

Brad Baquial  
Director of Data & Technology  
bbaquial@aeacs.org

April 22, 2022

Dear Vendor:

Please accept this welcome letter and attached Request for Proposal (RFP) as a formal written request from Albert Einstein Academies (AEA) to provide a proposal for Marketing Services.

AEA, is a public non-profit charter organization, consisting of three schools: Albert Einstein Academy Charter Elementary School (AEACES) with an enrollment of 800 between grades kindergarten through fifth grade, Albert Einstein Academy Charter Middle School (AEACMS) with an enrollment of 600 in grades sixth through eighth and Albert Einstein Academy Charter High School (AEACHS, opening fall 2024 starting with ninth grade) with an eventual enrollment of 800 in grades ninth through twelfth. All are high-performing public charter schools located near downtown San Diego, CA. We are proud to offer the world-renowned International Baccalaureate (IB) curriculum to all students. The motto that distills our mission and vision is “*Teaching our children today to advance our shared humanity tomorrow.*”

For more information, we welcome you to visit [www.aeacs.org](http://www.aeacs.org)

We look forward to receiving your proposal.

Respectfully,

Brad Baquial  
Director of Data & Technology

In reply please reference: RFP-Marketing



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## **AEA hereby solicits your proposal for Marketing Services**

### **I. SPECIAL NOTICE TO OFFEROR**

Offeror is to quote in strict accordance with the quantities and specifications set forth herein. All prices, delivery, and conditions must be clearly shown. AEA may, at its complete discretion, accept or reject any or all bids or quotations. Offerors are requested to notify AEA of no bid by email to the buyer. This Request for Proposal is not an order for goods or services nor is it an offer by AEA to purchase the same. It is rather a request for an offer to be made to AEA. The Request for Proposal may be canceled at any time without notice or liability. Your priced quote is a firm offer made to AEA with a validity period of 90 days. You are hereby advised that this Request for Proposal does not commit AEA to pay for any cost associated with the preparation and submission of your response, and that AEA Purchasing Representatives (Superintendent and/or Board of Trustees) are the only individuals authorized to legally commit AEA to the expenditure of funds related to any subsequent award of contract. This solicitation is not an authorization to proceed with work.

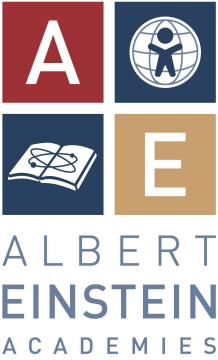
### **II. SPECIFICATIONS, TERMS AND CONDITIONS**

#### **Marketing Strategy and Services:**

The following items are an exhaustive list of marketing initiatives we are interested in implementing. We understand that doing all of this at once is not realistic. What we are looking for is a long term relationship with a firm that can help us refine our strategy with data and expertise, and create a road map that incorporates the items below over a period of time that coincides with our growth to include a high school.

- Social media ad campaigns focused on driving enrollment numbers
  - We currently use Facebook ads but need a more dynamic strategy in place with analytics to inform strategy and ROI
  - Explore other platforms to advertise from and design strategies to test; optimizing content to best fit the particular platform
- Explore "traditional" marketing

- We use KPBS "sponsored by" radio ads played at the front and back end of our open enrollment period. How can we measure ROI? How can we continue to refine this strategy to extract more value?
- What other traditional marketing initiatives would you recommend based on our goals and demographics?
- Website Overhaul
  - Current websites: aeacs.org, aeaces.org, aeacms.org
  - Complete design overhaul is desired with priorities being:
    - Easy to use CMS so we can add/edit pages as needed
    - Thoughtful design in how information flows and users are guided
    - All content available in Spanish, possibly German
    - Incorporate tools that help convert prospective families into submitting an application or deciding to accept an offer of enrollment; e.g. how could a chat function be implemented? what would be required to sustain a tool like that in order to provide value?
- Mobile App
  - We believe a mobile app presence can have value for our organization, in particular by providing a central portal for student/family system access (assignments, attendance, grades, etc) and extending our brand awareness for anyone who downloads it, ultimately leading to additional enrollments.
  - How would you help us decide if this is something we should do and meets the needs of our community? What would a development timeline look like?
- Brand Identity Documentation
  - We are not interested in changing our logo or color scheme. But we do need expertise on properly setting up our identity guide and how it's put into use.
- Data based research on where our target audience is to inform what initiatives we should be pursuing
  - Real life example: a majority of our population is Hispanic; we know in general WhatsApp is heavily used by this demographic; therefore we feel we should have a presence on WhatsApp. What would you recommend? What data would you help us collect to come to a conclusion? If the data says this could be an opportunity, can you help us develop a system to implement and support it?



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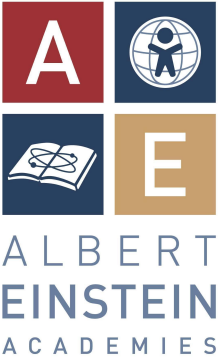
- Strategies to collect leads and systems to help convert them to enrollments; example: website chat function - seems like an easy way for prospective parents to get more info easily and quickly; but what would the system around this look like?
- We don't want to be stagnant and complacent, but instead be able to pivot to initiatives that better meet our goals. How can you help us with this?
- What are your thoughts on the following?
  - What are some safety/COVID features you've seen implemented (e.g. reporting cases confidentially)?
  - Any recommendations on a mental health services section of the website with a reporting feature?
- Systems to collect analytics on all our projects to give us data that helps drive our strategies
- We understand that your company may not provide services that address all of the above items. We still encourage you to submit a proposal with services that you do provide. In addition, if you commonly subcontract any items above, please include that in your proposal.

In addition, by submitting a proposal in response to the RFP, the offeror is certifying that they have:

1. Read the above terms and conditions
2. Notified AEA in writing of all conflicts, errors, ambiguities, omissions or discrepancies in the RFP documents

**Insurance requirements:** Contractor agrees to maintain, in full force and effect during the term hereof, insurance for Workers Compensation with statutory limits and personal injury and property damage with \$1,000,000.00 combined single limit liability. Contractor has the right to be self-insured where and as permitted by State Law. Contractor shall furnish to customer (Owner) a Certificate of Insurance evidencing such coverage and specifying that 30 days prior notice of cancellation shall be sent to Customer. Contractor shall name Albert Einstein Academies and it's managing agent, as Additional Insured Endorsements to Customer. Further all such policies must not contain any exclusion for work performed for at a common interest subdivision. All Contractors employees shall be fidelity bonded.

### III. BIDDING INSTRUCTIONS



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1. Your proposal should include a fixed price and be in accordance with the services requested above.
2. Indicate if you have any exceptions to the proposed RFP.
3. Include hourly rate

#### IV. SUBMISSION INSTRUCTIONS

- We do not currently have a hard deadline for proposals but encourage you to submit as soon as possible. We will be selecting proposals based on the best fit with our organization.
- Please send proposals via email to: **bbaquial@aeacs.org**