

CC 27-04
COMMUNICATION & SOCIAL MEDIA CONSULTATION

INTENT

It is the intention of the Monmouth County Vocational School District Board of Education to award a contract for services for Communication & Social Media Consultant, to be provided to the Board of Education for the period of July 1, 2026-June 30, 2027 with an optional two- one year renewals.

SCOPE OF SERVICES

Monmouth County Vocational School District (MCVSD) is seeking proposals for a company to do a district and building level review of all websites and social media. A recommendation should be developed for MCVSD to increase consistency and functionality of all digital platforms and social media.

The consultant shall focus on, but not be limited to the following items at a minimum, to facilitate the completion of a project in a safe and cost effective manner:

- Develop a plan of effective communication that is streamlined at the district and building level.
- Create a singular brand, vision, and theme for the district that can be facilitated through the individual buildings and at the district level.
- Provide a website plan that will streamline information and develop consistency between the district and building level sites.
- Guide development of district logos, website schemes, graphics to highlight the district, and effective social media usage.
- Develop a distinctive brand for MCVSD and guidelines how this brand should be used.
- Guidance on using this brand to then also develop handouts, mailers and any other form of communication.
- Advise the District on search engine optimization, website visibility, and ADA accessibility

SAMPLE CONTRACT

- Applicant shall provide a sample copy of the applicant's contract. Sample contract must include all terms and conditions of this RFP. Contract shall be in a form acceptable to the Board of Education.

COORDINATION OF ACTIVITIES

All activities for this contract will be coordinated through the office

Mr. Sean Meehan
Assistant Superintendent
Email: smeehan@ctemc.org

PRESENTATION PACKAGE - Submit with RFP Response

- The Monmouth County Vocational School District seeks from all participating respondents, information that will assist the district in selecting the respondent who will provide the highest quality services at a fair and competitive price in a prompt and professional manner.
- All respondents shall prepare a presentation package to be submitted with the RFP.
- ***The presentation package shall include, at a minimum, the following:***

MINIMUM QUALIFICATIONS

The firm shall have one or more licensed professionals on staff whose major focus and work have been and remains to provide professional services to and advising schools. The firm should have at least ten (10) years of advising organizations on communications and internet/social media content with at least five (5) working with schools or other government agencies. The firm shall designate at least one professional within the firm, who will be assigned to advise the MCVSD. This individual shall have been admitted and/or licensed in their profession and be in good standing. The firm and individuals assigned to work with the MCVSD shall be familiar with school district operations and the specific needs of a 9-12 educational setting.

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- Create a singular brand, vision, and theme for the district that can be facilitated through the individual buildings and at the district level.
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- Advise the District on search engine optimization, website visibility, and ADA accessibility

Proposing firms shall provide evidence that all minimum qualifications are met. Response to this Request for Proposal (RFP) shall also discuss and provide the following:

- An overview of your firm, including the years your firm has been in business.
- The office address, location and resumes for key personnel for the project team.
- A list of at least three (3) New Jersey Public School Districts for which your firm has completed communications consultations with.

- A list of at least three (3) references for New Jersey Public School Districts for projects within the last seven years, including a contact person, phone number, email address, and address for that client.
- Any supplemental data, including project descriptions, that you see as necessary to communicate your qualifications to the School District.
- Must maintain a staff of New Jersey licensed or certified professionals sufficient to service the District.

DELIVERABLES

- A comprehensive, written report.
- An in-person presentation of findings and recommendations to senior District staff.
- Other documentation as required.
- Provide all reports as needed in duplicate and in PDF format.
- All final graphics files shared in commonly accessible formats (TIFF, JPEG, PNG, PSD), copyright free, and without watermarks or other usage restrictions
- Invoicing shall be computerized, itemizing all personnel costs and other expenses necessary for each service.

COST CRITERIA

Fee Proposal

The proposal should include a schedule of potential fees charged to the district. **The Monmouth County Vocational School District reserves the right to purchase some or all of the services in this proposal.** Please provide three sample fee schedules with the best possible pricing for the following:

Expenses: Additional

The selected vendor agrees that it is responsible for all additional expenses including travel, meals, postage, photocopying, fax transmissions, courier services, online research, filing and recording incurred in the rendering of services for this RFP.

Contract Expenses

Respondents are to note the following as it pertains to expenses related to the contract:

- Expenses; Related to Contract: Incidental
All incidental expenses related to this contract, incurred by the respondent to whom the contract is awarded, shall be the responsibility of the respondent. The Board will not reimburse any vendor for any incidental expenses related to the contract.
- Expenses Not Related to the Contract: District Procedures
There may be a circumstance where a request is made for the respondent to provide services not directly related to the contract. These services not

related to the contract are not to be provided by the respondent. The district will procure these services separately.

- Extraordinary Expenses

Extraordinary expenses to be incurred by the respondent in the performance of his/her duties may be brought to the Board prior to the actual expenditure. The board, upon recommendation of the appropriate administrator, may consider reimbursing the expense, or the Board may procure the services separately.

EVALUATION PROCESS: METHODOLOGY OF AWARDDING CONTRACT

All RFP responses are to be evaluated on the basis of whose response is the most advantageous to the district, price and other factors considered, and whose response will provide the highest quality of service at fair and competitive price.

The Monmouth County Vocational School District Board of Education will use a one hundred (100) point system in evaluating all proposals. The criteria to be evaluated are identified below:

	<u>Category</u>	<u>Value Points</u>
I.	Technical Criteria	25
	A. Description of services B. Reporting mechanisms C. Demonstrated accuracy of reporting mechanism D. Capabilities of the proposed software	
II.	Management Criteria	35
	A. Business Management B. Qualifications & experience of agency C. Responsiveness and completeness of the proposal.	
III.	Cost Criteria	40

	A. Fee Proposal	
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EVALUATION OF PROPOSALS -- EVALUATION COMMITTEE

All proposals will be evaluated in accordance with the Office of State Comptroller's publication

Best Practices for Awarding Services Contracts

The committee will be familiar with the need for the services to be performed in the request for proposals. School Business Administrator, Assistant Superintendent, and Department Supervisors/Administrators will review and evaluate all proposals according to the State Comptroller's Best Practices for Awarding Service Contracts.

AWARD OF CONTRACT

It is the intention of the Board of Education to award the contract to each respondent whose response is the most advantageous to the board, price and other factors considered; and who will provide the highest quality service at fair and competitive prices. At the discretion of the Board of Education, the top three firms/agencies may be asked to do a presentation.

PROPOSAL FORM

SERVICES FOR PUBLIC RELATIONS/DISTRICT WEBSITE & SOCIAL MEDIA CONSULTANT

Prices should include all costs to district as indicated under the cost criteria in this RFP. Please provide a detailed analysis of the fee structure in your proposal and describe all costs associated with this service.

PROPOSED FEES JULY 1, 2026-JUNE 30, 2027	
Public Relations/District Website & Social Media Consultants/Staff Hourly Fee*	\$ _____
Any additional fees/hourly rates applicable	\$ _____
Proposal	\$ _____

* An Hourly fee is requested solely for information purpose and for possible services that extend beyond the scope of services of this RFP. All services charged at an hourly fee will require the prior approval of the School Business Administrator.

PROPOSED FEES JULY 1, 2027-JUNE 30, 2028	
Public Relations/District Website & Social Media Consultants/Staff Hourly Fee*	\$ _____
Any additional fees/hourly rates applicable	\$ _____
Proposal	\$ _____

* An Hourly fee is requested solely for information purpose and for possible services that extend beyond the scope of services of this RFP. All services charged at an hourly fee will require the prior approval of the School Business Administrator.

PROPOSED FEES JULY 1, 2028-JUNE 30, 2029

Public Relations/District Website & Social Media Consultants/Staff Hourly Fee* \$ _____

Any additional fees/hourly rates applicable \$ _____

Proposal \$ _____

*** An Hourly fee is requested solely for information purpose and for possible services that extend beyond the scope of services of this RFP. All services charged at an hourly fee will require the prior approval of the School Business Administrator.**

The respondent, by signing this proposal form, acknowledges that he/she has carefully examined the proposal specifications and documents: and further acknowledges he/she understands and is able to render the scope of activity and services outlined in the proposal.

Name: _____

Address: _____ P.O. Box _____

City,State,ZIP Code _____

Phone Number: _____ Extension: _____

Fax Number: _____ Email: _____

Authorized Agent: _____ Title: _____

Agent's Signature: _____ **Date:** _____

The proposal must be received no later than the date specified in the cover sheet. All proposals are to be sent to the address listed in the cover sheet.