



## PURCHASING DEPARTMENT

P.O. Box 40400  
1010 E. Tenth Street  
Tucson, AZ 85717-0400  
Phone (520) 225-6080  
Fax: (520) 225-6082

### MEMORANDUM

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**DATE:** March 14, 2016

**TO:** Kevin Startt  
Director of Purchasing

**FROM:** Jacqueline Posey  
Procurement Agent

**Subject:** Executive Summary - Request for Proposal No. 15-72-C19  
TUSD Marketing and Recruitment

**Dept:** Communications

**Date Issued:** December 18, 2014

**Proposal Due Date:** January 23, 2015

**No. of Proposals Received:** 12

#### BACKGROUND

RFP No. 15-72-C19 was issued for District Marketing and Recruitment. It is the intention of the Tucson Unified School District to purchase outside marketing and student recruitment services to assist the District with improving and increasing enrollment with a diverse population.

The Request for Proposals was electronically sent to 113 vendors using the District on-line bidding service, AZPurchasing.org. Twelve (12) vendors submitted proposals for consideration and 68 vendors submitted no-bids. The proposals were evaluated and scored by an evaluation committee and the recommended vendors have been determined to be fair and reasonable in price. This is a multi-term contract beginning upon award, with yearly renewal options ending December 31, 2019 for a term no longer than five (5) years.

#### EVALUATION

A committee was formed to evaluate the proposals based upon the selection criteria set forth in the original RFP. Signed Committee Conflict of Interest and Confidentiality Agreements were received from all committee members.

The District received twelve (12) proposals:

Amsterdam Print & Corporation  
Bolchalk Frey  
KOLD-TV  
T&M Etc, LLC/The UPS Store  
Geo & Associates, Inc.  
AZ Athletics/IMG Sports Marketing  
KVOA Communications  
Geo & Associates, Inc  
World of Athletics  
Telemundo KHRQ 40  
Journal Broadcast Group  
Cumulus

Prior to releasing the proposal to the committee, I conducted an initial review of the proposal to ensure that all requested information had been submitted. One (1) proposal was found to be non-responsive.

On January 26, 2015, I met with the evaluation committee and discussed their role and the evaluation process. Each committee member received copies of the Conflict of Interest and Confidentiality Statement for Procurement Evaluations, the District's Procedures for Evaluation of Proposals by a Committee, a copy of the RFP document and a copy of the proposal.

After the initial review, the committee came to a consensus to only evaluate the vendors that responded to the television and digital portions of the scope of work. The other sections of the scope of work; radio, print, outdoor, sports event advertising, event venue partnerships, promotional items, videography, and production services were not advantageous to award based on the responses received as the offers did not meet the needs of the District. Four (4) proposals were received and evaluated for the television and digital marketing portion. The committee scored and recommended award to two of the vendors to meet the needs of the District.

A formal recommendation letter has been submitted by Committee Chairperson, Stefanie Boe.

**AWARD RECOMMENDATION:**

Contract award is recommended to the following firms:

**KVOA  
Telemundo**

I attest that the evaluation process was conducted in accordance with Arizona Administrative Code R7-2-1041 (Competitive Sealed Proposals) and all applicable Tucson Unified School District policies and procedures.

*Jacqueline Posey*

Jacqueline Posey, Procurement Agent

*Kevin Startt*

Kevin Startt, Director of Purchasing (concurrence)