

Request for Proposals for Marketing Services for the Grand Rapids Promise Zone Scholarship

Question Responses

It looks like the total 2020 budget for marketing is \$40k. That amount will need to cover all services, media, etc.?

As we were reviewing for the RFP, we wanted to make sure we are correct in seeing that total marketing budget for the first year is \$40k?

If I am understanding the GRPZA Development Plan Correctly the marketing budget allocated for 2020 is \$40,000 - can you confirm?

The linked budget <https://bit.ly/370B0Pw> outlines \$40,000 for the 2020-2021. Is the budget reflected in the document accurate? Does the \$40,000 budget include media buying and ad spend?

Does the \$40,000 yearly budget allocated to marketing include media spend?

The 2020-2021 Grand Rapids Promise Zone Authority (GRPZA) marketing budget is \$40,000. We realize this is a small budget to execute a marketing strategy with all the elements in the RFP. However, the marketing firm(s) selected will also assist in helping leverage the budgets of school and community partners. It is also probably relevant to mention that we will have the names, email addresses, phone numbers, and mailing addresses of all students and their parents who qualify for the scholarship. Direct marketing should be a central focus of respondents' scope of work. Further, the marketing firms responding should plan to assist the GRPZA in prioritizing its budget to ensure the greatest impact.

Can you rank the target audiences you listed in order of priority and provide a brief outline of why they are listed as a target market? GR students and parents - School administrators, counselors, teachers and other staff- Community Organizations - Government Officials.

We believe the audiences are listed in order of priority, although we don't necessarily think in those terms. A successful marketing strategy will include all these groups. Grand Rapids students and parents are listed because the students are the end users of the scholarship and parents have an influence in assisting their child in planning and preparing for college. School administrators, counselors, teachers, and other school staff are listed because they are the most trusted liaisons to promote the scholarship, assist in delivering messaging around college readiness, and help students and families complete necessary steps (e.g. FAFSA completion). Community organizations and government officials also have channels through which to communicate to city residents and, as such, can help deliver messaging regarding the scholarship.

When judging firm criteria for selection, does the “Qualifications of the Firm” require the firm to meet specific diversity criteria? (i.e. certified women or minority-owned)

There are no diversity criteria for this RFP process. However, it will be important that the firms responding recognize that the target audiences for the Promise Zone Scholarship are diverse and explain how they will ensure messaging and materials developed will be culturally sensitive, inclusive, and relevant. It will be important to demonstrate experience in creating campaigns for diverse communities and engaging those communities in creative ways.

The services outlined reflect both advertising/marketing and public relations services. What percentage of the project scope are you expecting to be advertising and what percentage are you expecting to be Public Relations?

Public relations will probably be about 25 percent of the project scope. The audiences are well defined, and we will have contact information for all the stakeholder groups. Developing messaging, keeping the website updated, creating handouts and electronic mailers, coordinating promotion through texting or other creative modes, and coordinating public presentations will be a large majority of the work in our vision.

How long does the GRPZA estimate the engagement with the selected firm to last? Does this campaign have a specific end date?

Understanding there will be an enduring need for promotion and support, is there any direction to the length of engagement? Should the proposal response be geared toward an annual (12-month) agreement with options for renewal?

The contract awarded will likely be one year in length. However, it is the intention of the GRPZA to select a firm or firms to serve as a long-term marketing partner. Renewals will be considered toward the end of each contract year.

Are there expectations on when the campaign should start?

This will be negotiated with the firm(s) selected. We definitely need to be prepared for the beginning of the 2020-2021 school year. However, some aspects of the scope of work will need to start in the spring. The start of the items in the scope of work should be clearly identified in the proposal.

How will responses to questions be shared with agencies? Will there be a platform where all questions are shared and answered to?

Will questions be compiled from all participants and answered collectively, or will each participant only receive answers to their questions?

The responses will be sent individually to each of the firms that submitted a question and they will be posted on the GRPZA website: <https://grpromisezone.com/>.

How do you intend to measure the success for each of these objectives? For example, how will you determine if you have been successful in promoting a city-wide college-going culture?

We are early in the implementation process and the evaluation framework is still being built out. In terms of "increasing awareness," we are looking for the marketing partner to create metrics by which to measure the reach of the marketing efforts. The baseline for awareness being zero, how can we measure effectiveness of the marketing activities? That is a question we hope the respondents will answer. Also, in terms of increasing enrollment and promoting a city-wide college-going culture, we can access data on matriculation to not only GRCC, but any post-secondary institution for the city's students.

With the number of partners involved, can you outline the reporting structure for the agency relationship? Who will be the point of contact? Who will be the decision maker(s)? What does the approval process look like for strategy, media plans, creative, etc?

Assuming GRPZA is the final authority and approval, who would be the marketing contractors point-of-contact? What will be Kennari's role as the project is developed and engaged?

The point of contact will be the Promise Zone Director, a GRCC position which is being created as part of a contract with the GRPZA. The Director will work with the GRPZA Chairperson and Board of Directors to make decisions and decide what level of approval is required. Kennari Consulting is facilitating the RFP process and the committee's work in selecting a marketing firm or team of firms. Once the GRPZA Board of Directors approves the winning proposal and a contract is executed with the selected firm(s), Kennari Consulting's role in regard to marketing will end.

How many eligible students have submitted FASFAs in each of the past three years? How many online vs on paper?

How many in your target market (low income households and first-generation college goers and students of color) have submitted FASFAs in each of the past three years? How many online vs on paper?

We have not compiled this information because the Authority is awarding its first scholarships for the Class of 2020. However, there is some data available regarding FAFSA completion in the eligible high schools on the Federal Student Aid website: <https://studentaid.gov/data-center/student/application-volume/fafsa-completion-high-school>.

Have you had FAFSA completion events previously? How is attendance? Do you achieve FAFSA submissions on site?

We have held two FAFSA events. Attendance has been low so far. However, some FAFSA submissions did occur at the event.

Is there a hard deadline for FASFA submissions each year?

Scholarship recipients must submit and have a FAFSA on file prior to the start date of their first scheduled class.

The RFP references the development and maintenance of a targeted list of key contacts. Does the GR Promise have an existing list gathered in compliance with privacy laws, or will the list need to be created from scratch?

A list has been started in compliance with privacy laws. It is expected that this list will grow and be refined over time.

Can you share the number of RFP participants currently being evaluated?

We do not yet know the number of firms planning to respond to the RFP.

The RFP clearly states that participants will not be able to contact any members of the selection committee. At any time before completing our proposal, will there be a chance for us to discuss the project in an open forum with stakeholders?

We will not be able to accommodate that request given the number of firms interested in this project.

Do you have a “brand guideline” document that illustrates and defines the GRPZA logo, fonts and other creative assets?

What, if any, brand/identity operational guides and/or assets are available - Style Guide, Brand Manual, Messaging, Voice, etc.?

Does the GR Promise have a defined Brand Guideline that can be reviewed?

We do have a branding guide with a custom icon set. It has been attached to this document.

The GR Promise website is built in Wordpress, can you confirm if it was built on a purchased theme or developed by professionals?

Can you supply the name of the theme or group that developed the current site?

Could we get the website platform or CMS... if it's a Wordpress build, then could you include what plugins are currently used.

The website was built in Wordpress using a theme called EP Ocean paired with Elementor.

Are there other events planned but not publicized? Are there personnel available to staff additional events from stakeholder organizations that could be utilized for additional events? If so, what do those resources look like?

We are constantly looking for community events to participate in. Right now, we are planning to participate in the following events:

- African American Male Conference – March 4
- Grand Rapids Neighborhood Summit – March 7
- Grand Rapids Chamber - Breakfast with the Legislators – March 23
- Grand Rapids Senior Summit – March 27
- Hispanic Center College Preparation Series – May 19

The primary staff member responsible for attending community events is the Promise Zone Director. GRPZA board members have also voiced a willingness to attend events. In some cases, it may be appropriate to request school partners provide staff to cover an event, if necessary and appropriate.

Can you list the number of annual graduating seniors at each participating HS?

We have data from the 2017-2018 school year. Some schools did not yet graduate a class in 2018. The list is as follows:

Schools	2017-2018 Graduates
Grand Rapids Catholic Central High School	159
Grand Rapids City High School	86
Grand Rapids Christian High School	261
Grand Rapids Learning Center	14
Grand Rapids Montessori	18
Grand Rapids University Preparatory Academy	44
Innovation Central High School	127
Ottawa Hills High School	86
Union High School	140
West Catholic High School	120
Grand Rapids Adventist Academy	12
Wellspring Preparatory High School	81
Hope Academy of West Michigan	12
Grand Rapids Covenant House Academy	30
Lake Michigan Academy	7
NorthPointe Christian High School	77
Plymouth Christian High School	35
Southeast Career Pathways	5
West Michigan Aviation Academy	124
NexTech High School	22

Can you clarify the scope of what is needed for that required service on the current Promise site? “update and maintain GRPZA website to maximize user navigation, information sharing, and mobile access.”

The firm or team of firms selected will be asked to consider how the website could be redesigned or reformatted to improve navigation, how copy could be refined to clarify the scholarship, and how the website can be reformatted to be easily navigated on mobile devices. Once the website is updated, we are asking for it to be translated to Spanish. Finally, as information is updated and events are added, the selected firm will need to update the website in all translations.

LOGO DESIGN

MAIN LOGO

Grand Rapids
Promise Zone

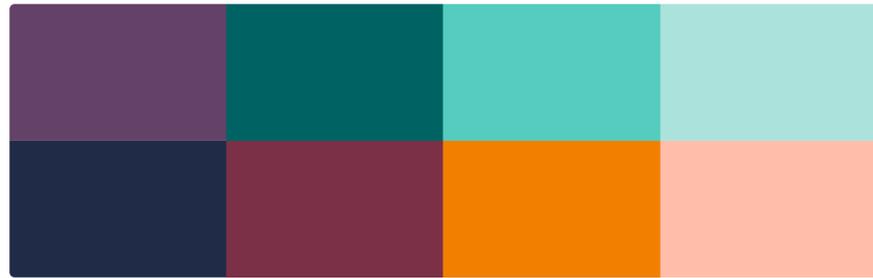
SIMPLIFIED

Grand Rapids
Promise Zone

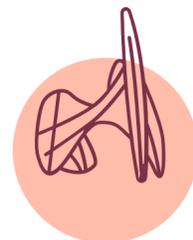
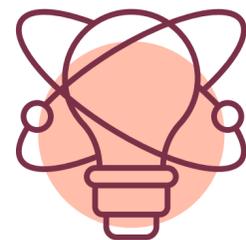
FOR SMALL SIZES OR WHEN GRADUATION
HAT IS HARD TO SEE.

BRANDING

COLOR PALETTE



BRAND ELEMENTS



TYPOGRAPHY

Our promise for a brighter future

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