



## Request for Proposal

### MAASE Special Education Virtual Instructional Library Design Services 2021

#### **Background**

The Michigan Association of Administrators of Special Education (MAASE) has in excess of 700 members representing public schools across Michigan. During the school year MAASE provides members with a comprehensive selection of professional development opportunities. In addition, MAASE also plans and conducts an annual, three-day conference in August. MAASE connects its members via networking opportunities and offers communication through a regular newsletter and through social media (Twitter).

MAASE was awarded funding in the 2020 and 2021 School Aid Budgets to develop a virtual lending library of instructional materials for students. The first phase of these lessons is developed and ready to be released to the field. This project requires branding as a component of the release.

#### **Project goals and scope of services**

MAASE is seeking the services of a communication/design firm or individual to develop visual/verbal branding for the virtual lending library project, as well as a comprehensive series of templates for print, email and social media communications. Tasks include, but may not be limited to, creating the following:

- Creation of an official project name, logo and slogan.
- A style guide, based on or complementary to the project logo and current MAASE and partner logos. This guide will include recommended ADA compliant type fonts and color palette.
- Templates for two promotional standard U.S. direct mail postcards.
- Templates suitable for customization as email flyers and promotions. Two or three templates in both print and electronic versions.
- A template for a regular email newsletter, using constant contact.
- Design suggestions for the MAASE website to ensure overall design consistency.
- Provide up to two hours of consultation to the MAASE VR Committee.

The award will be granted to a firm or individual/s able to demonstrate the professional capacity and design expertise to meet and complete the work scope stated above within the time limits of this proposal.



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#### **Anticipated selection schedule**

Request for RFP released: Oct. 12, 2021

Deadline for bidders to submit questions: October 18, 2021

MAASE responses to bidder questions: 5 p.m. Oct. 20, 2021 (responses will be posted on the MAASE website, [www.MAASE.org](http://www.MAASE.org)).

Deadline for submitting bids: 5 p.m. Oct. 26, 2021

Selection of top bidder / notification to unsuccessful bidders: November 1, 2021

#### **Submission of proposals/questions**

Proposals may be emailed to Derek Cooley, MAASE VR Committee Chair, at [cooley@godwinschools.org](mailto:cooley@godwinschools.org). Questions about the RFP may be directed to Abby Cypher, MAASE Executive Director, at [MAASE.AbbyCypher@gmail.com](mailto:MAASE.AbbyCypher@gmail.com). Responses will be posted on the MAASE website.

#### **Timeline**

All required components must be completed and approved by the MAASE VR Committee Chair by January 10th, 2022.

#### **Elements of proposal**

A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview, names and credentials of the creative team and a short list of clients/references.
- A one-page narrative outlining the firm's strengths and distinguishing skills or capabilities as they might relate to the Michigan Association of Administrators of Special Education.
- A representative selection of social media ads, direct response material, collateral, and website development created for current and past clients.

#### **Evaluation criteria**

The successful respondent will:

- Have experience working with public schools and/or public secondary educators.
- The education, experience, knowledge, skills, and qualifications of the firm and the individuals who will be available to provide these services.
- The competitive cost of services.
- The expertise of the firm in working with similar customers.

We reserve the right NOT to choose anyone as a result of this process, should the Board decide it's not in the best interest of the Association.



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#### **Budget**

MAASE has allocated a maximum budget of \$15,000 for all components of this project.

A list items that need to be included in our template portfolio:

- Brochure (informational brochure about the project)
- Thank-you cards
- Banner
- Newsletter (electronic)-header (for Constant Contact)
- Business Cards
- Tip Sheets
- Drive-In postcards (mailing)
- Conference materials (postcard, Twitter jpeg, flyer, etc.)
- Conference agendas
- Letterhead (for letters and new releases)
- Social media graphics
- Brand / Style Guide
- PowerPoint Template (couple options - vertically & horizontally presented)

Need:

- Fonts
- Design concept
- Colors (alternate colors)

Hourly rate:

- Have maximum hours

Flat fee:

- Break down individually, or simple flat fee

Contractor to submit 2-3 concepts (may include different color palettes, type fonts, use of space and so on)