

**REQUEST FOR PROPOSAL
ROSENDALE-BRANDON SCHOOL DISTRICT
RENAMING/REBRANDING EXPLORATION**

The Rosendale-Brandon School District serves approximately 900 students 4K-12 students in four buildings. Rosendale Primary 4K-3, Rosendale Intermediate/Rosendale-Brandon Middle School 4-8, and Laconia High School 9-12 are located in Rosendale. Brandon School 4K-5 is located in Brandon. Approximately 20% of the student population comes to the District through open enrollment.

Due to declining enrollment and aging facilities, the District engaged in a long term facilities study. As a result of that work, the District proposed and passed a capital referendum that will consolidate the district into two buildings in the fall of 2025--a 4K-5 building and a 6-12 building. Both buildings will be located in Rosendale which is the geographic center of the District. The approximate population center is slightly northeast of Rosendale.

During the referendum input sessions over the past two years, the District heard from a number of citizens who had questions regarding what the new buildings will be named and others who felt the District should look at renaming the entire district to make it less tied to specific communities as there are many communities which comprise the District.

The District is interested in exploring changes to the District name, building names, logos, slogan, etc. The District needs to engage in that process as soon as possible so that signage and finishes are up to date when additions and building improvements are made.

The District is seeking assistance from an outside agency to facilitate this process in a professional, inclusive, and strategic manner seeking input from District stakeholders. Stakeholders include students, parents, community members, and staff. Names, logos, and signage are just a part of the branding process, but they are very important components.

Scope of Services:

The successful agency will perform the following services described in this section and all obligations set forth in the contract.

The agency:

- Will lead and prioritize deliverables for a comprehensive renaming/rebranding effort.
- Will lead community focus groups, surveys and other research to determine new school names and brand options.
- Will, from beginning to end, design and develop a comprehensive renaming and rebranding plan and timeline including a successful roll out.
- May, but is not expected to, provide graphic design services, but will provide recommendations for school brand/logo, colors, and other brand element changes based on community feedback. This option for service should be reflected in the fee consideration (i.e. break out service separate from overall rebranding).

- Will provide strategic guidance and recommendations for successful change management and stakeholder buy-in of school names.
- Will ensure deliverables are provided in accordance with a schedule proposed by the agency and approved by the School Board.

SUBMITTAL REQUIREMENTS

Interested agencies shall submit Proposals that clearly demonstrate their ability to provide the services as outlined in this RFP. The Proposal should be a complete and detailed approach to providing all Services and any additional services that the agency proposes and addresses all information requested below. Only one Proposal per agency should be submitted. The entire Proposal (excluding cover letter) shall not exceed ten (10) pages.

The Proposals shall include the following information in the order listed below. Proposals that do not follow the formatting and content requirements of this RFP may be rejected at the sole discretion of the Rosendale-Brandon School District.

- A. **COVER LETTER** A cover letter succinctly explaining the agency's interest in providing the Services, introduce the agency and articulate why the agency is qualified to complete the Services. Information on recent, relevant, or similar services should be included in the cover letter. The letter should contain the name, address, email address and phone number of the person who will serve as the agency's principal contact with District staff and shall identify individual(s) who will be working on the project.
- B. **METHOD** Describe the agency's approach to the Services, including how the agency will work collaboratively with District staff to complete deliverables. Provide a sample project plan describing your ideal expectations and creative process for development and implementation of the renaming/rebranding effort. Provide information on the agency's current workload and ability to deliver the desired services within the desired timeline. **Desired completion date for services is December 15, 2023.**
- C. **QUALIFICATIONS OF AGENCY** Agency should have at least three years of experience in community engagement and feedback related to branding efforts. Please provide a link to or examples of your professional work products. Include at least two (2) references from past similar work.
- D. **CONTRACT AND FEE CONSIDERATION** Include a draft contract outlining the services you will provide based on this RFP. Please include acceptance of this fee structure and/or provide a proposed alternative fee structure - i.e. project-based structure including payment plan.
- E. **ADDITIONAL INFORMATION** The agency may list any additional information

or data not requested as part of this RFP that the agency believes should be considered in the evaluation of the Proposal provided the entire Proposal is no more than the identified page limit.

DEADLINES & SUBMITTAL

Proposals shall be submitted via email to webeway@rbsd.k12.wi.us

Subject line: **RESPONSE TO RENAMING/REBRANDING EXPLORATION PROPOSAL**

Proposals must be received by the District no later than 4:00 p.m. on August 31, 2023.

Proposals submitted after the due date and time may not be considered.

QUESTIONS

Questions related to the proposal must be submitted via email by **August 24, 2023.**

webeway@rbsd.k12.wi.us

SELECTION PROCESS AND AWARD

The District has the sole discretion on the selection and evaluation process and the decision to award, or not, any Proposer a contract for services. Decisions of the District are not subject to appeal. As needed, the District may request follow up in-person interviews or any additional information as determined by the District. Ideally, the agency will begin in September/October 2023.

ADDITIONAL TERMS AND CONDITIONS

This RFP does not commit the District to award any contract or pay any costs incurred in the preparation of Proposals to this RFP. The District reserves the right to revise this RFP and the RFP selection process; to reject any and all Proposals; to waive technicalities, formalities and informalities in any Proposals to accept in whole or in part such Proposals where it is deemed advisable; to alter the Services, additional services and RFP documents until a contract is executed; and to make an award to the most responsive and responsible agency as deemed to be in the best interest, and sole decision, the District. The District may cancel this process without liability at any time prior to the execution of any agreement.

All Proposals shall become the property of the District and will not be returned.

The parties intend that the agency will be an independent agency and the agreement for services and any statements of work shall not be construed to render the agency (or its agents or employees) employees of the District or eligible for any employee benefits.