



Department of Purchasing

100 N. Main Street, 2nd Floor

Suffolk, VA 23434

(757) 925-6762 Fax (757) 942-4333

July 30, 2019

To: Interested Parties

**Re: Informal Request for Proposals, IRFP-1698-I
Communications Audit for Suffolk Public Schools**

The Suffolk City School Board, hereafter called the "School Board", is requesting informal proposals from interested parties to provide the services a communication audit for Suffolk Public Schools in accordance with the requirements listed below. It is anticipated that the initial work will be for the 2019/2020 school year. This IRFP consists of four (4) pages and two (2) attachments.

Interested parties shall submit proposals clearly marked "IRFP-1698-I, Communications Audit for Suffolk Public Schools," to Anthony Hinds, Purchasing Manager, Department of Purchasing. Proposals shall be delivered to Suffolk Public Schools, 100 North Main Street, Second Floor, Suffolk, VA 23434. Proposals may also be faxed to (757) 942-4333, or emailed to anthonyhinds@spsk12.net on or before 2:00 pm, Tuesday, August 13, 2019.

Scope of Services

Suffolk Public Schools has a need for a communications audit. The successful offeror shall meet all Suffolk Public Schools employee requirements, i.e., criminal background check, finger printing, etc. and is responsible for the related costs. The successful offeror shall provide the following minimum services:

1. Review of marketing material for both internal and external stakeholders and provide improvement recommendations.
2. Review the current website, publications, media releases and handbooks and provide recommendations for improvement.
3. Review all aspects of division communication to both internal and external stakeholders and provide a written report
4. Conduct surveys from a variety of internal and external stakeholders to determine if our communication methods are effective including, but not limited to, the quality of communication tools, frequency of communication, crisis communication and to provide feedback on the overall image and brand recognition of Suffolk Public Schools.
5. Conduct focus groups and conduct interviews from various stakeholders and provide this feedback in a written report to Suffolk Public Schools.
6. Consultant will provide a comprehensive report incorporating the data found as a result of the audit including written recommendations for improvement.

**IRFP-1698, Communications Audit for Suffolk Public Schools
July 30, 2019**

Proposal Requirements

Proposals shall be submitted in the format described below:

1. A brief letter of interest that includes the name of the company (if applicable), a contact person with name, phone number, email address and business address. The letter of interest shall be signed by an individual authorized to conduct business for the firm.
2. The name and resume/background of the consultant. The resume shall clearly illustrate the experience and qualifications of the proposed consultant.
3. Provide a list of references where similar services have been provided. Names, phone numbers and email addresses for the contacts shall be included.
4. Provide a sample of the written report that would be provided.
5. Provide a detailed price proposal
6. Provide a completed copy of the "Contractor/Employee Background Certification." (Attachment 1)

Evaluation Criteria

The evaluation of proposals will be based on the following criteria using the following point system:

Criteria	Maximum Points
Qualifications and experience of the proposed consultant	30
Techniques and strategies used in the execution of the audit	25
Price proposal	20
Quality of references	15
Other value added items that may not have been requested in IRFP	10

Award

The proposal, as submitted, will be evaluated in accordance with the criteria described above. The offeror deemed the most qualified will be selected for a possible interview and negotiations. An award resulting from this solicitation will be issued to the successful offeror in writing and will be posted on the Suffolk Public Schools Bid Board located at 100 N. Main Street, Second Floor, Suffolk, VA 23434.

Terms and Conditions

Nondiscrimination

1. During the performance of this contract, the contractor agrees as follows:
 - a. The contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex or national origin, except where religion, sex or national origin is a bona fide occupational qualification reasonably necessary to the normal operation of the contractor. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
 - b. The contractor, in all solicitations or advertisements for employees placed by or on behalf of the contractor, will state that such contractor is an equal opportunity employer.
 - c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
2. The contractor will include the provisions of the foregoing paragraphs a, b and c in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.
3. Suffolk Public Schools does not discriminate against faith-based organizations.

Drug Free Workplace

During the performance of this contract, the contractor agrees to (i) provide a drug-free workplace for the contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or behalf of the contractor that the contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000.00, so that provisions will be binding upon each subcontractor or vendor.

For the purposes of this section, "drug-free workplace" means a site for the performance of work done in connection with a specific contract awarded to a contractor in accordance with this chapter, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, dispensation, possession or use of any controlled substance or marijuana during the performance of the contract.

Contractor/Employee Background Certification

Upon award, the contractor and any employee who will have direct contact with students shall provide certification that (i) he has not been convicted of a felony or any offense involving the sexual molestation or physical or sexual abuse or rape of a child; and (ii) whether he has been convicted of a crime of moral turpitude.

Any person making a materially false statement regarding such offense shall be guilty of a Class 1 misdemeanor and, upon conviction, the fact of such conviction shall be grounds for the revocation of the contract to provide such services and, when relevant, the revocation of any license required to provide such services. (See form attached.)

Immigration Law

Contractor warrants that it does not, and shall not during the performance of this Agreement, knowingly employ an unauthorized alien as defined in the federal Immigration Reform and Control Act of 1986.

State Corporation Commission ID Number

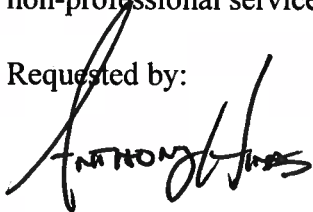
In accordance with registration requirements effective July 1, 2010 vendors shall include the identification number issued by the State Corporation Commission as proof of registration or justification for non-registration per the requirements in Section 13.1 or Title 50 of the Code of Virginia. Provide your SCC Identification Number below or justification for non-registration. The SCC may be reached at (804) 371-9733 or at www.scc.virginia.gov/default.aspx. Failure to include this information with your submittal may result in rejection of your proposal.

SCC ID # or justification: _____

The School Board reserves the right to:

- 1. Reject any or all proposals
- 2. Purchase additional services, etc. as may be appropriate to the program described herein
- 3. Make multiple awards for this service whether in part or as a whole.

In addition, the School Board will not be liable for any cost incurred in connection with the preparation and submittal of this Informal Request for Proposal. The purchase of the services described herein shall be conducted in accordance with Suffolk Public Schools small purchasing procedures for professional and non-professional services.

Requested by:


Anthony Hinds, CPPB
Purchasing Manager

Attachment 1: Contractor/Employee Background Certification



Department of Purchasing

100 N. Main Street, 2nd Floor

Suffolk, VA 23434

(757) 925-6762 Fax (757) 942-4333

CONTRACTOR/EMPLOYEE BACKGROUND CERTIFICATION

Pursuant to Virginia Code Section 22.1-296.1.C, prior to the award of a contract for the provision of services that require the contractor or any of its employees to have direct contact with students, the school board is required to have the contractor, and when relevant, any employee who will have direct contact with students, provide certification that (i) he has not been convicted of a felony or any offense involving the sexual molestation or physical or sexual abuse or rape of a child; and (ii) whether he has been convicted of a crime of moral turpitude. So as not to place an undue burden or hardship on the day to day operation of the school division and remain in compliance with the aforementioned Code provision, any contractor providing services for Suffolk Public Schools, whose employees will have direct contact with students, is required to provide the certification listed below:

As a contractor providing services for Suffolk Public Schools, whose employees will have direct contact with students, I certify that neither the contractor nor any of its employees, whether current employees or those who will be employed in the future, have been (i) convicted of a felony or any offense involving the sexual molestation or physical or sexual abuse or rape of a child; nor (ii) convicted of a crime of moral turpitude.

CONTRACTOR NAME

BUSINESS ADDRESS

PHONE NUMBER

CERTIFIED BY

PRINTED NAME

TITLE

DATE

Any person making a materially false statement regarding any such offense shall be guilty of a Class 1 misdemeanor and, upon conviction, the fact of such conviction shall be grounds for the revocation of the contract to provide such services and, when relevant, the revocation of any license required to provide such services. School boards shall not be liable for materially false statements regarding the certifications required by this subsection.

For the purposes of this subsection, "direct contact with students" means being in the presence of students during regular school hours or during school-sponsored activities.

SUFFOLK PUBLIC SCHOOLS

Attachment 2: SUBSTITUTE FOR FORM W-9

FEDERAL ID NUMBER 54-1643533

Pursuant to Internal Revenue Service Regulations, you must furnish your Taxpayer Identification Number (TIN) to Suffolk Public Schools. If this number is not provided, you may be subject to a 31% withholding and to insure that accurate tax information is reported to the Internal Revenue Service, please use this form to provide the requested information. **This form must be typed or printed.**

Owner's Name (if sole Proprietor) _____

Legal Business Name _____

Address _____

State, City, Zip Code _____

9 Digit Taxpayer Identification Number

Social Security Number _____ - _____ - _____

Federal Employer Identification Number _____ - _____

Business Designation

You may select more than one:

- | | |
|---------------------------|------------------------------------|
| _____ Individual | _____ Corporation |
| _____ Sole Proprietorship | _____ Personal Service Corporation |
| _____ Partnership | _____ Governmental Entity |
| _____ Estate/Trust | _____ Non-Profit Organization |

Principle Business Activity

List type of Service or Product Provided

Under penalties of perjury, I declare that the information provided is true, correct, and complete, to the best of my knowledge and belief.

Name and Title (Print or Type) _____

Signature _____ Date _____