

# Jefferson-Lewis-Hamilton-Herkimer-Oneida Board of Cooperative Services (BOCES)

Request for Proposal

## *Brand Identity Consultant Services*

### BOCES SNAPSHOT

#### Vision

The Jefferson-Lewis-Hamilton-Herkimer-Oneida BOCES will lead, create, implement and sustain educational programs that meet the ever-changing needs of the students and communities we serve.

#### Mission

The Jefferson-Lewis-Hamilton-Herkimer-Oneida BOCES, in cooperation and partnership with our component school BOCESs, community agencies, higher education, business, industry, and the State Education Department:

- ❖ Provides high quality and cost-effective educational programs enabling students of all ages to find success.
- ❖ Provides life-long learning opportunities that facilitate college, career, and community readiness.
- ❖ Provides leadership, resources and support services for component BOCESs to achieve success.
- ❖ Communicates with BOCESs and the community regarding educational developments and priorities.

### PROJECT SCOPE

BOCES is seeking an agency to assist in the development, augmentation, or enhancement of the organization's brand identity. The project should include both brand identity assets and implementation strategies. The intent of this project is to build a lasting brand in the modern world, to promote our services to the circles of influence and partners and to positively position them to receive our offerings, turning our wider audiences into brand advocates. The recommended brand identity must align with the BOCES strategic plan and core values. The primary goal of this work is to identify and strengthen the BOCES brand.

We are looking for a full-service agency to work with our leadership team along with a number of the organization's stakeholders. The agency should be equipped to develop both a narrative

and visual identity based on the goals of the board of education related to promoting a positive image and community centric culture.

In keeping with the Vision and Mission of Jefferson Lewis BOCES we feel it is important the agency we select works closely with students enrolled in our Visual Communications programs when applicable.

## **DELIVERABLES**

- Outline a clear understanding of current perceptions, identify brand assets and opportunities, and identify/prioritize target audiences. This would include a review of the BOCES current approach to communications.
- Identify and develop an authentic brand promise and brand positioning statement(s) for the BOCES using a participatory approach that includes component districts, community partners, staff, students and other key stakeholders. The brand must align with and support the achievement of the BOCES strategic plan.
- Provide a brand rollout plan with associated marketing strategies (strategies will be implemented by BOCES staff, not by consultant) to connect the brand promise with target audiences. This plan should provide overall guidance on the BOCES general communications approach as well as relevant sub--brand strategies and include messaging, objectives, tactics, timelines and metrics to guide the BOCES work.
- Develop a brand style guide for consistent brand positioning. The style guide should include guidance for all BOCES collateral (digital and print).
- Design templates for BOCES digital and print materials.

## **PROPOSAL REQUIREMENTS**

**Agency information** - Provide agency's name, address, URL, and telephone. Include name, title and email address of the individual who will serve as the agency's primary contact. Include a brief description and history of the firm.

**Project approach** - Explain your project approach, style, and process. Proposals should include the estimated project duration.

**Biographies of key staff** -Include a summary of experience of all key staff.

**Experience** - Proposals should include a list describing projects that are similar in scale to ones that your firm has completed. Where possible, highlight work for similar organizations.

## **BUDGET**

Not to exceed \$35,000 total for all deliverables noted, which does not include implementation of the related marketing strategies.

## **EVALUATION & SELECTION**

BOCES committee will review each proposal and select consultants to interview, using the following criteria for finalist selection:

1. Consultant's specialized experience, qualifications, technical competence.
2. Consultant's demonstration of a clear understanding of the BOCES needs and understanding of the deliverables outlined.
3. Consultant's past record of performing the required services on comparable projects, including a review of related work samples.
4. Consultant's demonstrated ability to work successfully with various project stakeholders.
5. Consultant's proposed fees for the work outlined, as well as a schedule of fees for any follow-up work desired.
6. The BOCES ideal partner will be a consultant or agency with a demonstrated track record of successful collaboration with other public-sector clients that also has the scope and depth to provide all the deliverables as noted.

## **TIMELINE & SUBMISSION PROCESS**

RFP available - January 10, 2020

Deadline for RFP submission - February 10, 2020

Potential candidates notified - February 13, 2020

Candidate interviews - February 27, 2020

Consultant selection - by February 28, 2020

Consultant research and brand/plan development - March - April, 2020

Deliverables completed and provided to BOCES - May 13, 2020

Electronic submissions are preferred. All proposals should be received by noon on February 10, 2020. Submit proposals to: Michele Traynor, Assistant Superintendent for Business at [mtraynor@boces.com](mailto:mtraynor@boces.com) or Jefferson Lewis Hamilton Herkimer Oneida BOCES, 20104 NYS Rt 3, Watertown, NY 13601. If you have questions, contact Michele Traynor at [mtraynor@boces.com](mailto:mtraynor@boces.com) or 315-779-7000.