

Southwest Early College



Recruitment, Marketing and Website Design Request for Proposal

This RFP is for fundraising, student recruitment, marketing, and website design for Southwest Early College (SWEC).

Schedule of Events	Date/Time*
RFP Release	March 14, 2018, 8:00 a.m.
Deadline for Questions	March 23, 2018, 5:00 p.m.
Proposals Due to SWEC	March 30, 2018, 5:00 p.m.
Announcement of Successful Proposer	April 6, 2018, 5:00 p.m.
Contract Execution	By April 17, 2018

**Note: SWEC is looking to begin the work as soon as possible. The above timelines are notably tight. Waiver of the timelines will be considered upon request.*

RFP Proposals due to SWEC: March 30, 2018, 5:00 p.m.

RFP Contact: Trish Krajniak, SWEC Board Member

Budget for Work: \$9,500 for April through June 30, 2018. Upon assessment of need, additional funds will be allocated for FY 19 to support ongoing fundraising, marketing, and recruitment efforts.

Goal for Fundraising Launch: Immediate Need

Goal for Recruitment Launch: Immediate Need

Goal for Marketing Launch: Immediate, as needed

Goal for Website Launch: During SY 2018-19

Southwest Early College Overview

Southwest Early College High School is a four-year public high school operating in the southwest corner quadrant of Denver, Colorado. The independent charter school opened in the fall of 2004, and graduated its first senior class in the spring of 2005. We currently educate 99 students in grades 9 through 12 who have made the choice to enroll in our school. We serve a population which consists of: 95% Hispanic, and 5% White with a proportionate number of females (52%) and males (48%). Additionally, 78% of our students qualify for free or reduced lunch. We are authorized and accredited through Denver Public Schools. Community College of Denver and Emily Griffith Technical College are our higher education partners.

Southwest Early College nurtures within each student the knowledge, skills and desire to be an enthusiastically contributing member of a democratic society. In a personal, supportive, and engaging environment, SWEC parents, teachers, and staff coach students along a path toward success in higher education. It is our mission that all students will complete a year of community college credit and the possibility of completing a community college certificate and/or Associates Degree through a fifth year program at SWEC.

SWEC is at a critical juncture in its history. Rated “green” pursuant to the Denver Public Schools Performance Framework, SWEC believes that expanding back up to its original enrollment projection of 300 students will help provide more opportunities to at-risk students to earn a free college education.

Fundraising Objectives

Funds are needed to support costs associated with moving from current location to the new location. The new location will enable us to better assist students navigating with our college partners. Funds: \$25,000

Funds are needed to supplement our operating costs as we grow our program over the next four years so that figures are sustainable. Funds: \$250,000 year 1, \$200,000 year 2, \$150,000 year 3, and \$100,000 year 4.

Recruitment Objectives

In 2015, SWEC made an intentional decision to scale down its total enrollment as it transitioned into a smaller facility. SWEC now is rated “Green” by DPS, has a strong school leader, and is in good financial health. It is time for SWEC to scale back up to its original intended enrollment of roughly 300 students across grades 9-12 in order to provide more students the opportunity to earn a free, comprehensive, college education.

SWEC is looking for someone who can help with student recruitment. Examples of recruitment initiatives may include, but are not limited to:

- Open Houses
- Door-to-Door Campaigning
- Print Advertising
- Social Media Advertising

Ideal Growth Plan

The ideal growth plan for SWEC would be to grow steadily over the next three years to 300 total students. This would roughly translate to the following:

School Year	Target Enrollment
SY 2017-18	99 (current)
SY 2018-19	150
SY 2019-20	200
200SY 2020-21	250

Marketing Objectives

SWEC is well aware of its need for marketing support in order to reach more families. SWEC has paid little attention to marketing in the past, relying on a strong school model to attract and recruit students. With enrollment in Southwest Denver on the decline and DPS schools struggling to maintain steady enrollment, SWEC will need marketing support in order to grow in size.

Marketing Needs

SWEC will rely on a marketing professional to help identify marketing needs. Initial thoughts on areas of need include:

- **Branding:** Developing a cohesive brand with a branding reference guide that can be used by school staff on an ongoing basis to identify font, color selections, school images, etc.
- **Social Media:** SWEC's social media presence has been minimal. SWEC would look to a marketing professional to help increase social media presence and provide clear action steps for SWEC staff to maintain its social media platforms moving forward.
- **Other Marketing:** SWEC would rely on a branding professional to propose ideas for additional marketing initiatives focused on attracting families who may be eligible for enrollment.

New Website Objectives

Provide a visually appealing, easy to use website that allows stakeholders to access relevant material intuitively.

Our Audience

1. Existing SWEC Families: SWEC's current website provides information to existing SWEC families, which includes: (1) school calendar; (2) credit and grade information; (3) parent portal to access individual student performance information; and, (4) a link to order college textbooks.

2. Potential SWEC Families: SWEC’s website provides basic contact information for the school, announcements about upcoming events such as open houses and expos, and information about DPS’s school choice process. It also includes our mission statement, an explanation of the early college model, and contact information for staff members.

3. Denver Public Schools: SWEC’s website includes a Financial Transparency page as required by state law and our authorizer, Denver Public Schools.

4. Other Stakeholders: SWEC’s vision is to be both a local and national leader in early college education. To this end, it is our intention to maintain up-to-date information about the school and its practices and successes.

Criticisms of Existing Website

Below are some of the most common criticisms of the existing SWEC website:
www.swecollege.org:

- Design:** The design of the webpage is dated and our “brand” is not readily apparent.
- Content:** The content overall is in need of further development. Families should be able to access our webpage to gain an understanding of exactly who we are and what SWEC can offer to students that is unique from other schools.
- ADA Accessibility:** SWEC is committed to ensuring our website is accessible to all who seek to use it, including those with vision impairment or limited motor skills. It is important that the SWEC website and its content are accessible to individuals with disabilities.
- Language Accessibility:** A vast majority of our families are Spanish-speaking. Our current website cannot easily translate content in the language of our primary stakeholder: our families.

New Website Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS)
- Accessibility (ADA compliant website)
- Translatability
- Mobile device compatibility
- Intuitive navigation – internal and external search engine optimization
- Clean and focused design
- Optimized with SEO best practices
- Friendly URLs
- Social media integration (share buttons, follow buttons, etc.)
- Troubleshooting (availability, response time)

Budget Details

As listed in the summary, our budget for this project is \$9,500 to address the immediate needs for FY 18. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits.

SWEC will consider proposals from individuals or established organizations, including those who may be able to assist with some components of this RFP and not others.

SWEC is looking for professionals to help guide us through this process. We are looking to focus on our most critical need of attracting more students first and are willing to piecemeal the additional marketing and website work over time. This may provide opportunity for ongoing work through the 2018-19 school year.

Given that increasing enrollment for next year is an immediate and critical need, we are looking for someone with proven success in working expediently, efficiently, and with success. All responses to the RFP should include a certificate of insurance for both general liability and workman's compensation with \$500,000 minimum coverage.

Invoices should be submitted the last business day of each month for the time worked during that month and will be paid within 45 days of receipt.

Proposal Requirements

Please include the following in your proposal response:

- Overview of you or your company/details about your team
- Overview of how you will meet our objectives
- Timeline for full scope of fundraising, recruitment, marketing, and website work
- Explanation of your proposed fundraising initiatives
 - Provide examples of similar work you have performed successfully
- Explanation of your proposed recruitment initiatives which tie to the enrollment objectives
 - Provide examples of similar work you have performed successfully
- Explanation of your proposed marketing initiatives
 - Provide examples of similar work you have performed successfully
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Recent website design & development examples
- References (including company name, contact name, phone number and email address)
- Pricing
 - Include elements you propose as an immediate need versus those that are less-critical
 - Please also differentiate between one-time and any annual costs
- Terms & conditions

Thank you for your interest in our RFP. We look forward to your response.

If you have any questions, please contact Trish Krajniak at:

Trish.krajniak@swecollege.org

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