



**TOWN OF MANSFIELD, CONNECTICUT
MANSFIELD BOARD OF EDUCATION**

**Request for Submissions of Qualifications and Interest
Public Relations & Marketing Consultant**

SUBMISSION DEADLINE: November 1, 2017, no later than 4:30 PM

SUBMISSION CONTACT AND ADDRESS:

Ms. Maria E. Capriola
Interim Town Manager
Town of Mansfield
4 South Eagleville Road
Mansfield, Connecticut 06268-2599
(860) 429-3336 x5
HR@mansfieldct.org

Proposals will be accepted in electronic format only.

Purpose & Scope of Services

The Town of Mansfield and the Mansfield Board of Education are requesting proposals from qualified Public Relations & Marketing professionals to provide consulting services for the Town and the Board of Education. Sample services include: assisting with content for the Town and Board of Education's social media presence; special communications regarding municipal and school facility needs and projects including school construction projects; assisting and working with a selected vendor to coordinate the redesign of the Town and School's websites; marketing and branding the community; and assistance with other Town and Board of Education correspondence and publications.

Background

The Town of Mansfield, Connecticut has a population of approximately 26,000 (roughly 14,000 year-round) and is located in the northeastern corner of the state, approximately 25 miles east of Hartford. Home to the University of Connecticut, Mansfield offers the blend of rural and suburban living in a large university setting. Storrs Center, construction of a new mixed-use urban center, was recently completed. Mansfield has a variety of cultural and educational offerings, as well as an abundance of natural resources ideal for activities such as hiking, cycling, and kayaking.

The Town operates under the council-manager form of government. A nine-member elected town council functions as the legislative and policymaking body and an appointed town manager serves as the Chief Executive Officer responsible for overseeing the day-to-day operations of the Town.

The Mansfield Board of Education has a nine-member elected board, and an appointed superintendent of schools serving as the chief executive officer of the school district. The Mansfield Board of Education provides public schools for children living in Mansfield grades PreK-8. The District serves 1,132 students and includes one middle school and three elementary schools.

The Town and the Mansfield Board of Education, share a number of services including financial management, employee benefits, facilities management, information technology, and grounds maintenance. Both the Town and the Mansfield Board of Education recently completed facility studies assessing current and future building and programming space needs.

The Town has approximately 119 regular employees, an additional 290 part-time non-regular employees for a total of 409 employees. The Mansfield Board of Education has approximately 129 professional staff and 117 non-certified staff, for a total of 246 employees.

Information and Instructions

1. **Submission Requirements:** Complete electronic proposals must be sent electronically to HR@mansfieldct.org with the subject line reading “Public Relations & Marketing Consultant.” Only electronic copies will be accepted. Hard copies will not be considered. Proposals must be received in full no later than 4:30 PM, Wednesday, November 1, 2017.
2. **Proposal Format:** All firms and individuals interested in providing public relations & marketing consulting services to the Town and Board of Education must provide detailed responses for each of the items listed below.
 - a. Describe your qualifications and experience in performing similar work.
 - b. Name the key staff member(s) who will be fully responsible for this assignment. Provide a resume or brief statement of professional qualifications, related educational background and professional certifications of the personnel assigned to this assignment.
 - c. Describe your company’s capabilities in regards to social media, marketing and branding, public relations and communications.
 - d. Describe service and support you or your staff would provide to Mansfield on a day-to-day or week-to-week basis.
 - e. Provide any additional information regarding your organization or services that you feel would be beneficial in helping the Town and Board of Education select a consultant.
 - f. Discuss whether you would negotiate an hourly rate for service or an overall project fee for service.
3. **Right of Rejection and Clarification:** The Town of Mansfield and Board of Education reserves the right to reject any and all proposals and to request clarification of information from any proposer. The Town of Mansfield and Board of Education are not obligated to enter into a contract on the basis of any proposal submitted in response to this document.
4. **Request for Additional Information:** Prior to the final selection, proposers may be required to submit additional information in which the Town of Mansfield and Board of Education may deem as necessary to further evaluate the proposer’s qualifications.

5. **Denial of Reimbursements:** The Town of Mansfield and Board of Education will not reimburse proposers for any costs associated with the preparation and submittal of any proposal, or for any travel and/or per diem costs that are incurred.
6. **Right of Negotiation:** The Town of Mansfield and Board of Education reserves the right to negotiate with proposers the exact terms and conditions of the contract.
7. **Right of Rejection of Lowest Fee Proposal:** The Town of Mansfield and Board of Education are under no obligation to award this project to the Proposer offering the lowest fee. Cost considerations will be made, but under no circumstance will cost be the only determining factor in accepting or declining proposals.