



**COLUMBUS
CITY SCHOOLS**

Proposal for Public Relations – Communications

*Executive Search for
Superintendent of Schools*

January 17, 2023

Mission: Each student is highly educated, prepared for leadership and service, and empowered for success as a citizen in a global community.

The Columbus City Schools (CCS) Board of Education seeks proposals from experienced Public Relations/Communications firms or individuals to provide communication services to continue our national search for the next Superintendent of Columbus City Schools.

The former superintendent retired in December 2022. The Board now desires to retain the services of a communications firm or individual to assist CCS with public relations and communications activities through the search process and selection of the next Superintendent.

The Board of Education expects to competitively select a vendor in February 2023.

A. Scope of Work

1. Intent

The Columbus City Schools District invites qualified individuals firms to submit a proposal to assist the District with public relations and communication activities for CCS.

The Board reserves the right to select one individual/firm. The best interests of CCS shall be the determining factor. The selection will be made by CCS outside legal counsel. The selected individual/firm shall be expected to work with outside counsel to execute its communication plan for CCS.

The Board anticipates entering into an agreement with the selected individual/firm starting February 2023, or upon mutual agreement of CCS and the firm(s)/individual(s).

2. Qualification Requirements

Applicants who respond to this Request for Proposal ("RFP") must meet the following minimum requirements:

- ◆ Credentials should include communications, journalism degree, or something equivalent such as significant experience working with public relations and/or communications firm.
- ◆ Available for evening events and some weekends.
- ◆ Must have no substantive conflict of interest in representing CCS.
- ◆ Must be technologically literate (familiarity with digital photography and web site design) and able to work with district technicians

3. Scope Of Services

Columbus City Schools is interested in improving the district’s communication and outreach to the community, parents, staff, and other key stakeholders regarding the search and selection of the superintendent.

The successful Applicant will provide services including, but not limited to:

- ◆ Preparation of a communication plan to present to CCS regarding the superintendent search;
- ◆ Press releases, regular articles for the local papers and web sites, including photographs, if applicable;
- ◆ Training for stakeholder groups in verbal and written communications norms within the organization;
- ◆ Work with the selected search firm and/or individual to communicate information regarding the search and selection of the superintendent;
- ◆ Board support to enhance communication regarding the superintendent search;
- ◆ Special project as determined by the Board and/or its designee; and
- ◆ Other public relations/communications functions as determined by the Board and/or its designee.

B. RFP Dates and Key Deadlines

Expected Timeline

January 17, 2023	Disseminate and post Request for Services on CCS website
January 31, 2023	Submission deadline from interested vendors
February 7, 2023	Vendors selected for presentation to Board of Education
February 8, 2023	Counsel will contact selected vendor
February 15, 2023	Communications firm begins work with CCS
February 21, 2023	Formal presentations from selected search firm vendors; Board of Education selects vendors*
March 1, 2023	Search firm begins work with District
April/May 2023	Announce vacancy and begin recruiting
July/August 2023	Desired start date for the selected candidate.

***After the selection of a vendor, Local Economically Disadvantaged Enterprise (LEDE) participation will be reviewed for opportunities.**

C. RFP Terms

1. The Columbus City Schools is issuing this RFP for the purpose of obtaining Proposals for the procurement of public relations/communication services. The firm will be engaged by CCS's outside legal counsel to provide services to the District.
2. There is no pre-proposal meeting scheduled for this RFP.
3. If it is determined to be in the best interest of the District, a presentation will be scheduled at a time convenient for both parties. If a Proposer is unable to participate in an interview, the District reserves the right to remove that Proposer from consideration.
4. At the District's and Outside Counsel's discretion, any representation made by a proposer in response to this RFP, whether verbal or written, will be incorporated into any contract between the designated parties.
5. This RFP provides instructions for the preparation of a proposal that will address all RFP requirements. This RFP is not an offer to contract. Only the execution of a written contract will obligate CCS, in accordance with the terms contained in the contract.
6. Proposals that do not meet RFP requirements will be classified as "nonresponsive." Outside Counsel will maintain control of all proposals.
7. CCS and/or Outside Counsel will not pay any costs a proposer incurs in preparing and submitting its proposal or in negotiating and signing a contract, all of which will be the sole responsibility of the proposer. Any due diligence conducted by a proposer is at the proposer's expense. All proposals become the property of the Outside Counsel upon delivery to Outside Counsel.
8. CCS reserves the right to amend this RFP in any manner prior to award of a contract.
9. CCS reserves the right to postpone or cancel the RFP without liability to CCS any time prior to executing contract if the CCS or advice of Outside Counsel determines, in its sole discretion, it's in District's best interest to do so.
10. CCS and Outside Counsel reserves the right to share the RFP and any Proposals CCS receives with any third party of their choosing, in order to secure expert opinion.
11. CCS and Outside Counsel reserves the right to reject any and all Proposals.
12. Protests to this RFP or subsequent award(s) shall comply with OAR 137-47-0730 and OAR 137-048-0240.

CI. Proposal Requirements

Each proposer's submission in response to this RFP must:

1. Include one original (marked as such), three (3) copies, and one (1) PDF copy delivered electronically to the designated person(s) as provided below.
2. Be submitted in a sealed envelope that is plainly marked "Proposal to Provide Public Relations/Communications Services – Columbus City Schools

Superintendent Search and bears the proposer's name, address, telephone number, and email address.

3. Be delivered to the following addressee not later than 5:00 PM, January 31, 2023:

Abigail Thederahn, Esq.
Taft Stettinius & Hollister LLP
41 S. High Street, Suite 1800
Columbus, OH 43215
Email: athederahn@taftlaw.com

4. Additional solicitation information:
 - a. Questions

Janica Pierce Tucker, Esq.
Taft Stettinius & Hollister LLP
Email: jpierce@taftlaw.com

Jeremy A. Morris, Esq.
Taft Stettinius & Hollister LLP
Email: JMorris@taftlaw.com

5. Proposals must include the following information:

- a. The proposer's complete name, mailing address, physical address, email address, voice telephone, and fax numbers (see Section 6 below);
- b. A description of the ownership structure of the proposer, giving specific details with regard to any parent or affiliates;
- c. The names, titles, and qualifications of the specific individuals (key persons) proposer intends to assign to the work, together with the roles each will play, their current workloads, their qualifications to do the work, and the amount of experience this team has working together;
- d. A list of sub-consultants proposed to be used on the Project;
- e. A thorough description of the proposer's experience on similar work;
- f. A description of at least three (3) projects, similar to the work to be performed under this Request for Proposals, within the past ten (10) years by the key persons. Description to include a brief project summary, owner information including contact information and start date / finish date;
- g. Demonstration of your understanding and approach to these projects and proposer's special/unique benefit your firm brings to this project; and
- h. A statement that the proposer has not discriminated and will not discriminate against any minority, women or emerging small business enterprise or against a business enterprise that is owned or controlled by or that employs a disabled veteran in obtaining a required subcontract.

6. If submitting a proposal with another firm, the proposal must provide the information requested regarding the experience of each firm and also provide the experience of both firms in working in association with other firms. The proposer must explain if either firm will act as a sub-consultant or whether both firms will operate as a joint venture or partnership. If the proposers will conduct business as a joint venture or partnership the

proposal must provide the information requested regarding the experience of the partnership or joint venture in addition to that of each member firm. Each partner or joint venture must sign the submittal and the contract if selected for award.

7. Proposals must address all of the requirements of this RFP.
8. Proposers may add content in areas where the proposer feels it can offer value to CCS in an area that is not specifically requested.

E. Selection Criteria

1. Outside Counsel will evaluate proposals based on the following criteria:
 - a. Evaluation of technical proposal - Scored
 - b. Interviews (if necessary) - Scored
2. Proposal elements that are subject to scoring will be awarded points as follows:
 - a. Evaluation of Technical Proposal (Scored): The evaluation committee will score all proposals as follows based on 100 points total.
 - (i). Skills and experience (30 points)
 - (ii). Similar projects completed by your firm (20 points)
 - (iii). Firm's approach and understanding of the Project (40 points)
 - (iv). Estimated Fees for Public Relations/Communications Services (10 points)
 - b. Interviews (Scored 50 points): Outside Counsel will conduct interviews, if necessary, to reach consensus on the top proposer.
 - c. Outside Counsel will add together the points for each vendor based on the scoring criteria.
 - d. Outside Counsel will present the vendor with the highest score to the Board.