

Grand Rapids Promise Zone

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

Released: February 12, 2020

I. INTRODUCTION

In January 2020, the Grand Rapids Promise Zone Authority (GRPZA) officially launched the Grand Rapids Promise Zone Scholarship. This scholarship represents a significant investment in the children of our city which will pay dividends well into the future. This scholarship will make it possible for every eligible student who lives in the City of Grand Rapids and graduates from any of the qualifying high schools (see list below) to have free access to Grand Rapids Community College's associate degree, job training, and certification programs - starting with the Class of 2020.

The Grand Rapids Promise Zone Scholarship has a few simple requirements to receive the full award:

1. Attend an eligible Grand Rapids high school continuously since the beginning of 10th grade or before;
2. Live in the city of Grand Rapids boundaries continuously since the beginning of 10th grade or before; and
3. Graduate from an eligible high school.

Students who have been enrolled at an eligible high school and resided within the city of Grand Rapids continuously since the start of 11th grade will be eligible for a 50% scholarship.

This Promise Zone Scholarship can be used at Grand Rapids Community College to earn up to 60 credit hours, covering the cost of tuition, fees, books, and required course materials. This scholarship is designed to be flexible so students can choose the pathway that best meets their needs. For that reason, this scholarship is available to full and part-time students for use during the fall, winter, and summer semesters. Additionally, students do not have to be continually enrolled in college to maintain their scholarship but must use it within five years of graduation. Finally, students must still apply for state and federal need-based aid by completing and submitting the Free Application for Federal Student Aid (FAFSA) form. DACA and undocumented students are exempt from submitting a FAFSA. More information can be accessed at the Grand Rapids Promise Zone website (<https://grpromisezone.com/>) and by downloading the Grand Rapids Promise Zone Authority Development Plan (<https://bit.ly/370B0Pw>).

II. GRAND RAPIDS PROMISE ZONE SCHOLARSHIP ELIGIBLE HIGH SCHOOLS

The Grand Rapids Promise Zone scholarship is available to every eligible student who lives in the city of Grand Rapids and graduates from any of the 24 public, private, or public charter high schools within the city of Grand Rapids. The eligible high schools are as follows:

C.A. Frost Environmental Science Academy	Lake Michigan Academy
Grand Rapids Adventist Academy	NexTech High School
Grand Rapids Catholic Central High School	NorthPointe Christian High School
Grand Rapids Christian High School	Ottawa Hills High School
Grand Rapids City High School	Plymouth Christian High School
Grand Rapids Covenant House Academy	Sacred Heart Academy High School
Grand Rapids Learning Center	Southeast Career Pathways
Grand Rapids Montessori High School	Southwest Community Campus High School
Grand Rapids Public Museum School	Union High School
Grand Rapids University Prep	Wellspring Preparatory High School
Hope Academy of West Michigan	West Michigan Aviation Academy
Innovation Central High School	West Catholic High School

III. PROJECT OVERVIEW/SCOPE OF WORK

The Grand Rapids Promise Zone Authority Board of Directors is releasing this Request for Proposals (RFP) to select a qualified firm, or team of firms, to design, develop, and implement a marketing and promotions strategy that will accomplish the following:

- Increase awareness of the Grand Rapids Promise Zone Scholarship among the program’s target audiences which include, but are not limited to, the following:
 - Grand Rapids students and parents
 - School administrators, counselors, teachers, and other staff
 - Community organizations
 - Governmental officials
- Increase enrollment at Grand Rapids Community College, particularly among students who come from low income households, first-generation college goers, and students of color
- Increase awareness of student supports and resources to promote college readiness and college completion
- Promote a city-wide college-going culture

The selected firm or firms will be required to create and implement a marketing and communications strategy to accomplish the aforementioned goals and also maximize the GRPZA's marketing budget (see page 12 of the GRPZA Development Plan - <https://bit.ly/370B0Pw>). Further, the plan must incorporate the following required services:

- Update and maintain the GRPZA website to maximize user navigation, information sharing, and mobile access
- Create media strategies (print, broadcast, digital, online, email, social media) designed to engage target audiences
- Creative strategy and design of digital and print marketing materials
- Develop original content (including translations in Spanish, Swahili, and other languages as requested) that can be used in various channels including earned media, social media, and paid traditional media
- Media planning and buying
- Develop and maintain targeted media lists
- Develop and maintain targeted lists of key contacts including governmental agencies and officials, quasi-governmental agencies and officials, parent organizations, student groups, non-profit organizations and staff, school leaders and staff, economic development agencies and staff, and business associations and groups
- Manage media relationships and create and implement processes for media to access GRPZA board members for interviews and promotional events
- Create strategies to engage community partners to reach target audiences in alignment with the goals of the marketing and promotions efforts
- Create metrics and tracking mechanisms by which to measure the effectiveness of marketing and communications strategies

Delivery of the required services above must be completed with a focus on engaging diverse audiences through a cultural sensitivity and equity lens. It is critical that content be accessible to all audiences, including those who have a physical disability. Finally, the GRPZA is seeking creative approaches which can command the attention of target audiences.

IV. PROPOSAL CONTENT

Proposals submitted in response to this RFP must include the following:

- **Firm Qualifications & Similar Projects:** A list of projects (not to exceed 5) which demonstrates the firm's capability to successfully complete work of similar type, scope, and complexity of the project
- **Scope of Work/Methodology:** Detail the proposed approach to address all aspects of the project's scope of work
- **Detailed schedule of work:** Identify the major milestones of the proposed work and deadlines for key deliverables
- **Proposed Project Team Experience, Roles & Responsibilities:** A brief summary of each team member's relevant experience and proposed role in the project

- **Sub-consultant Firms:** Explain the role of proposed sub-consultants and their key personnel and qualifications
- **Fee Proposal:** The Fee Proposal should be itemized by components of the scope of work

V. CRITERIA FOR SELECTION

The following criteria will be used to evaluate each proposal:

- Quality & Completeness of Proposal
- Qualification of the Firm
- Experience of the Proposed Project Team
- Price

VI. SUBMISSION INSTRUCTIONS

Please submit your response electronically to chair@grpromisezone.com by **5:00 p.m. on Wednesday, March 4, 2020**. The proposal shall be irrevocable for a period of 90 days from the date of submission.

Questions regarding this RFP **MUST** be submitted in writing by **5:00 p.m. on Wednesday, February 26, 2020** to chair@grpromisezone.com. Firms **MUST NOT** attempt to contact members of the selection committee, GRPZA board members, or Grand Rapids Community College staff or leadership.

A selection committee will review all proposals, check references, and conduct interviews. Firms responding to this RFP should plan to be available for an interview on **Wednesday, March 11 or Thursday, March 12, 2020**. A GRPZA representative will contact those firms selected for an interview a few days prior to schedule a time.

The GRPZA reserves the right to adjust the services rendered. Within 15 days of notification, the selected firm must submit a contract for services which will solidify the services to be provided.

VII. ADDENDA TO THE REQUEST FOR PROPOSALS

In the event that it becomes necessary to amend any part of this RFP, addenda will be provided on the GRPZA website (<https://grpromisezone.com/>).