

Request for Proposal

Parent Informing

New Schools for Baton Rouge (NSBR) is requesting proposals for parent informing and engagement activities. All quotes and proposals should be submitted to: New Schools for Baton Rouge Attn: Adonica Pelichet Duggan, 100 Lafayette St, 2nd floor, Baton Rouge, LA 70801. One (1) electronic copy in PDF format to adonica@newschoolsbr.org must be submitted by 5:00 PM CST, July 30, 2018 with the subject line “NSBR RFP – Parent Informing”. NSBR reserves the right to accept or reject any and all proposals and/or any portions of proposals.

About New Schools for Baton Rouge:

Founded in 2012, New Schools for Baton Rouge (NSBR) is a community partnership bringing together talent and resources to deliver excellent schools to students and families in Baton Rouge. We believe every child in Baton Rouge, regardless of geography or ability to pay, should have access to a high-quality education. We strive to transform education across our city and support schools in meeting the needs of students and families.

The New Schools for Baton Rouge Team:

NSBR is an entrepreneurial organization of accomplished individuals who are both deeply rooted in their belief in educational equity and highly motivated to provide excellent schools for every child in Baton Rouge. NSBR provides critical thought leadership to the educational landscape, but it is best described as an “action-tank” – dedicating its resources to the implementation of ideas that lead to demonstrable result for families.

The Opportunity:

NSBR will engage community partners to inform parents on school quality. Using the printed School Guide and Online Finder as tools, groups will share information with parents through a variety of methods. Parent informing activities will coincide with the launch of School Guide and Finder in the fall of 2018.

Award Size:

NSBR may award up to 5 grants totalling \$70,000. Multiple grants may be awarded to the same agency for different programs.

Response Requirements:

- **Project Description:**

The description should contain:

- the agency name and/or program name
- primary program activities
- population to be served
- geographic area or neighborhood primarily served
- a detailed work plan for completing project activities and producing project deliverables with specific action steps and a timetable for completion
- proposed organization structure for the project including the number and
- qualifications of personnel available to complete the work, the manner in which they will be utilized, and how they will operate within the proposed organization structure; specify the amount of time each of the key personnel will commit to the project; provide resumes of key project staff, detailing their technical skills, experience, education, etc.; and identify all pertinent experience of personnel.
- any other significant information about the program

- **Program Type(s):**

Programs may be classified under one or a combination of the following program types:

- **Group family education:** A standardized informing activity delivered in a group setting by a trained facilitator who covers specific content and also creates opportunities for participants to expand insights and understanding, and build knowledge and skills around the topic of school quality.
- **Individual family services (home-visiting):** Programs offer regular home visits delivered by family liaisons to discuss school quality and access issues.
- **Individual family services (not in the home):** Programs provide individual family information at sites such as community-based organizations, child care centers or community events.
- **Advocacy training and supports:** Advocacy and civic engagement services aim to increase awareness and drive action-related outcomes.

- **Outreach/Marketing Strategy**

Outline the marketing strategy that will be employed.

- **Budget Request and Milestones:**

Indicate what you anticipate the project will cost and how long it will take to complete. Please include an itemized project budget in addition to milestone timelines.

- **Impacts, Outcomes and Reporting:**

Describe the project's expected outcomes in terms of numbers of families served, impact on public awareness of school quality and any other related measures. Outline the types of reports that will be produced during the project to gather feedback on the process.

Proposal Evaluation Criteria:

- Organizational Alignment of Partner
- Executional Capacity of Partner
- Program Type
- Proposed Action Plan
- Population Served
- Impact Size