



St. Louis Language Immersion School

St. Louis Language Immersion School Rebranding Project Request for Proposals

Proposal Summary

SLLIS is seeking an external vendor to create a rebranding and marketing plan that includes new brand identity, brand architecture, and messaging to SLLIS stakeholders and the community.

SLLIS Background

St. Louis Language Immersion School (SLLIS) is a federal non-profit charter management organization funded primarily by the state of Missouri and guided by an agreement with SLLIS' sponsor, the University of Missouri-St. Louis.

In 2009, SLLIS opened The French School and The Spanish School for kindergarten through fifth grade. The Chinese School, also serving K-5, opened in 2012. The International School, for sixth through eighth grade students receiving a bilingual education in French or Spanish, opened in 2014. In January 2017, the Board of Directors voted to reconfigure the four schools into one K-8 school, running three different language immersions programs in Chinese, French and Spanish.

In February 2018, the SLLIS Board of Directors adopted the Gomez and Gomez Dual Language Enrichment Model, further structuring SLLIS' language immersion delivery model. In December 2018, the SLLIS Board of Directors purchased SLLIS' current facility at 1881 Pine Street, and all SLLIS programs moved to this location for the 2019-2020 school year.

Project Context

SLLIS developed a Strategic Plan in 2017. However, with so many changes in the organization since this plan was finalized, in the 2019-2020 school year, the SLLIS Board of Directors recognized the need to develop a new strategic plan with a renewed and clearer mission at its foundation.

SLLIS began the process to develop its new Strategic Plan in Summer 2020 and completed its new Mission, Values, and Purpose in Fall 2020. Given the pandemic, SLLIS paused its strategic planning efforts until 2021 to ensure high levels of community engagement in finalizing and implementing the plan.

With SLLIS' updated and highly focused mission, values, and purpose complete, SLLIS is prepared to rebrand in order to effectively communicate these values to its stakeholders and the broader community.



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SLLIS Updated SLLIS Mission, Values, and Purpose

Mission: SLLIS provides a bilingual, culturally responsive, transformational education that enriches the children of St. Louis city.

Purpose: To dismantle systems of oppression by creating a just, equitable and inclusive school, St. Louis community, and world.

Values:

- Provide an accessible and rigorous bilingual education
- Listen to and engage all voices.
- Commit to equity, anti-racism, and cultural competency.
- Reflect on and respond to data throughout our school community.
- Celebrate mission moments, both big and small.

Target Audiences

With a total of 460 students in grades K-8 and another 17 in Pre-Kindergarten, SLLIS serves students primarily from St. Louis City. SLLIS' student body is 51.7% Black, 19.5% White, 13.6% Multi-ethnic, 13.4% Hispanic, and 1.3% Asian. Just under 60% of students qualify for Free and Reduced Lunch. At SLLIS, the children of St. Louis City have unique access to an environment where they can learn alongside peers from a multitude of backgrounds, which enhances the overall learning environment and educational experience.

SLLIS' staff reflects the diversity of its student body, with 51% of staff identifying as white, 26% of staff identifying as Black, 11.4% of staff identifying as Hispanic or Latino, 8.6% of staff identifying as Asian, and 2.9% of staff identifying as multi-ethnic.

The proposal must include the following target audiences:

- Current students and families:
 - SLLIS is in a growing phase and must focus on how our brand resonates with students and families. The needs of those we serve are central.
 - Current students and families are critical ambassadors of the SLLIS brand.
- Prospective families
 - SLLIS seeks to increase visibility and brand recognition across the St. Louis community.
 - As a charter school, SLLIS' ability to attract and retain prospective families is central to its success.
 - SLLIS' brand must be attractive to a highly diverse audience in St. Louis City and should convey SLLIS' commitment to serving its community.



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- Alumni
 - SLLIS' growing number of alumni are also critical brand ambassadors. The brand must resonate with past SLLIS students and families.
- Community members and leaders
 - SLLIS seeks to increase visibility and brand recognition across the St. Louis community.
 - SLLIS desires to maintain current partnerships with community organizations and leaders and forge new ones. SLLIS' brand must be attractive to current and potential partners.
 - SLLIS also works with donors across the St. Louis community in order to best serve its students. The brand will have an impact on donors' engagements with SLLIS.
- Current teachers and school leaders
 - SLLIS' staff are also essential brand ambassadors.
 - With so many changes in recent years, it will be critical to develop a brand that aligns with SLLIS' new mission and unify our staff behind our purpose.

Project deliverables

Development and implementation of a branding and marketing plan that includes the following:

- Emphasis on equity, diversity, and inclusion
- Engagement of diverse SLLIS stakeholders throughout the planning and implementation process
- Updated SLLIS brand
- Updated logo
- Mission-driven slogan
- Branding guidelines
- Signage
- Letterhead

Submission of plan project outline and timeline for approval by SLLIS within two weeks of contract award.

Submit sample outline of marketing plan with proposal.

Proposal Due Date and Questions

Proposals are due to SLLIS by no later than December 18, 2020 at 10:00 AM CST.

Questions are due in writing by no later than December 1, 2020. Please submit questions to procurement@sllis.org. Responses will be published on the SLLIS website. The target goal for published responses is December 4, 2020.



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Tentative Timeline

- December 2020 - January 2021: SLLIS evaluates proposals and makes a selection
- January 20, 2021: SLLIS Board of Directors approves vendor
- Spring and Summer 2021: Rebranding process takes place
- Fall 2021: SLLIS launches its new brand

PROPOSAL EVALUATION

Responsibility: To be considered for evaluation, all vendors must certify in writing with their proposal the following:

1. Vendor is in compliance with, and the services performed under the proposal will be in compliance with, all applicable local, state and federal laws;
2. Vendor will maintain adequate financial responsibility and insurance commensurate with the services being proposed;
3. Vendor is an equal opportunity employer;
4. Vendor will pay prevailing wages if required by law; and
5. Vendor will provide the requested services as specified in this solicitation, and understands that the above requirements set forth herein will be incorporated into any contract that might be issued with vendor.

Total possible points, including responsiveness and price, is 240 points.

Responsiveness: SLLIS will determine how well offers meet the requirements through evaluation, without consideration of price, from best to least qualified, using a point system. SLLIS may reject an offer based on failure or deficiency in the evaluation.

Evaluation Factor	Points Possible
Quality of marketing and branding plan	75
Methodology; use of strategies to meet and implement plan goals	100
Integration of technology in deliverables	25

Price: This will be evaluated separately. Possible points for price is 40. SLLIS will determine Price Points using the following formula: $\text{Maximum Price Points} \times (\text{Lowest Price}/\text{Offeror's Price}) = \text{Total Price Points}$



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PROPOSAL SUBMISSION GUIDELINES

The St. Louis Language Immersion School invites responses to this proposal by no later than **10:00 AM CST on December 18, 2020**.

Send proposals by email to procurement@sllis.org.

Responses should include:

- Proposals must be double spaced, with 12 point font, include applicable graphics, and be no more than 20 pages.
- Cover Page: include contact information for the primary contact person
- Organizational Description: briefly describe your organization's history, mission, and key program areas.
- Proposed Scope of Work
 - Describe the vision for the work and your intended approach.
 - Include your method for tracking progress, getting feedback, and measuring impact and effectiveness of the deliverables.
- Work Plan and Timeline
 - Provide a work plan, with key dates and deadlines.
- Two Sample Deliverables
 - Include at least two sample deliverables of branding and messaging materials.
- Budget and Pricing Narrative
 - Provide a detailed budget for the proposed work, including any justification of proposed line items.
 - Submit in a separate document from the proposal plan.
- Three References
 - Please include an email address and telephone number for all references.