



# THE VIRGIN ISLANDS DEPARTMENT OF **EDUCATION**

1834 Kongens Gade  
St. Thomas, U.S. Virgin Islands

**REQUEST FOR PROPOSALS (RFP)-DOE-2022-002**

**VIDE Communications & Marketing Plan**

**Issuance Date: January 20, 2022**

**Due Date: February 20, 2022 at 3:00 p.m. AST**

Electronic proposals should be submitted via email to [bids@vide.vi](mailto:bids@vide.vi)

## I. GENERAL INFORMATION

### A. PURPOSE / OVERVIEW

The purpose of this Request for Proposals (RFP) is to solicit proposals from provider(s) qualified to provide services to the Virgin Islands Department of Education (VIDE) for the development of a Communication and Marketing Plan for the Department to communicate its initiatives and projects to the public. All proposals should clearly outline how the contractor will work with the Commissioner's Office and stakeholders to assist in developing a comprehensive marketing plan and a timeline to implement the plan.

The VIDE has developed a new strategic direction to transform public education to achieve specific desired educational outcomes for students. As such, the Department seeks strategic marketing and communications support to communicate its new direction.

### B. BACKGROUND

#### Virgin Islands Department of Education

The Commissioner of Education heads the Virgin Islands Department of Education, including the Virgin Islands Public School System. The Territory of the United States Virgin Islands is divided into two (2) school districts – the St. Thomas-St. John school district and the St. Croix school district. The two (2) school districts are managed and directed by Insular Superintendents with the day-to-day operations of each school district being managed with district offices on St. Thomas and St. Croix. The following contains additional information concerning the participating schools in the two (2) school districts:

<b>ST. THOMAS/ST. JOHN SCHOOL DISTRICT</b>	<b>Number</b>
<b>Schools</b>	<b>11</b>
Elementary Schools	6
Elementary/Junior Schools	2
Middle Schools	1
High Schools	2
Total Participating Schools and Programs	11
<b>Number of Students (PRE-K-12)</b>	<b>5,143</b>
<b>ST. CROIX SCHOOL DISTRICT</b>	
<b>Schools</b>	<b>11</b>
Elementary Schools	4
Elementary/Junior High Schools	4
Middle Schools	1
High Schools	2
Total Participating Schools and Programs	8
<b>Number of Students</b>	<b>5,091</b>
<b>BOTH DISTRICTS</b>	

<b>TOTAL NUMBER OF DOE SCHOOLS</b>	22
<b>TOTAL NUMBER OF PROGRAMS</b>	2
<b>TOTAL NUMBER OF STUDENTS</b>	<b>10,234</b>
<b>TOTAL NUMBER OF TEACHERS/ADMINISTRATORS</b>	300

On the island of St. John, one (1) school serves the elementary school student population. The Office of the Commissioner has been designated and will serve as the DOE liaison on this project.

**C. ADMINISTRATIVE STRUCTURE**

Honorable Racquel Berry-Benjamin heads the Virgin Islands Department of Education. The Department has two (2) school districts, the St. Thomas-St. John School District, and the St. Croix School District that are managed and directed by Insular Superintendents.

The official physical and mailing address to be used for any correspondence or delivery of Paper Reports/ Bids/Proposals for the DOE is as follows:

Khadila Joseph  
Procurement  
Virgin Islands Department of Education  
1834 Kongens Gade  
St. Thomas, US Virgin Islands 00802-6742

Honorable Anthony D. Thomas, Commissioner of the Department of Property and Procurement (DPP), and other personnel at DPP, will manage the bidding, negotiation, and contractual processes. DOE’s Division of Procurement will serve as the liaison between the selected contractor and agencies of the Virgin Islands Government in contract preparation.

**D. CONTRACT TYPE**

The contract awarded under this RFP will be for professional services. No payments in advance or in anticipation of services or supplies to be provided under the contract shall be made by the Government.

**E. CONTRACT TERMS**

Unless otherwise agreed pursuant to negotiations, the term of the contract awarded under this RFP shall be for a period of (18) Months (January 2022-June 2023).

**F. SELECTION OF CONTRACTOR**

A contract shall be negotiated with a proposer deemed to be the most qualified and responsive to this solicitation. Such a proposer is one, which has financial, technical, and other resources that indicate an ability to perform the services required by this solicitation. A number of factors may influence the Government’s decision in selecting the provider. These factors include, but are not limited to, proposer’s ability to deliver requested services in a timely manner; reputation, qualifications, experience, familiarity, and specialty in providing similar services; quality of supporting resources; and responsibility status.

The proposer shall also meet the following requirements:

- (1) Provide description of the proposer's organization.
- (2) Provide history and background of organization.
- (3) Provide previous experience including years of experience describing the type of experience required for the project.
- (4) Demonstrate ability and capability to deliver on all aspects as described in Section II.
  - Proposers should present their vision of how they propose meeting DOE's needs and identify the overall approach to the project, define the scope of their offered services, and how they propose to meet the *Scope of Services and Deliverables* as defined in this RFP.
- (5) Provide at least three (3) professional references (project references).
- (6) Demonstrate the ability to perform services on-site in DOE's facilities.
- (7) Have experience as consultant in marketing and communications.
- (8) Have experience in working in similarly situated communities.

#### **H. INCURRED COSTS**

The Government of the Virgin Islands is not liable for any cost incurred by the proposer prior to the signing of a contract by all Parties.

#### **I. LATE PROPOSALS**

Any Proposal received after the exact time specified for receipt will not be considered.

#### **J. GIFTS FROM CONSULTANT**

The Government's officers, employees, or agents shall neither solicit nor accept gratuities, favors, or anything of monetary value from contractors or potential contractors. To the extent permissible under local laws, rules, or regulations, such standards shall provide for appropriate penalties, sanctions, or other disciplinary actions to be applied for violations of such standards.

#### **K. LICENSES, FEES & TAXES**

- (1) The selected contractor shall be responsible for paying all applicable taxes and fees, including but not limited to, excise tax, local income tax, and payroll and withholding taxes for its employees. The contractor shall hold Government harmless for all claims arising from payment of such taxes and fees.
- (2) The selected contractor shall obtain, and post as required, all licenses, insurances, permits, and certificates as required by federal and local laws, rules and regulations, and policies.

#### **L. PROPOSAL FORMAT**

Each proposal must also meet the following minimum requirements:

***Part I: Narrative***

1) Table of Contents

This section must contain a table of contents. All major parts of the proposal must be identified by page numbers.

2) Executive Summary/Proposal Overview

This section must describe the salient features of the proposal. It must contain an overview of the proposer’s company background and qualifications, and must condense and highlight the contents of the proposal to provide a broad understanding of the entire proposal. The Executive Summary should include conclusions and generalized recommendations. Pricing information must not be included in the Executive Summary.

3) Required Parts and Documents

The proposal must include components of Section I. F.

4) Technical Response

Demonstrate ability and capacity to provide services described in Section II. In this section, proposers should present their vision of how they propose meeting the Government’s needs and identify the overall approach to the project, define the scope of their offered services, and how they propose to meet the *Scope of Services* as defined in this RFP.

***Part II: Cost Proposal***

The proposal shall provide the proposed compensation for the services to be provided as described in Section II. Costs must be inclusive of services, travel accommodations (to include inter-island travel, meals, lodging, etc.), materials and all other related expenses. Some work will be done remotely and in small in-person groups due to the pandemic.

**M. FEDERAL FUNDING/DEBARMENT CERTIFICATION**

The selected contractor certifies that it is eligible to receive contract awards using federally appropriated funds and that it has not been suspended or debarred from entering into contracts with any federal agency. The Contractor shall include this provision in each of its subcontracts hereunder and shall furnish its subcontractors with the current “LIST OF PARTIES EXCLUDED FROM FEDERAL PROCUREMENT OR NON-PROCUREMENT”.

**II. SCOPE OF SERVICES**

**Overview**

In the USVI, there is an enormous potential to improve outcomes for children. The most recent data from the KIDS Count Data Book (2021) highlights that 17% of children nation-wide, including the U.S. Virgin Islands are in poverty.

The most recent administration of the Smarter Balanced Assessment Consortium (SBAC) revealed that the vast majority of Virgin Islands Department of Education's (VIDE) students tested below proficiency levels in literacy (reading, writing, listening, and research/inquiry) and math (concepts and procedures, problem solving, modeling and data analysis, and communicating reasoning).

The VIDE has developed a new strategic direction to transform public education to achieve specific desired educational outcomes for students. As such, the Department seeks strategic marketing and communications to successfully communicate this new direction. To assist the VIDE in achieving its goals, the contractor should be aware of the unique cultural nuances present in the Virgin Islands, and develop materials, messaging and strategies to:

- Market and promote VIDE initiatives,
- Build employee and public trust;
- Connect with key stakeholders (e.g., staff, students, parents, etc.);
- Provide consistent, informative communication on the VIDE Experience; and
- Develop communications strategy, inclusive of a crisis communications plan

### **TASK(S)**

The selected contractor shall create a strategic marketing plan for the Department's initiatives and projects. This should be achieved through various traditional and guerrilla marketing, advertising and promotional strategies.

### **Develop a Communication/Marketing Plan for the VIDE's Needs (*On or Before March 15, 2022*)**

- Consult the Commissioner and her Team to learn the Department's needs and realign VIDE marketing needs
- Develop an implementation plan that tells who, what, by when, where, how, of the communication/marketing plan. Outline deliverables from March 15, 2022 to March 31, 2023. Submit to Commissioner for final approval. Consultant must be flexible for immediate shifts in priority based on the needs of the Department at the time.
- Use traditional and guerrilla marketing to communicate and promote the Department's initiatives, particularly its Strategic Direction/Plan and its associated initiatives
  - Full strategic communications plan with a media mix consisting of traditional media, digital media, and interpersonal communication management using, but not limited to:
    - Radio Stations
    - Earned Media
    - Influencer Marketing
    - Community Outreach
    - VIDE Website
    - Social Media
    - TV

- Traditional Mail-Direct Mail
  - Cellular Phone -Direct Messaging
- Cross-Generational Marketing
  - Captures all **key stakeholder audiences** that span several distinct generations.
  - Students, Parents, Staff, Teachers’ Unions, Government Officials, Wider Community (Baby Boomers → Gen X → Millennials → Gen Z → Gen Alpha)
- Develop content, edit content, and create curated schedule of published content
- Increase VIDE’s presence in digital spaces
  - Amplified consumption of digital content
- Realignment of VIDE marketing needs
  - Speed to market
  - Aggressive execution of messaging
  - Highly visible department

**DELIVERABLES:**

- **BY MARCH 15, 2022**
  - Complete Needs Assessment Phase
  - Develop Strategic Communications Plan with integrated team
- **ON OR BEFORE APRIL 1, 2022**
  - Facilitate Approvals/Edits Phase of Strategic Communications Plan
  - Develop VIDE Experience communication materials
- **ON OR BEFORE APRIL 15, 2022 TO MAY 15, 2022**
  - Kick-Off VIDE Experience Strategic Communications Plan
  - Monitor & Control
- **ON OR BEFORE JULY 15, 2022 TO SEPTEMBER 15, 2022**
  - Execute, fresh creative and new communication materials
  - Monitor & Control
- **ON OR BEFORE OCTOBER 15, 2022 TO NOVEMBER 15, 2022**
  - Execute, fresh creative and new communication materials
  - Monitor & Control
- **ON OR BEFORE DECEMBER 15, 2022 TO MARCH 31, 2023**
  - Double down on key messaging
  - Assess Data
  - Provide VIDE Team with full transition plan

**III. NON-PERFORMANCE BY SELECTED CONTRACTOR**

In the event of the selected contractor's non-performance under the subsequent contract and/or the violation or breach of the contract terms, the Government shall have the right to pursue all administrative, contractual, and legal remedies against the contractor and shall have the right to seek all sanctions and penalties as may be appropriate. Further, either party shall have the right to terminate the contract with or without cause upon the agreed upon written notice to the other party specifying the date of termination.

#### IV. CONTRACTUAL REQUIREMENTS

All bid proposals and subsequent contract and supporting documents (if selected) must reflect the legal name of entity. Supporting documents that must be submitted prior to contract execution and within the time established by the Government shall include, but not be limited to, the following:

- (1) **Certificate of Resolution**, as to the authorized negotiator and signer of a contract.
- (2) **Current Virgin Islands Business License** issued to the legal name of record of the entity by the Government of the Virgin Islands, Department of Licensing and Consumer Affairs; and if applicable, copy of current business license issued by state, city or county in which the foreign corporation is operating.
- (3) One (1) current **Certificate(s) of Good Standing/Existence**, in legal name of the Contractor by the Virgin Islands Office of the Lt. Governor, Division of Corporations and Trademarks; and if company is not locally formed, an original *Certificate of Good Standing, Certificate of Existence, or Certificate of Status* from the state of registration.
- (4) Certificate of Issuance or Renewal of Trade Name issued by the Virgin Islands Office of the Lt. Governor, Division of Corporations and Trademarks, if applicable.
- (5) **Articles of Incorporation or Organization**, as applicable; or documents governing operation.
- (6) **Certificate of Liability Insurance** indicating proof of coverage of **Professional Liability Insurance** and **General Liability/Public Liability Insurance** - each of no less than [One Million Dollars and Zero Cents (\$1,000,000) for any one occurrence. The Contractor must provide a **Certificate of Liability Insurance** and **Declaration/Endorsement** pages that indicating that the Government of the Virgin Islands, Department of Education, is as “**certificate holder**” and an “**additional insured**” on the **General Liability/Public Liability Insurance**. The Professional Liability Insurance must cover the services to be provided under the contract.
- (7) Certificate of Government Insurance/Copy of Certificate providing firm/agents are covered by Workers' Compensation Employee's Liability.
- (8) System for Award Management (SAM) certifying the Contractor's' eligibility to receive contract awards appropriated with federal funds; [www.sam.gov](http://www.sam.gov).

Please note the above-referenced documents are subject to modification at the Government's discretion.

Any silence, absence, or omission from the contract specifications concerning any point shall be regarded as meaning that only the best commercial practices are to prevail.

All contractual documents including insurance certificates/policies must be kept updated and maintained throughout the term of the contract