

Learning Community of Douglas and Sarpy Counties

Request for Proposal (RFP)

Guidelines and General Conditions

The *Request for Proposal Guidelines* and *General Conditions (Proposal Guidelines)* govern the completion and submission of all proposals submitted in response to the RFP. All required aspects of the narrative and all relevant attachments must be completed and signed by an authorized representative. The Learning Community reserves the right to accept or reject any or all proposals, or any part thereof, and to waive any technicalities. Without limiting the foregoing, failure to submit any information or documentation required by these *Proposal Guidelines* may be sufficient grounds for rejection of a proposal. Proposals that attempt to change, modify or add additional terms and conditions to these *Proposal Guidelines* by conditioning a proposal response on the acceptance by the Learning Community of contract terms attached to a Proposal or referencing therein certain contract terms on a website may be rejected by the Learning Community.

Mission of the Learning Community.

Together with school districts and community organizations as partners, the Learning Community demonstrates, shares, and implements more effective practices to measurably improve educational outcomes for children and families in poverty.

Eligibility.

Public and private organizations with experience in professional marketing, branding, and communication services are eligible to respond to the RFP.

Scope of Services.

The Learning Community is seeking a full-service marketing and communications organization to provide comprehensive, strategic marketing and communication services on an as-needed basis. This will include developing and providing a variety of promotional, publicity, advertising plans, and informational materials consistent with specifications, provided by the Learning Community.

Conflicts of Interest.

Applicable laws and Learning Community policy may limit the Learning Community's ability to contract with organizations in which the Learning Community Coordinating Council Members, or Learning Community employees, have financial interests or family relationships that could give rise to a conflict of interest. Please carefully review the attached *Conflict of Interest Policy* (Exhibit "A") prior to submitting a Proposal to determine whether such a conflict may exist. The

Learning Community will make the determination, in its sole discretion, of the existence of an actual or potential conflict of interest, and such determination shall be final.

Proposal Submission Deadline.

Proposals must be no longer than five (5) pages and must be received via the email address below, no later than 4:00 p.m. CST, on July 22, 2024. Proposals should be sent to Gerald Kuhn, Interim Chief Executive Officer, Learning Community of Douglas & Sarpy Counties, at info@learningcommunityds.org . Proposals sent in any manner other than through the email address provided will not be reviewed.

Meeting/Questions.

Questions regarding the RFP or Proposals may only be submitted via email to: info@learningcommunityds.org . The Learning Community will conduct a tour of the Learning Community Center of North Omaha, along with a question-and-answer session on Wednesday, July 17, 2024, at 1:00 p.m. CST. This is the only time questions will be answered regarding the RFP and Proposals; applicants are strongly encouraged to attend the tour or send a representative. Questions received at the above email address before July 15, 2024, at 4:00 p.m. CST, will be compiled and answered during the question-and-answer session.

Corrections / Withdrawals.

Correction of a Proposal may be made by an applicant before 4:00 p.m. CST, on July 19, 2024. Any corrections to a Proposal must be submitted electronically to info@learningcommunityds.org and include "**CORRECTION**" in the subject line. Proposals may only be withdrawn by written notice received by the Learning Community prior to 4:00 p.m. CST, Friday, July 19, 2024.

Timeline Following Submission.

The Learning Community will be in contact with final applicants by Friday, August 23, 2024, to ask any additional questions. It is anticipated that an agreement could be awarded as soon as September 19, 2024. The anticipated agreement period will run through August 31, 2025, with an option for the Learning Community to renew the agreement based on performance.

Award.

The Learning Community's approval of a Proposal does not constitute a contract between the Learning Community and the bidder. No contract shall be deemed created, nor shall the Learning Community be obligated in any manner to the applicant, until such time as a contract is executed by the Learning Community.

No Assignment.

The organization awarded the contract shall not assign, delegate, or transfer the contract or any interest or obligation therein, in whole or in part, to any other person or entity without the prior written consent of the Learning Community.

Subcontracting.

If an applicant intends to utilize subcontractors to perform any services, the applicant must state such intention in the Proposal. The Learning Community shall have the right to prior review and approval of any such subcontractors. Any approved subcontractor shall meet all contract requirements and be the applicant's direct responsibility.

Learning Community of Douglas & Sarpy Counties

Proposal Narrative

Marketing and Communications Services

Organizational History and Capacity (2.5 pages maximum).

Provide relevant background on your organization with details on capacity and qualifications that include:

- Experience during the last three years that is similar to the work described in the *Scope of Services* or any other work that the applicant believes would be relevant in the applicant's capabilities to perform the work.
- Evidence of any extraordinary projects, problems, or both, encountered during the performance of such contracts, and describe the complexities and innovative approaches used to solve such problems.
- Evidence of successful relationships with community members, particularly from those of diverse racial, ethnic, and language backgrounds.
- Evidence of developing high-quality communication materials including brochures, websites, and press releases.
- Evidence of the participation of women and minorities in the applicant's organization.
- Evidence of successful fiscal management of similar types and sizes of agreements.
- Evidence of strong cyber-security measures sufficient to protect the Learning Community's data.
- Evidence of any awards or recognitions the applicant has received as it relates to its provision of marketing or communication services.
- Certification that the Learning Community's accepting your Proposal will not create an actual or potential Conflict of Interest, as defined in the *Learning Community's Conflict of Interest Policy* (attached).

Personnel and Budget for Scope of Work

Provide a budget for the scope of work based on the minimum requirements of the Learning Community.

Include personnel and pricing information without limitation:

A listing of the individuals from the organization who will be involved in the engagement and their respective responsibilities, and brief biographical data on each individual.

A description of how the applicant will ensure the services will be provided in a thorough, effective, and timely manner.

Minimum Requirements:

- Attend monthly meetings (Coordinating Council Meetings x 8 per year, Leadership Team Meetings).
- Attend no more than eight off-site meetings a year.
- Attend annual event -LCC Graduations x 2, Family Days x 4, Staff Appreciation.
- Create 12 posts on social media to include photos/videos capturing the Learning Community.
- Proposed 6 PR stories per year.
- Create content to share on the website (e.g., Blog, OP-ED).
- Create two videos per year.
- Create marketing materials (e.g., banners, rack cards, etc.)
- Separate any actual media costs for advertising and print materials.
- Submit monthly itemized invoices.
- Approval of any additional proposed spending with how much advanced notice is needed and by whom.
- Analyze & Propose Potential Target Audiences and Strategies for Reaching them.

Three potential targets

1. Families and parents that have kids who would benefit from our programs, reach them and get them involved.
2. District-level admin, teachers who have students that would benefit from our help.
3. Any professional who works with student families in a professional setting that would refer families and parents to us.

Proposal Attachments

Please attach the following to the Proposal:

- A statement of support letter from your organization's leadership (e.g., CEO and Board of Directors) is required.
- Letters of Support from previous or current clients (at least three (3), but not more than five (5) letters).
- Evidence of insurance or insurability for:
 - Commercial General Liability Insurance providing coverage to your organization (naming the Learning Community as additional insured, with a waiver of subrogation by your organization and your insurer in favor of the Learning Community) on a primary and non-contributory basis, including completed operations, with limits of not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate, \$2,000,000

- product and completed operations aggregate, and \$1,000,000 personal and advertising injury.
- Sexual Abuse & Molestation coverage with a limit of not less than \$1,000,000 per occurrence and \$2,000,000 in the annual aggregate.
 - Professional Liability Insurance with a limit of not less than \$1,000,000 per occurrence.
 - Automobile Liability Insurance with a combined single limit of not less than \$1,000,000 per accident, which coverage shall apply to all owned, hired, and non-owned automobiles used by the organization, its employees, agents, representatives in conducting the marketing and communication services.
 - Workers' Compensation Insurance covering the organization and its employees for all costs, statutory benefits and liabilities under the Nebraska Workers' Compensation Act and similar laws for employees of the organization and Employer's Liability Insurance with limits of not less than \$100,000 per accident, \$100,000 per person per disease, and \$500,000 per disease (including a waiver of subrogation by the organization and its insurer in favor of the Learning Community).
 - Umbrella / Excess Insurance with limits of not less than \$4,000,000 per occurrence, which shall provide liability coverage in excess of the specified Workers' Compensation/Employers Liability, Commercial General Liability, and Auto Liability insurance policies.

Attachments:

Exhibit A: Conflict of Interest Policy

EXHIBIT A

Learning Community of Douglas & Sarpy Counties

Conflict of Interest Policy

Contracts

No Council Member may have an interest in any contract to which the Coordinating Council, or anyone for its benefit, is a party unless certain requirements are met. This section only applies when the Council Member or his/her parent, spouse or child has a business association with the business involved in the contract or will receive a direct fee or commission as a result of the contract.

The Coordinating Council may enter into a contract, if the contract is an agenda item, during a Coordinating Council meeting and if the Council Member;

- Makes a declaration on the record to the Coordinating Council regarding the nature and extent of his or her interest prior to official consideration of the contract.
- Does not vote on the matters of granting the contract, making payments pursuant to the contract, or accepting performance of work under the contract, or similar matters relating to the contract, except that if the number of Council Members declaring an interest in the contract would prevent the Coordinating Council, with all Council Members present, from securing a quorum on the issue, then all Council Members may vote on the matters; and
- Does not act for the Coordinating Council as to inspection or performance under the contract in which he or she has an interest.
- An open account for the benefit of the Coordinating Council with a business in which a Council Member has an interest shall be deemed a contract for purpose of this policy.

Employment of Family member of Council Member or Supervisor and Employment of Council Member

A Council Member, administrator, or other Learning Community employee with supervisory responsibilities may employ or recommend or supervise the employment of an immediate family member if:

- The person does not abuse his/her official position.
- The person makes full disclosure on the record to the Coordinating Council and a written disclosure to the person in charge of keeping records for the Coordinating Council; and
- The Coordinating Council approves the employment or supervisory position.

- Immediate family member shall mean a child residing in an individual's household, a spouse of an individual, or an individual claimed by that individual or that individual's spouse as a dependent for federal income tax purposes.
- For purposes of this policy, “abuse” of official position shall include, but is not limited to, employing an immediate family member:
 - Who is not qualified for and able to perform the duties of the position.
 - For any unreasonably high salary, or
 - Who is not required to perform the duties of the position.
- No Council Member or employee shall terminate the employment of another employee so as to make funds or a position available for the purpose of hiring an immediate family member.
- No Council Member or employee shall employ an immediate family member without first having made reasonable solicitation and consideration of applications for such employment.
- Who is not qualified for an able to perform the duties of the position;
- For any unreasonably high salary;
- Who is not required to perform the duties of the position.
- This section does not apply to an immediate family member of a Council Member or Learning Community employee who was previously employed in a position subject to this section, prior to the election or appointment of the Council Member, employee, or was employed in a position.

Other than Contracts or Employment

Council Members shall abstain from voting on matters on which they may have a conflict of interest. Any Council Member who would be required to take any action or make any decision in the discharge of his/her/their duties that may cause financial benefit or detriment to him/her/their, a member of his/her immediate family, or a business with which he/she is associated, which is distinguishable from the effects of such action on the public generally or a broad segment of the public, shall take the following actions as soon as he or she is aware such potential conflict or should reasonably be aware of such potential conflict, whichever is sooner:

Prepare a written statement describing the matter requiring action or decision and the nature of the potential conflict; and

Deliver a copy of the statement to the *Political Accountability and Disclosure Commission* and to the secretary of the Coordinating Council who shall enter the statement into the public records of the Learning Community. The Council Member shall take such action as the *Political Accountability and Disclosure Commission* shall advise or prescribe to remove him/her/their self from influence over the action or decision in the matter. The provisions of this paragraph shall not prevent a Council Member from making or participating in the making of Learning Community-related decision to the extent that the individual’s participation is legally required for

the action or decision to be made. In such event, the Council Member shall report the occurrence to the *Political Accountability and Disclosure Commission*.

Except as defined by law and these Policies and Procedures, the conflict of interest of a Council Member shall not prevent a Council Member from serving on the Coordinating Council or restrict the hiring or purchasing practices of the Learning Community.

Reporting Conflicts of Interest

Any Council Member who has a direct or indirect interest in a formal contract entered into with the Learning Community, or an open account, shall provide the secretary of the Coordinating Council with the following:

- The names of the contracting parties;
- The nature of the interest of the Council Member;
- Date that the contract was approved by the Coordinating Council;
- Amount of the contract;
- Basic terms of the contract.

Such information must be provided no later than ten (10) days after the contract has been signed by both parties. Such information shall be kept on a ledger and shall be retained in the ledger for five (5) years from the date of the last day in office of the Council Member. The ledger shall be available for public inspection during normal working hours.

In the case of open accounts, the above information shall be filed within ten (10) days after the account is opened and thereafter the interested officer shall file a revision to the statement within ten (10) days of each payment on the account specifying the date and amount of the payment.