



Association of Alaska School Boards
111 West 9th St., Juneau, AK 99801
907-463-1660
www.aasb.org

REQUEST FOR PROPOSALS

AASB Communication Strategy

March 3, 2020

Contact: Lori Grassgreen, Alaska Initiative for Community Engagement Director
907-463-1660 (main) 907-463-1667, lgrassgreen@asb.org

RFP – AASB Public Relations and Message Development

RFP/Solicitation Issue Date: 2/27/2020	
RFP/Solicitation Closing Date: 3/15/2020	RFP/Solicitation Closing Time: 5:00pm AST
Issued By: Association of Alaska School Boards (AASB)	
Address: 1111 West 9th St., Juneau, AK 99801	
Telephone Number: 907-463-1660	
Association of Alaska School Boards is a non-profit agency in the state of Alaska founded in 1954 and is exempt from any state or federal tax.	
Responses must be received on or before 5:00pm AST on 3/15 at AASB, 1111 West 9 th St., Juneau, AK 99801	
Electronic Responses: email submission to lgrassgreen@aab.org and STEPSAK@aab.org with a subject line of "Juneau Community Coalition RFP". Contact Lori Grassgreen, 907 463-1660, if electronic submission is not possible.	
Questions/information must be received by phone or email no later than All questions received by this date will be answered within three (3) business days and will be posted on the AASB Website.	
AASB reserves the right to waive informalities or irregularities, to reject any or all proposals received, to accept the proposal deemed best for the organization, and/or request new proposals, if necessary.	
Any objection to the above conditions must be clearly indicated in the offers.	
Acknowledgement: In compliance with this RFP and to all the conditions imposed herein, the undersigned offers and agrees to furnish the services in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation.	
negotiation.	
BUSINESS INFORMATION AND SIGNATURE	
Business Name:	
Contact Person:	
Telephone & Email:	
Tax ID/EIN:	
Signature:	

Association of Alaska School Boards

AASB Public Relations and Message Development

Table of Contents

I. PURPOSE OF RFP

4II. TIMELINE AND CONTRACT PERIOD

5III. BACKGROUND AND CONTEXT

5IV. PROPOSAL REQUIREMENTS AND TERMS

6V. EVALUATION CRITERIA AND TERMS

7VI. AWARD OF CONTRACT

8VII. GENERAL REQUIREMENTS AND TERMS

8

I. Purpose of RFP

The Association of Alaska School Boards is seeking requests for proposals to contract with an individual or business who can provide support with message development, graphics and a marketing plan for the Association of Alaska School Boards. This message is to represent our membership, organization, and priority issues.

II. Timeline and Contract Period

All responses to this request for proposal should be received no later than xx, xx, at 5pm Alaska time.

Anticipated Timeline for RFP Award

Event	Time	Date
Issue RFP	9am	February 28, 2020
Deadline to submit additional RFP questions and clarifications	5pm	March 15, 2020
Anticipated date of response to applicant questions via AASB website.	5pm	March 11, 2020
Proposal deadline	5:00pm AST	March 15, 2020
Review of proposals		March 30, 2020
RFP award announcement		April date to be determined

The term of any contract resulting from this RFP shall start on or about April 15 (or from the date the contract is executed) and shall expire on or about August 1 unless terminated earlier or extended beyond that date consistent with the terms of the contract.

AASB reserves the right to alter or update this schedule but will make every effort to adhere to it.

III. Background and Context

A. Introduction

The Association of Alaska School Boards is working to align all of the organizational messaging and communication tools to the long range plan and priorities of AASB.

<https://aasb.org/wp-content/uploads/Long-Range-Plan-2019-Final.pdf>

https://aasb.org/wp-content/uploads/20_AASB_Legislative_Priorities.pdf

Currently AASB uses

<https://aasb.org/> (website)

<https://www.facebook.com/AKSCHOOLBOARDS/> (facebook)

<https://twitter.com/AKSchoolBoards> (twitter)

<https://aasb.org/publications/commentary/> (Commentary Newsletter)

<https://www.facebook.com/achildssuccess> (helping kids succeed facebook)

<https://myemail.constantcontact.com/Stepping-Up-for-Alaska-s-Youth.html?soid=1105463481522&aid=l91qv1n71hE> Grantee newsletter

The session – legislative newsletter

7 conferences and 5 gatherings per year

and other mechanisms to share the messages of the organization and priorities of the membership.

B. Overview of Key Indicators, Goals, and Time Frame

AASB would like to work towards these objectives:

- 1) Increase ease of use and relevance of AASB materials and information for members**
- 2) Streamline and consolidate information available for members and the public**
- 3) Amplify voice on priority issues for our membership**
- 4) Articulate most relevant services and supports available for members.**

Core audience:

Members (school boards and school districts), funders, policy makers, program partners.

Guiding Principles:

- Representative and tailored for audiences across Alaska
- Built on priorities of the AASB membership and BOD
- Offers practical information to advocate and improve outcomes for youth.

Anticipated Time Frame

RFP Awarded/contract negotiated	Early April
Research and Development	Completed Mid May
Strategy Development	Completed June 1
Message Roll & Content Roll Out	Completed August/September

IV. Proposal Requirements and Terms

A. General requirements

- 1. Applicants must submit a complete proposal in response to this RFP.
- 2. Proposals must include a signed copy of page 2
- 3. Proposals should be prepared simply, thoroughly and concisely (4 pages or less is the preferred length for the core proposal including the budget). Emphasis should be placed on completeness and clarity of content.
- 4. The appendices can include any additional supporting documentation such as examples of relevant work.
- 5. All responses are to be submitted on standard 8.5” x 11” paper size in 12-point font minimum type. All pages of the proposal should be numbered.
- 6. Email submission of electronic copies of the proposal sent to lgrassgreen@asb.org
- 7. Applicants may submit no more than one (1) proposal in response to this RFP and it must be signed by an authorized representative of the fiscal sponsor.

B. Content requirements

The core proposal must include:

1. Summary
2. Process for developing the plan in conjunction with the early childhood workgroup.
3. Process for reaching out to members and key stakeholders
4. Plan of work and timeline which includes: consideration of existing materials, process

for refining the core messages and shared tagline, defining three key activities, development of marketing plan/distribution strategy, development of graphics and resources, and a “bank” of shared materials that all partners can utilize. Currently the work group is most interested in enhancing existing organizational communication pathways which include social media, website, direct mail, public postings, person-to-person. The group may consider wider public postings, radio, television, and print if the activities are shown to be strategic and funds are available.

5. Proposed budget for the project. Budget should include a breakdown of fees for professional services, hours, supplies and sub-contracts (including associated expenses like printing and ad placement) .

V. Evaluation Criteria and Terms

A. Criteria

All proposals will be reviewed for compliance by an AASB staff/board team to determine if they adhere to the format and instructions of the RFP, meet the criteria indicated below, and conform to the objectives and requirements of the RFP.

	Evaluation Criteria	Points
1	Background and experience with relevant aspects of marketing plan <ul style="list-style-type: none"> ● demonstrated messaging and marketing experience ● graphic design capacity ● ability to serve as a coach and adviser 	35
2	Plan of work <ul style="list-style-type: none"> ● consideration of existing materials & structures ● specific actions which include timelines, key milestones and key contract responsibilities ● incorporation of the guiding principles developed by early childhood messaging work group ● plan for seeking approval of and providing coaching support to the early childhood work group. ● proposed metrics for measuring the outputs and the impact. 	55
3	Reasonable financial outline and budget <ul style="list-style-type: none"> ● development of a cost-effective budget 	15

B. Terms

1. Incompleteness, significant inconsistencies or inaccuracies found within a response may result in a reduction of the evaluation rating. Any deviation from the requirements can result in a in a reduction or a disqualification for review.

2. AASB reserves the right to reject any or all proposals; request clarifications from any or all applicants; and accept any portion of a proposal or all items proposed if deemed to be in the best interest of AASB. It also reserves the right to interview any potential applicants prior to making an award.

3. The review team may use other sources of information to perform the evaluation.

VI. Award of Contract

The award for this contract will be made to the highest-ranked applicant considered responsive and responsible. In the event a contract cannot be negotiated with the highest-ranked applicant, AASB may enter into negotiations with the second highest-ranked applicant and/or may decide to call for new proposals.

VII. General Requirements and Terms

A. Eligibility

Eligible applicants include public or private organizations with documented and demonstrated ability to provide services as described in section IV. Preference will be given to vendors with experience within Alaska and working closely with similar organizations.

B. Point of contact.

The sole point of contact for AASB concerning this RFP is:

Lori Grassgreen, Alaska Initiative for Community Engagement
Association of Alaska School Boards
1111 West 9th St., Juneau, AK 99801
907-463-1660 (main) 907-463-1667 (direct)
lgrassgreen@asab.org

C. Modifications

This RFP is subject to change and AASB may modify this RFP at any time. Modifications will be posted on the AASB website with a(web link available). This is the only method by which the RFP will be modified.

D. Contract compliance.

AASB is responsible for managing this contract and it may be terminated or amended.

E. Funding

Funding for this project is contingent upon approval from the AASB Board of Directors and available funding.