

July 13, 2017



Memorandum

To: Superintendent Mark Johnson
From: Eric Hall
Subject: Intent to Contract
Requisition No. RQ20598592

Important Information: Approval of this Memorandum of Intent to Contract is required prior to initiating the contract process. It does not constitute a contract, nor does it imply that a contract will be approved. In that regard, please note that no contractor work can begin until a contract has been approved and signed by both parties. Signed contracts will be returned to the listed DPI Contract Contact Person by the DPI Purchasing and Contracts Section.

Instructions: The questions/information in this memorandum must be completed, and the appropriate approvals obtained prior to initiating a Request for Proposal (RFP) or any contract paperwork, including amendments. All appropriate requested questions and information must be answered and completed, or the form will be returned. If approved, the original memorandum will be forwarded to the Purchase and Contracts Section, and a copy will be returned to the division. If not approved, the original memorandum will be returned to the division.

1. Please complete the following information (If you will use competitive bidding, please insert a short name for the RFP or other bid instrument in the place for Contractor Name; for example: RFP for Parking Services, and do not complete the contract amount or contract dates.)

Contractor Name: *RFP for Branding and Public Relations Services*

Contract Amount (if this request amends the amount, please enter the amended amount): \$65,000

Contract Dates: September 1, 2017 – June 30, 2018

DPI Contract Contact Person and Telephone Number: *Lisa Frazier 919.807.3435*

2. Is this a contract amendment? **No** If so, please explain fully why you are amending it.
(Note: If the amendment is for a date extension only, do not answer questions #3 through #12)
3. Why are you initiating a contract? *To find and secure services from the best and most suitable provider of marketing and branding strategies for the NC Innovative School District*

What services will you require?

The chosen firm will work with the NC ISD and NC DPI team to develop and execute a communications plan that:

- *Establishes a reputation for the NCISD as an innovative leader in the national education sector*
- *Generates creative content development: written, video, graphic, visual, social, mobile, etc.*
- *Promotes enhanced media and community understanding through positive coverage of the work and efforts of the NCISD (at the national, state and local levels)*

- *Supports the district team in the development of positive media relations in an effort to convey the work of the district and local communities*
 - *Provides pro-active messaging and coaching for crisis management and other district reputational needs*
 - *Designs and provides tools and content for the district team for use with internal and external audiences*
 - *Participates in the development and implementation of the district's strategic plan*
4. How does the contract add value to the teaching/learning process?
The ISD was created to improve continually low-performing elementary schools across the state. An effective communications and branding strategy will garner acceptance, adoption, and adherence to ISD programs which focus on creating innovative conditions in local communities and schools, where accountable, data-driven partnerships can come together with a single vision for equity and opportunity for all students.
5. Is the service unique and not repetitive with agency activity or other contracts? *Yes*
- Please state why this service cannot be performed within the resources of the agency.
These unique and specialized services are outside the scope and bandwidth of NCDPI in-house marketing and creative services whose staff are otherwise obligated and maximized in performing existing functions for the department. These specialized services are also outside the areas of expertise of the NC ISD Superintendent and staff.
6. What is the impact, if you do not contract for these services?
The most critical risk associated with failure to acquire these specialized services would ultimately be to educational opportunities provided to children in low-performing schools who may be hampered by NC ISD's inability to implement strategies to affect positive change / improved results due to poor communication causing misunderstanding and lack of acceptance in the community and schools.
7. If this contract is being paid with grant money, does the grant require the contracted services? Please describe the grant references to these contracted services, and give a synopsis of the grant. *N/A*
8. Will you use competitive bidding (e.g., RFP?) If yes, skip the remaining questions # 9 through # 12.
9. Are you using an IT Supplemental Staffing Convenience Contract or other type of convenience contract? If yes, please skip question # 10 and complete questions # 11 and # 12.
10. Do you plan to request sole sourcing for this contract? If yes, please complete and attach the required sole source justification memorandum. Sole sourcing is warranted whenever only one acceptable source can be found; sole sourcing should never be the first consideration. (**Important:** The approval of the DPI Section Chief for Purchasing and Contracts, and approval by the Division of Purchasing and Contracts or ITS Procurement Services is required for sole sourced contracts.)
11. Have you contracted with this vendor previously for related services? If yes, please provide the contract number of all contracts with this vendor during the last twelve months.
12. How did you calculate the cost (e.g., what is the cost per hour and number of hours?) If the cost per hour is above the DPI maximum for that type of service per the New Service Contract Policies, please attach the required written permission granted by the Deputy Superintendent.

13. Is this contract for information technology services? *No*
14. If this is a personal service contract request, is the vendor/contractor a retiree? *N/A*

_____ Yes _____ No

If answer is yes, is individual a member of:

_____ TSERS (Teachers & State Employees Retirement System)

_____ Other (Please Explain) _____

Requisition No. **RQ20598592**

Budget Code: **0801 532199 1000 10100122**

Signed: *Ron B. Page*
Budget Representative

Date: *7/26/17*

Requisition No. **RQ20598592**

Approved: Yes No _____

Signed: *[Signature]*
Supt./Deputy Supt./Appropriate CFO/CAO/CIO

Date: *7/28/17*

For Technology Contracts Only:

Approved: Yes _____ No _____

Signed: _____
Chief Information Officer

Date: _____