REQUEST FOR PROPOSAL

RFP NO. EDR2022B

RFP TITLE: COMMUNICATIONS AND MARKETING SUPPORT FOR EDUCATORS RISING

All proposals MUST BE RECEIVED electronically by 5:00pm Eastern Daylight Time on May 31, 2022

Prices must remain firm for: 120 DAYS AFTER PROPOSAL CLOSING DATE AND TIME

Important: Your quotation will be jeopardized if any portion of this inquiry is not complete. No proposal will be accepted after the date and time stated above.

Joshua P. Starr
Chief Executive Officer
Educators Rising
PDK International

NOTE: Prospective Offeror’s that have received this document from a source other than Educators Rising should immediately contact Educators Rising and provide their name and e-mail address so that any amendments to the Bid/RFP or other communications can be sent to them. Failure to contact Educators Rising may result in non-receipt of important information.

April 14, 2022
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1 PROPOSAL AND CONTRACT INFORMATION

1.1 Intent

It is the intent of this Request for Proposal to provide Educators Rising (the “Organization”) with Communications and Marketing Support, in accordance with the terms, conditions, and specifications described herein. In the event that a special condition is contradictory to a general condition, the special condition shall prevail. Respondents to the RFP will be referred to as “Offerors” and “Proposers.” The Offeror to whom the contract is awarded will be referred to as the “Contractor.”

1.2 Bid Submittal Due Date

All responses to this Request for Proposal must be submitted electronically, in two separate attachments. One attachment shall consist of the Technical Proposal, and the second attachment shall consist of the Price Proposal. Both attachments shall be sent together, in a single email. All responses to this Request for Proposal must be received by 5:00 p.m., May 31, 2022, Eastern Daylight Time (EDT). Electronic proposals shall be sent to the following email address by the submittal deadline date and time: edpartnerships@pdkintl.org. No responses will be accepted after this date and time. In the event that the Organization is closed on the RFP closing date, due to an unforeseen circumstance, the RFP will close at the stated time on the next open business day, unless the Offeror is notified otherwise.

1.3 Contact Information

Request for information or technical questions related to this solicitation should be directed to Stephen Goodman, Communications Manager, via e-mail to edpartnerships@pdkintl.org. The Bidder may not initiate contact with any other organizational representative about this bid. All inquiries and questions must be submitted in writing via email and received by 4:00 pm, May 24, 2022. All questions received by the noted deadline will be answered and sent to all proposing firms via issuance of an addendum. No questions will be accepted after this date.

1.4 Proposal Validity

Offeror’s must hold their proposal prices for 120 days after the award date. In the event that the awarded Contractor is unable to perform the contract, the Organization reserves the right to resolicit the contract or to award the contract to the next highest evaluated Offeror.

1.5 Submitted Pricing

Pricing must be submitted on the Price Proposal. The prices offered on the Price Proposal must include all charges, costs, and fees incurred in the delivery of this procurement. No allowance will be made at a later date for additional charges due to the Offeror’s omission. Payment discounts, if offered, will be taken when appropriate, but will not be considered in the evaluation for award. The Organization reserves the right to request additional related services in support of its operations, and fees for those services shall be negotiated accordingly.
1.6 References

The Offeror must provide three (3) references, with whom Offeror has provided similar services within the past three years. All references must include organization name, contact name, mailing and email address, telephone number, and service dates. Cited references must be able to confirm, without reservation, the Offeror’s ability to provide services in accordance with the requirements contained in this solicitation. The Organization reserves the right to reject a proposal based on an unsatisfactory reference; use itself as a reference, if applicable; request additional references; contact any non-reference clients that have utilized Offeror’s services; or require a site visit to one or more of the Offeror’s reference locations.

1.7 Subcontractors

The Organization seeks proposals from Contractors performing all requested services and will enter into an agreement only with the selected Offeror. **No portion of the work shall be sub.contracted without the prior written consent of the Organization throughout the terms of the contract, including renewals and extensions.** In the event the Contractor desires to subcontract part of the services specified herein, the Contractor shall furnish the company or individual name(s), contact name, mailing and e-mail addresses, qualifications, and experience of the proposed subcontractor(s), as well as a description of the services to be performed by the subcontractor. The primary Contractor shall remain fully liable for the work performed by the subcontractor(s) and shall assure compliance with all requirements of the contract if approved by the Organization. The Organization reserves the right, in its sole discretion, to reject any proposed subcontractor.

1.8 Proposal Evaluation

Proposals submitted in response to this solicitation will include evaluation as follows:

**Offeror is responsible**—Offeror demonstrates ability to provide products and/or services that can meet or exceed requirements. The following criteria will be used to determine responsibleness:

- Offeror has the equipment, ability, and experience to perform the work as stated in the specifications listed in this RFP.
- Offeror is financially stable.

**Offeror is responsive**—Offeror follows RFP submission instructions and provides all requested materials. The following criteria will be used to determine responsiveness:

- Offeror has favorable references that can confirm its ability to provide the products and/or services as stated in the specifications listed in this RFP.
- Offeror has provided all documentation and samples requested in the Scope of Work/Specifications.
1.9 Proposal Rejection

The Organization reserves the right to reject any or all offers received as a result of this Request for Proposal. Offers may be rejected for any of the following reasons:

- Failure to meet the mandatory specifications and requirements.
- Failure to respond in a timely manner to a request for additional information, data, etc.
- Failure to supply appropriate and favorable client references.
- Submittal of an incomplete Price Proposal page.
- Failure to sign the proposal.
- Submittal of conditional, alternate or multiple proposals.
- Failure to demonstrate that it is qualified to carry out the obligations of the contract and to implement and support the work specified herein.
- Failure to provide samples and/or demonstration materials that are representative of the quality level sought by the Organization.

1.10 Contract Award

An award will be made in the best interest of the Organization to the highest evaluated and most responsible, responsive Offeror that can meet or exceed the terms, conditions, and specifications of this solicitation, and who meet the technical minimum evaluation points. Evaluation of Offeror’s will be based on Offeror qualifications and references. The evaluation for award will be made on the basis of payment to the Contractor in Net 30 Days from the date an acceptable invoice is received by Educators Rising. The Organization may cancel this Request for Proposal or reject any or all proposals in whole or in part.

1.11 Contract Documents

The Request for Proposal in its entirety, the Offeror’s proposal, and the Organizations purchase order will form the contract. Offeror’s requiring their signed contract or terms and conditions separate and apart from the foregoing must submit such a contract, terms, and conditions with their response. The contract will be examined and evaluated along with the Offeror’s proposal. The organization reserves the right to reject the Offeror’s contract form and terms and conditions.

1.12 Contract Term

The initial term of this contract will be from June 15, 2022 through June 14, 2023. Beyond the initial term, at the sole option of the Organization, the contract may be renewed for additional one-year terms, subject to funding availability and need, and provided that the Contractor has been in compliance with the terms and conditions of the contract and its service has been satisfactory. The Organization reserves the right to amend its requirements during the life of the contract to meet the needs of the Organization.
1.13 Contract Pricing

Contract prices shall remain fixed for first year of contract. Requests for price increases after first year of contract must be submitted in writing within 60 days of expiration of year one contract term. The same will apply for all successive contract renewal periods, should the Organization elect to exercise them. Any approved increase will take effect at the start of a contract renewal term. All contract price increase requests, along with supporting documentation must be sent to Educators Rising. The Organization reserves the right to request additional supporting documentation.

1.14 Contract Modification and Amendment

The Organization retains the unilateral right to require changes in the Scope of Work as long as the changes are within the general scope of work to be performed hereunder. The Organization, without invalidating the contract documents, may submit a written request to order extra work or to make changes to the agreement by altering, adding to, or deducting from the work, and the contract sum shall reflect such changes. Price adjustments must be accepted, in writing, by the Organization before the Contractor performs additional work on the project. The Contractor cannot accept purchase orders/requests for services or products that are not covered in this contract or make changes to the scope of work unless a price for those services or products has been negotiated with Educators Rising, and the Contractor has received a signed contract amendment from Educators Rising.
2 SECTION 2 – BACKGROUND AND SCOPE OF WORK

2.1 Background

Educators Rising is cultivating a new generation of highly skilled educators by guiding young people on a path from high school through college and into their teaching careers. By working with aspiring educators who reflect the demographics of their communities and who are passionate about serving those communities through public education, Educators Rising is changing the face of teaching.

Educators Rising affiliates provide additional support and programming for members within their state or region. We are committed to providing affiliates with resources and information to be effective partners, and we work hand-in-hand with our affiliate coordinators to bring quality opportunities to our rising educators.

2.2 Scope of Services

Educators Rising seeks a qualified vendor to provide a Communications and Marketing Support. The work will focus on
(1) Helping Educators Rising in Connecticut develop communications and marketing tools for key audiences (students, parents/community members, and key stakeholders), and
(2) Using the work in Connecticut to create tools and templates for other states and districts to create similar communications and marketing materials.

The Communications and Marketing firm/individual will work with Educators Rising staff and Connecticut partners to:
• Capture the strategies, tactics, and processes used in Connecticut to build an Educators Rising Movement across the state;
• Gather and present key data to document movement growth and impact;
• Determine lessons learned and strengths to build on;
• Select 3 – 5 personal stories to be featured in communications and marketing materials in multiple ways (website, print materials, audio, video, etc.); and
• Modify materials as needed for different key audiences.

The Communications and Marketing work in Connecticut will then be used to create tools and templates for states and districts to use to support the growth of Educators Rising in their communities. These may include:
• Tools for documenting student’s stories about their involvement in Educators Rising;
• Templates to demonstrate impact and growth of Educators Rising in the community;
• Tips for building momentum around press and media attention for Educators Rising;
• Documentation of successful practices from Educators Rising affiliates across the country; and
• Webinars to share tools, templates, and tips with the national community.

Educators Rising is seeking proposals from Communications and Marketing specialists to develop Connecticut specific materials and tools and templates for national work in the most cost efficient and timely manner.
2.3 Project Award and Schedule

The anticipated timeframe for issuing Intent of award to the highest evaluated and most responsible, responsive Offeror is June 7, 2022.
3 SECTION 3 – QUALIFICATIONS AND SYSTEM REQUIREMENTS

3.1 Minimum Qualifications Requirements

The Proposer must have the necessary personnel, experience, certification, knowledge, skills, abilities, equipment, supplies, insurance, and technology in place to fulfill the requirements of the resulting contract and to provide the requested services on a timely basis and in compliance with all municipal, county, state, and federal codes, ordinances, regulations, and laws and industry best practices and standards.

Must have a minimum of five (5) years’ experience providing communications and marketing support to similar institutions. Describe your company’s experience, and history of providing Communications and Marketing support to education customers.

Bidders shall provide a minimum of two (2) examples of successful projects similar in size and scope to Educators Rising (within budget, on time, within scope).

The Offeror must provide three (3) references within the past three years that are capable of confirming the Offeror’s experience in providing the same or similar level of services.

3.2 General Requirements

Please describe how your process, activities, and timeline for delivering the anticipated Scope of Services outlined in Section 2.2. Outline how you would approach the project and anticipate working with Educators Rising staff and partners.
4 PROPOSAL EVALUATION AND AWARD

4.1 Evaluation Process

All proposals submitted will first be examined for responsiveness and completeness by the Organization’s evaluation team. Those proposals which do not clearly respond to the proposal submission requirements may be rejected at the discretion of the Organization. Those proposals not rejected will be evaluated to determine which offer best meets the requirements in the RFP and is in the best interest of the Organization. Proposal information will be evaluated and scored by the Organization, and its decision will be final.

Technical Proposals will be opened first at the date and time advised in the RFP documents and evaluated by an Organization Evaluation Committee. The Price Proposals remain sealed and are held by the Procurement Office. Evaluation of Proposals will be based on the criteria provided in the RFP, the substantiated ability of an Offeror to perform the required services, and the Offeror’s responsiveness to the RFP requirements.

4.2 Evaluation Criteria

Proposals will be initially evaluated and scored by the Organization Evaluation Committee based on the following criteria:

<table>
<thead>
<tr>
<th>Description of Criteria</th>
<th>Maximum Point Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Approach and Implementation</td>
<td>30 (maximum available points)</td>
</tr>
<tr>
<td>Activities and Timeline</td>
<td>30 (maximum available points)</td>
</tr>
<tr>
<td>Qualification /Past Performance</td>
<td>30 (maximum available points)</td>
</tr>
<tr>
<td>Price Proposal</td>
<td>10 (maximum available points)</td>
</tr>
</tbody>
</table>

Highest possible evaluation score 100
5.1 Electronic Proposal Submission Instructions

The following electronic proposal submission requirements supersede the delivery of bids.

All Offeror’s proposals must be submitted electronically, via one email. In the email, attach two separate PDF file attachments, by 5:00 p.m. Eastern Daylight Time (EDT), on May 2, 2022. One attachment shall include the Proposal, and the second attachment shall include the Price Proposal. Subject line of email must include “Vendor Response to RFP No. EDR2022B, Communications and Marketing support.”

Email Address: edpartnerships@pdkintl.org

Any proposal received electronically after the specified deadline will be automatically rejected. The subject line of the email must include the following: Request for Proposal (RFP) bid number and title.

Proposals shall be certified, wet signed, and dated by a bona-fide agent of the Offeror. Failure to include all required submittals may render the Proposal nonresponsive. The Organization will reject any offer without an authorized signature.

5.2 Required Proposal Submittals

A submittal consisting of the Proposal and the Price Proposal is required when responding to this Request for Proposal.

5.2.1 Proposal

This section must contain a detailed description of the services offered by the Offeror in response to this RFP, along with the below mentioned.

- Transmittal Letter: The transmittal letter must be prepared on the Offeror’s business stationery. The letter must introduce the company and give a brief history of the organization and the contact person responsible for the project. The letter should summarize the key points of the proposal along with the above.
- Statement of Qualifications: This contract requires specialized services. Offeror’s statement of qualifications must address the following:
  - Professional qualifications and previous demonstrated experience.
  - Offeror’s corporation/organization size, web presence, length of time the organization has been providing the required services listed herein, and key business relationships.
  - Project Approach and Timelines: Offeror shall submit a project approach, detailing assessment process. Approach must include completion timelines consistent with the completion date of the project. Offer shall include specific plans and methodology for providing the required services.
- References: The Offeror must submit three (3) references from current or former customers within the past three (3) years that are capable of confirming the Offeror’s experience in providing the same or similar level of services.
  - The proposal must include the names and telephone numbers of three references.
Cited references must be able to confirm, without reservation, the Offeror’s ability to provide these services in accordance with the requirements in this RFP.

5.2.2 Price Proposal

Proposals must include specific price information for complete Implementation, Support and Services as stated above. The system quoted must include all aspects and be sized to accommodate the Educators Risings environment as detailed in the RFP. The price(s) offered on the Price Proposal must include all charges and costs including travel and other reimbursable costs incurred in the delivery of this procurement. The Price Proposal must be completed in full, signed, and dated.