITY learning. PROVEN results.

APPROVAL TO AWARD PRE-K 4 SA MARKETING SERVICES RFP

APRIL 5, 2016

- Contract with Creative Civilization Expired January 31, 2016
- Have been supporting enrollment with small incremental ad buys and PR
- Board Approved Plan to:
 1. Message (three) 3 distinct audiences
 2. Employ dual-stream strategies of enrollment and program awareness
- Issued RFP:
 - ✓ Term: April 6, 2016 to June 30, 2016 with 1, 1 year renewal option after board approval
 - ✓ Value \$703,000 Total Contract Value

Milestone	Date
RFP release date	January 15, 2016
Proposals due	February 19, 2016
Utilization Plan Reviewed by SBO	March 1, 2016
Evaluation committee review	March 2016
RFP Scored by Committee	March 31, 2016
Board approval	April 5, 2016
Contract begins	April 11, 2016

SCORING CRITERIA

Criteria	Points
Experience, Background, Qualifications	20
Proposed Plan	30
Pricing	15
SBEDA Program**	20
Local Preference	10
Veteran-Owned Small Business Preference	5
Total	100

** Includes 5% M/WBE Subcontracting Program

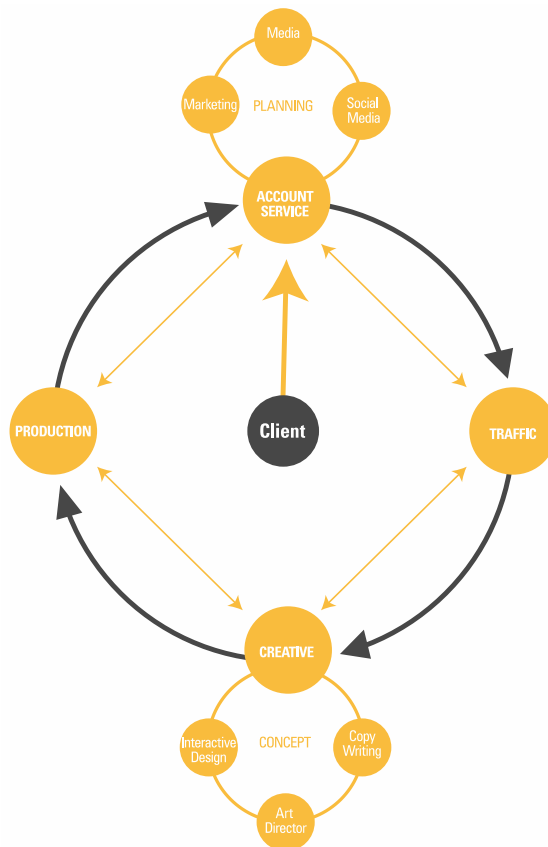
RECOMMENDATION: AGENCY



**CREATIVE
NOGGIN**
Advertising | Marketing | Branding

- Structure that matches our needs
- Experience with similar targets and in similar categories

CREATIVE NOGGIN: SYNERGISTIC STRUCTURE



RECOMMENDATION: SYNERGISTIC EXPERIENCE



ST. LUKE'S
EPISCOPAL SCHOOL
SCHOLARSHIP. CITIZENSHIP. LEADERSHIP.



St. Mary's
Catholic School



HERITAGE SCHOOL
Classical. Christian. Cultivating.

Next Step	Date
Implement Enrollment Plan	Immediately
Logo to Board	May 9, 2016
Annual Comms Plan Development <ol style="list-style-type: none">1. Brand Relaunch2. Ongoing Enrollment (families)3. Professional Development (educators)4. Program Awareness (voters/general)	May 2016
Present Annual Plan to Board	June 2016



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THANK YOU