

**TUCSON UNIFIED SCHOOL DISTRICT**MEETING OF: June 25, 2013

TITLE: Award of RFP 14-12-18 District Marketing Plan/Campaign

ITEM #: 9

Information:

Study:

Action: X

PURPOSE:

It is the intention of the Tucson Unified School District to enter into a contract and secure pricing with a qualified vendor to develop a marketing plan, create marketing materials and coordinate media buys. All information contained in the proposal should remain CONFIDENTIAL until Governing Board Award. This is in compliance with Arizona Administrative Code Rule R7-2-1045-B

DESCRIPTION AND JUSTIFICATION:

RFP (Request for Proposals) 14-12-18 District Marketing Plan/Campaign award recommendation was made by the Evaluation Committee using a weighted instrument for the specific evaluation criteria identified in the RFP. This is a multi-term award to a single vendor beginning July 1st, 2013 until June 30th, 2014, with annual renewal options through June 30, 2018. The recommended offeror was determined to have submitted a proposal most advantageous to the District and the cost of the services offered were deemed fair and reasonable. Committee Chairperson/Director of Communications, Cara Rene, provided the Award Recommendation.

The Executive Summary and Award Recommendation will be sent separately to the Governing Board for review as information within the proposal is confidential until award. The Executive Summary details the background and evaluation process for this award.

The notice of Request for Proposals was sent to fourteen (14) vendors as well as being advertised on the District's web site during the solicitation period. Four (4) vendors responded with proposals and two (2) no bids were received.

Committee Chairperson/Director of Communications, Cara Rene, will be present at the Board Meeting to answer questions about the District Marketing Plan/Campaign. Kevin Startt, Acting Director of Purchasing will be present at the Board Meeting to answer questions about the procurement process.

The Superintendent's Goals on Student Enrollment, Desegregation, Grants as well as Communications and Public Outreach are supported by these services.

BOARD POLICY CONSIDERATIONS:

LEGAL CONSIDERATIONS:

For all Intergovernmental Agreements (IGAs), Initiator of Agenda Item provides the name of the agency responsible for recording the Agreement after approval:

For amendments to current IGAs, Initiator provides original IGA recording number:

Legal Advisor Signature (if applicable)

BUDGET CONSIDERATIONS:

X _____	District Budget
_____	State/Federal Funds
X _____	Other <u>Various</u>
<u>Budget Cost</u>	<u>Budget Code</u>

\$300K/year one	

Budget Certification (for use by Office of Financial Services only):

Date _____
I certify that funds for this expenditure in the amount of \$ are available and may be:
Authorized from current year budget
Authorized with School Board approval
Code: Fund: _____

INITIATOR(S):

Kevin Startt, Acting Director of Purchasing	6/14/13
_____ Name	_____ Date
_____ Title	

DOCUMENTS ATTACHED/ ON FILE IN BOARD OFFICE:

ATTACHMENTS:
Click to download
Confidential Until Governing Board Awarded

TUCSON UNIFIED SCHOOL DISTRICT

BOARD AGENDA ITEM
CONTINUATION SHEET