

CEDAR RAPIDS COMMUNITY SCHOOL DISTRICT  
Purchasing Office  
2500 Edgewood Rd NW  
Cedar Rapids, Iowa 52405

December 13, 2022

**PROPOSAL REQUEST – Marketing CRCSD Magnet Schools to Prospective Families**

The Purchasing Office of the Cedar Rapids Community School District requests proposals on the attached listed items. All prices are to be bid F.O.B. Purchasing Department, 2500 Edgewood Rd. NW, Cedar Rapids, Iowa (52405). Do not include Federal or State Tax in prices submitted.

The Purchasing Office and/or Board of Directors reserve the right to reject any and all proposals or any part thereof, to waive informalities and to enter into such contract or contracts as shall be deemed in the best interest of the Cedar Rapids Community School District in the County of Linn, State of Iowa.

**Proposals are due in the Purchasing Office, 2500 Edgewood Rd. NW, Cedar Rapids, Iowa (52405) OR to [bids@crschools.us](mailto:bids@crschools.us) not later than 10:00 a.m. on Tuesday, December 27, 2022.**

Initial proposals will be reviewed and, if a proposal is preliminarily accepted, will be presented to the Board of Directors for approval at the Monday, January 9, 2023 Board Meeting.

Methods of proposal submission:

**Email:** [bids@crschools.us](mailto:bids@crschools.us) and clearly note “**Proposal - Magnet Schools Marketing**” in the subject line. All signatures must be on the forms where indicated prior to submission. Use this email only. All emails received elsewhere will not be opened and will be deleted. This mailbox is accessed during the bid opening, not before. **Emails must not exceed 10MB.**

**OR**

**USPS:** Proposals should be in an opaque envelope, marked “Proposal - Magnet Schools Marketing” and are to be addressed to:

Carissa Jenkins, Manager of Purchasing  
Cedar Rapids Community School District  
2500 Edgewood Rd NW

Cedar Rapids, Iowa 52405

**We are not responsible for machine failure, postal, email or any delivery problems. Call 319-558-2321 to confirm receipt if needed.**

**Questions** regarding this bid must be submitted via email and directed to [opikokivaka@crschools.us](mailto:opikokivaka@crschools.us) no later than 10:00 a.m. Tuesday, December 20, 2022.

**PLEASE NOTE: We will respond to all questions received as of 10:00 AM on December 20, 2022.**

A copy of this request and summary of questions received and answers provided will be available at: <https://crschools.us/departments/purchasing/bids/>.

Any company that desires not to bid at this time and wishes to remain on the School District mailing list should notify the Manager of Purchasing to that effect. Otherwise, any company not submitting a bid may be removed from the mailing list for types of items listed in this bid.

## **Marketing CRCSD Magnet Schools to Prospective Families Services**

### **PROJECT SUMMARY**

[The Cedar Rapids Community School District \(CRCSD\)](#) seeks to have a marketing plan designed and executed to area families, parents, and students to help drive awareness of and a diverse enrollment in the CRCSD's six magnet schools. CRCSD desires to fill all initial enrollment spots for the 2023-24 school year.

### **DISTRICT INFORMATION**

CRCSD has the second largest enrollment in the State of Iowa. The District's AK through grade 12 program currently serves over 16,000 students in 21 elementary schools, 6 middle schools and 4 high schools. CRCSD also has various alternative programs.

The educational programming of CRCSD is designed to deliver on our vision: *Every Learner. Future Ready*. Any and all marketing developed under this RFP will adhere to the CRCSD's Branding Guidelines found [here](#).

### **OVERVIEW & CONTEXT**

[CRCSD's magnet schools](#) are theme-based schools providing choice in a student learning environment and are built on five pillars: diversity, innovative curriculum and professional development, academic excellence, leadership, and family and community partnerships. Magnet schools utilize state and Cedar Rapids Community School District educational standards, but deliver instruction within a theme.

CRCSD has five existing magnet schools of choice:

- [Cedar River Academy at Taylor Elementary](#)—sustainability theme
- [Johnson STEAM Academy](#)—science, technology, engineering, arts, mathematics (STEAM) theme with an arts emphasis
- [Kenwood Leadership Academy](#)—leadership theme
- [McKinley STEAM Academy](#)—STEAM theme with medical sciences and arts focus
- [Roosevelt Creative Corridor Business Academy](#)—business and leadership theme

Additionally, CRCSD will be opening [City View Community High School](#) in Fall 2023, with registration happening now. City View Community High School is a school of choice. By choice means any student living within the CRCSD school district boundaries and any Corridor area student, through the State's Open Enrollment law, may apply to attend City View. This school is one way the District is working to offer families more educational choice.

City View Community High School will be a non-traditional option focusing heavily on developing student's 21st century skills, discovering and pursuing their passions and interests, and exploring and expanding their post-secondary and career options. This will be accomplished through community-based projects, strong adult mentorship, and interest-based online coursework.

Magnet Schools provide families with the opportunity to choose different educational environments and experiences for their children. City View Community High School will be located in the downtown area (specific location to be announced soon) and will serve 100 9th grade and 100 10th grade students in the 2023-24 school year. School year 2024-25 will see juniors added and school year 2025-26 will see Seniors added.

It is critical for City View to be highly representative of the community and include a wide and diverse group of students. Diversity includes, but is not limited to, race/ethnicity, socioeconomic status, disability, gender, home address, and desired post-secondary pathways (college, trades, entrepreneurial, direct-to-work, military).

**ESTIMATED PROJECT BUDGET:** \$41,000

Up to \$17,000 or 41.5% will be financed with federal money awarded by the Magnet Schools Assistance Program grant.

## **GOALS**

The main goal of the project is to create and execute a marketing plan to key audiences with resonant messaging, thus producing a deep and diverse set of applications for enrollment in all

six magnet schools. The plan will drive enrollment numbers across the schools, with a specific goal of (100) 9th and (100) 10th grade City View students.

A secondary goal is to build more community awareness of all magnet schools and their purpose.

### **EVALUATION/SUCCESS METRICS**

- Generated leads and lottery applications
- Stronger name recognition among targeted parent and student groups
- Full enrollment numbers by the end of February 2023
- Diverse enrollment

### **CURRENT ROADBLOCKS AND BARRIERS TO SUCCESS**

- Lack of awareness of CRCSD magnet programming and the opening of a new magnet high school
- Confusion over programming, eligibility and ideal student profiles
- Reaching parents outside the district or open-enrolled out of district
- Ensuring underserved populations are aware of the opportunity

## **SCOPE OF WORK/SUBMISSION REQUIREMENTS**

The scope of work will be determined by the submitting organization, but should include:

- Company overview
- Staff involved in project including project lead
- Proposed scope of work and approach
- Project estimate, inclusive of all costs (advertising, travel, etc)
- Timeline for project and deliverables
- Plan for execution of the work
- Breakdown of costs per area of work/activity
- Previous work with school districts/education

Vendor may propose optional elements and associated costs in addition to their base bid.

**The timeline for this work is relatively urgent and work must begin immediately upon acceptance of the successful bid by the School Board and substantially executed during the remainder of the 2022 calendar year.** This is because high school registration starts in November and December for next year.

## **VENDOR SELECTION CRITERIA**

- Experience building and executing successful digital strategies
- Proven ability to deliver inside tight timelines
- Qualifications and experience of the team/team leader
- Experience working with K-12 educational organizations, preferred but not required

## **EVALUATION OF PROPOSALS**

1. District staff will review and evaluate all proposals submitted and determine which firms have successfully met proposal requirements.
2. Each proposal will be evaluated according to the quality of the proposal; the qualifications and experience of the party submitting the response; the ability of the party to work with the District's representatives within a set timeline; and the proposed cost of services. The District reserves the right to select a proposal that it determines in its sole discretion to be in the best interests of the District.
3. The District may request additional information from any party submitting a proposal. The failure of a party to provide any additional information in response to a request from the District in a timely manner may, in the sole discretion of the District, be cause for the rejection of that party's proposal.
4. The District reserves the right to:
  - a. Reject any or all of the proposals submitted.
  - b. Reject any proposal which does not meet the requirements of the specifications in the RFP.
  - c. Waive any and all irregularities in proposals.

d. Issue subsequent RFP's.

5. Upon completion of the selection process, the District shall notify the parties that submitted proposals of the selection of a proposal and may enter into a contract with the successful party. At the District's discretion, it may directly negotiate with the successful party the terms of the District's contract with the successful party.
6. This RFP shall not, in any manner, be construed to be an obligation on the part of the District to enter into a contract or result in any claim for reimbursement of cost for any time, materials or expenses in responding to the RFP or in anticipation of entering into any contract.

Please return this completed document with your RFP and all pertinent information attached according to the instructions outlined in this request.

**Proposal: Marketing City View Community High School to Prospective Families Services**

COMPANY NAME:

ADDRESS:

SUBMITTED BY: TITLE:

PHONE:

DATE:

FAX:

EMAIL:

Contact Person, *if not the individual above:*

NAME: TITLE:

PHONE:

EMAIL: