

**EDGEMONT UNION FREE SCHOOL DISTRICT
300 WHITE OAK LANE
SCARSDALE, NEW YORK 10583**

REQUEST FOR PROPOSALS – COMMUNICATIONS PROFESSIONAL

THE EDGEMONT UNION FREE SCHOOL DISTRICT (“THE DISTRICT”) INVITES PROPOSALS FROM QUALIFIED INDIVIDUALS AND/OR FIRMS TO PERFORM THE FUNCTION OF PROFESSIONAL COMMUNICATIONS AND RELATED SERVICES WITH THE EDGEMONT COMMUNITY, THE BOARD OF EDUCATION, AND THE ADMINISTRATION. TYPICAL COMMUNICATION SUPPORT WILL INCLUDE BUT WILL NOT BE LIMITED TO THE CREATION AND MANAGEMENT OF THE DISTRICT WEBSITE CONTENT DEVELOPMENT OF ALL THREE SCHOOLS AND INCLUDE ROUTINE COMMUNICATIONS FROM THE PRINCIPALS AND THE SUPERINTENDENT AS DESCRIBED IN SECTION III:

COMMUNICATIONS PROFESSIONAL SERVICES

RFP#CP-0921

FORMS FOR PROPOSAL, CERTIFICATION, CONDITIONS AND SPECIFICATIONS MAY BE OBTAINED AT THE EDGEMONT UFSD BUSINESS OFFICE, LOCATED AT 300 WHITE OAK LANE, SCARSDALE, NEW YORK 10583.

IN ALL CASES IT MUST BE UNDERSTOOD THAT THE CONDITIONS AND SPECIFICATIONS OF THE EDGEMONT UNION FREE SCHOOL DISTRICT SHALL APPLY. SEALED PROPOSALS MUST BE MARKED, **“EDGEMONT UFSD - PROPOSAL COMMUNICATIONS PROFESSIONAL.”** ALL PROPOSALS MUST BE RECEIVED, WHETHER BY MAIL, BY HAND, OR BY EMAIL, ON OR BEFORE 10:00 A.M. ON FRIDAY, SEPTEMBER 23, 2022, AT THE EDGEMONT UFSD CENTRAL OFFICE, LOCATED AT 300 WHITE OAK LANE, SCARSDALE, NEW YORK 10583 AT WHICH TIME AND PLACE ALL PROPOSALS WILL BE PUBLICLY OPENED AND SUBSEQUENTLY ANALYZED. Or Email: Amy Moselhi, Assistant Business Official at amoselhi@edgemont.org. PROPOSALS RECEIVED THEREAFTER WILL NOT BE CONSIDERED.

THE BOARD OF EDUCATION RESERVES THE RIGHT TO CONSIDER QUALIFICATIONS, RESPONSIBILITY, EXPERIENCE, AND REPUTATION IN THE AREA OF COMMUNICATIONS, AS WELL AS THE SPECIFIC QUALIFICATIONS OF THE PROSPECTIVE PROPOSER SET OUT HEREIN, IN CONSIDERING PROPOSALS AND AWARDING THE CONTRACT. THE BOARD OF EDUCATION RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS IT MAY DEEM APPROPRIATE TO DO SO.

DATED: SEPTEMBER 23, 2022
BOARD OF EDUCATION OF THE:
EDGEMONT UFSD
AMY MOSELHI, ASSISTANT BUSINESS OFFICIAL

SPECIFICATIONS

Section I: Purpose

To assist the superintendent and principals with the creation and inputting of information on the school and district websites and to collaborate on weekly communications with the Board of Education, parents and the Edgemont community.

Section II: Organizational Information

The Edgemont Union Free School District is located approximately 25 miles north of New York City and serves the students from Edgemont and a portion of Hartsdale. The total area of the district is two square miles with a population of just under 8,000 residents representing a vast array of social, economic, ethnic and cultural backgrounds. Edgemont is a public K-12 school district of approximately 2,000 students with two elementary schools and one Jr./Sr. High School.

Edgemont is seeking the services of a public relations firm or an individual to support the Superintendent, members of the Board of Education and district administrators with communications as indicated below in Section III.

Section III: Communication Professional Services (Scope of Work)

This role requires approximately 20-30 hours a week during the 40-week school year, and 2-4 hours a week during the summer. The hours often occur at night and/or on weekends depending on the urgency of the communications and unpredictability of developing events.

Responsibilities include but are not limited to:

The Public Relations Service will provide communication/public relations services to the District, Board of Education, each department, and school. Services shall include, but not be limited to the following:

1. Establish District-wide and building level public relations goals and tactics that will support overall District strategic plan goals and strategies.
2. Serves as information liaison between the total school system and the community at large.
3. Identify and target new audiences for School District information
4. Evaluates the School District's community relations program including budget planning for meeting those objectives.
5. Works cooperatively with the Superintendent of Schools and other members of central administration to set and implement annual objectives for providing School District information to the public;
6. Serves as liaison between the School District and the news media and supervises the production and distribution of news releases.
7. Serves as School District spokesperson in areas of sensitivity or controversy for crisis management during emergencies, as designated by the Superintendent of Schools.
8. Cooperates with District administrators and other staff members, as appropriate, in publicizing and promoting performances, exhibitions, displays, dedications or special programs sponsored by the schools and open to the public.
9. Creating District newsletters. Attends various educational events and activities for the purpose of gathering information and taking photographs for use in newsletters, District publications and media releases.
10. Meet with key District administration, as needed, to advise, coordinate or discuss public

relations strategies and tactics.

11. Assist and/or provide information necessary for policy development
12. Coordinate press release distribution with buildings and departments.
13. Provides for professional public relations counsel and assistance to the administration, Board of Education, schools, parent groups and student groups as they arise throughout the year.
14. Provides for the design, development, writing and production and distribution of School District, including but not limited to the annual calendar, the yearly budget newsletter published in May and other publications as needed by the District.
15. Reviews and maintains content of the School District website to ensure current information is uploaded.
16. Researches best practices and suggest relevant content to make the website more useful.
17. Acts as webmaster for the School District website to make School District print publications and information available electronically.
18. Maintain the calendar on the School District website page to reflect meetings and important dates.
19. Works with administrators to organize and streamline district and individual school home pages.
20. Prior to any publication, reviews and edits all School District publications, which will be disseminated to the general public.
21. Provides District information to all schools as well as their PTA's for inclusion in their newsletters/websites.
22. Maintains a news clipping file of news articles relating to the Edgemont Union Free School District.
23. Explore new media outlets to promote District news and exploit websites, e-mail, video and other electronic media as an alternative to traditional media.
24. Recommends innovative avenues of communication for external and internal audiences.
25. Develop quarterly District-wide pitches/ideas for stories that shed a positive light on the District and its schools.
26. Solicits feedback through formal and informal means on activities, products and purposes of the community relations program and the District in general.
27. Provides an annual report on progress of public relations program.
28. Develops and maintains accurate records of the District's public relations program.
29. Researches and writes articles and speeches for the Superintendent and Board of Education as needed.
30. Performs other tasks as assigned by the Superintendent of Schools. Creation and editing of detailed emails to the community from the Superintendent;
31. Creation of Board of Education meeting highlight emails;
32. Editing of weekly emails from school principals, along with other necessary one-time communications (e.g. Prom, Moving Up Ceremonies, etc.);
33. Collaboration on and editing of any and all communications coming directly from the Board of Education;
34. Editing of all budget and bond communications, including print mailers and website content;
35. Crisis communication support (if needed);
36. Enhancing district/community relationships by collaborating with internal and external stakeholders for the purposes of building effective communication and to promote a positive public image.

Section IV: Terms of Engagement:

This proposal is a one (1) year renewable contract beginning on October 11, 2022 with an option by the Board of Education to renew for two (2) additional one (1) year periods not to exceed a total of three (3) contract years if deemed in the best interest of the District.

Section V: Contact Information

Dr. Kenneth R. Hamilton, Superintendent

Email: khamilton@edgemont.org

Phone: 914-472-7768.

Section VI: Timeline

To be considered for review, proposals must be received by 11:00 a.m. on September 23, 2022. Sealed proposals may be delivered by mail, by email or by hand to:

Amy Moselhi
Assistant Business Official and Treasurer Edgemont UFSD
300 White Oak Lane
Scarsdale, NY 10583
emoselhi@edgemont.org

Section VII: RFP Submission Instructions

The School District seeks qualified, experienced public relations professional or firm with demonstrated success in the provision of these services to public school districts. Proposers must have a minimum of five (5) years of experience in marketing, public relations, and/or communications. In addition, proposers must be proficient in: Microsoft Suite and current publishing and graphic software; graphic design for print and web-based media and writing. Proposers must have a minimum of a baccalaureate degree.

For the District's ease in reviewing and comparing submissions, proposals must be organized following the outline below. Please include three copies with the original.

Section A: Introduction, history of the firm or individual's work history, the firm's philosophy and organizational composition.

Section B: The management plan detailing how the firm or individual is structured to produce various communication vehicles and supportive services.

Section C: An organizational chart that indicates how the firm will support the District and, if appropriate, project personnel.

Section D: Experience relevant to educational institutions. Provide samples of written communications if possible.

Section E: References - Provide the names, addresses and phone numbers of at least three references (school districts preferred).

Section F: Please include a brief summary of why your firm should be selected as the public relations firm or individual to support the communications of the Edgemont School District.

Section G: Fee Schedule

Section H: Sexual Harassment Policy Statement and
General Municipal Law Section 103-g Statement

Section VIII: Insurance Requirements SEE ATTACHED

- HOLD HARMLESS AGREEMENT
- NON-COLLUSIVE BID CERTIFICATION
- CONSULTANT AGREEMENT

Section IX: Proposed Evaluation

The district will evaluate the responses based upon the supplied information. Criteria for evaluating the proposals will include:

1. Previous experience of the firm with similar education clients.
2. The experience and qualifications of the professional staff to be assigned;
3. Proposed methodology and management plan for meeting the District's needs;
4. The cost effectiveness of the proposal.

No oral interpretation of this RFP will be made to any proposer or if made will not be binding on the District. All inquiries with respect to this Request for Proposal must be directed to:

Dr. Kenneth R. Hamilton, Superintendent

Questions must be received three (3) days before the specified RFP opening date; and if deemed necessary, in the sole discretion of the District, will be answered in writing by the District Clerk in the form of an addends to the RFP which will be sent to all proposers solicited or of record.

The submission of proposal in response to this Request for Proposal is an acknowledgement that there is no cost to Edgemont UFSD associated with the proposal. The Edgemont UFSD has the right to reject any and all proposals if, in its opinion, is in the best interest of the School District.

SEXUAL HARASSMENT POLICY STATEMENT

The below signed bidder affirms the following as true under the penalties of perjury:

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that the bidder has and has implemented a written policy addressing sexual harassment prevention in the workplace and provides annual sexual harassment prevention training to all of its employees. Such policy shall, at a minimum, meet the requirements of section two hundred one-g of the labor law.

If the bidder cannot make the foregoing certification, such bidder shall state so and shall furnish with the bid a signed statement which sets forth in detail the reasons therefor.

BY:

Signature

Print Name and Title of Signatory

DATE:

GENERAL MUNICIPAL LAW SECTION 103-g STATEMENT

The below signed bidder affirms the following as true under penalties of perjury:

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to paragraph (b) of subdivision 3 of Section 165-a of New York State Finance Law.

Corporate or Company Name

By:

Signature

Title

Sworn to before me this

_____ day of _____, 20_____

Notary Public

THIS FORM MUST BE SIGNED AND NOTARIZED *** SUBMIT WITH PROPOSAL**

HOLD HARMLESS AGREEMENT

IT IS HEREBY AGREED AND UNDERSTOOD THAT THE BIDDER AGREES TO HOLD HARMLESS AND INDEMNIFY **THE EDGEMONT UNION FREE SCHOOL DISTRICT** ITS BOARD OF EDUCATION, ANY OFFICER, AGENT, SERVANT OR EMPLOYEE OF THIS SCHOOL DISTRICT FROM ANY LAWSUIT, ACTION, PROCEEDING, LIABILITY, JUDGEMENT, CLAIM, OR DEMAND WHICH MAY ARISE OUT OF:

- A. ANY INJURY TO PERSON OR PROPERTY SUSTAINED BY THE BIDDER, ITS AGENTS, SERVANTS OR EMPLOYEES OR ANY PERSON, FIRM, OR CORPORATION EMPLOYED DIRECTLY OR INDIRECTLY BY

THEM UPON OR IN CONNECTION WITH THEIR PERFORMANCE UNDER THE CONTRACT. HOWEVER CAUSED;

B. ANY INJURY TO PERSON OR PROPERTY SUSTAINED BY ANY PERSON, FIRM, OR CORPORATION, CAUSED BY ANY ACT, DEFAULT, ERROR, OR OMISSION OF THE CONTRACTOR, ITS AGENTS, SERVANTS, OR EMPLOYEES OR ANY PERSON, FIRM OR CORPORATION, DIRECTLY OR INDIRECTLY EMPLOYED BY THEM UPON OR IN CONNECTION WITH PERFORMANCE UNDER THE CONTRACT.

THE ASSUMPTION OR INDEMNITY, LIABILITY AND LOSS HEREUNDER SHALL SURVIVE CONTRACTOR'S COMPLETION OF SERVICE OR OTHER PERFORMANCE HEREUNDER AND ANY TERMINATION OF THIS CONTRACT.

THE CONTRACTOR AT ITS OWN EXPENSE AND RISK SHALL DEFEND ANY SUCH LEGAL PROCEEDINGS THAT MAY BE BROUGHT AGAINST THIS SCHOOL DISTRICT, ITS BOARD OF EDUCATION, OR ANY OFFICER, AGENT, SERVANT, OR EMPLOYEE OF THIS SCHOOL DISTRICT ON ANY CLAIM OR DEMAND, AND SHALL SATISFY ANY JUDGEMENT THAT MAY BE RENDERED AGAINST THIS SCHOOL DISTRICT, ITS BOARD OF EDUCATION, OR ANY OFFICER, AGENT, SERVANT, OR EMPLOYEE OF THE SCHOOL DISTRICT.

THIS INDEMNIFICATION, DEFENSE AND HOLD HARMLESS AGREEMENT SHALL APPLY TO ANY LAWSUIT, ACTION, PROCEEDING, LIABILITY, JUDGEMENT, CLAIM OR DEMAND, OR WHATEVER NAME OR NATURE, NOTWITHSTANDING THAT CONTRACTOR MAY DEEM THE SAME TO BE FRIVOLOUS OR WITHOUT MERIT. IT IS INTENDED THAT THIS AGREEMENT BE INTERPRETED IN THE BROADEST MANNER POSSIBLE SO AS TO INSULATE ALL OF THE ENTITIES, PARTIES AND INDIVIDUALS NAMED ABOVE FROM ANY LIABILITY, COST OR JUDGEMENT, MONETARY OR OTHERWISE, AS THE SAME MAY RELATE TO THE PERSONNEL AND SERVICES PROVIDED BY THE CONTRACTOR.

Signature _____ Date _____

Sworn before me this _____ day of _____, 20__

(NOTARY PUBLIC)

Edgemont Union Free School District

NON-COLLUSIVE BID CERTIFICATION

Firm Name: _____

Business Address: _____

Telephone No.:

Date of Bid:

1. GENERAL BID CERTIFICATION

The Bidder certifies that he/she, or it, will furnish, at the prices herein quoted, the materials, equipment, and/or services as proposed in this Bid.

2. NON-COLLUSIVE BID CERTIFICATION

By submission of this Bid, the Bidder certifies that he/she/it is complying with Section 103-d of the General Municipal Law as follows:

“Statement of non-collusion in bids and proposals to political subdivisions of the state. Every bid or proposal hereafter made to a political subdivision of the state or any public department, agency or official thereof where competitive bidding is required by statute, rule, regulation, or local law for work or services performed or to be performed or goods sold or to be sold, shall contain the following statement subscribed by the bidder and affirmed by such bidder as true under the penalties of perjury:”

By submission of this Bid, each Bidder and each person signing on behalf of any Bidder certifies, and in the case of a joint Bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

- The prices in this Bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other Bidder or with any competitor;
- Unless otherwise required by law, the prices which have been quoted in this Bid have not been knowingly disclosed by the Bidder and will not knowingly be disclosed by the Bidder prior to opening, directly or indirectly, to any other Bidder or to any competitor; and

No attempt has been made or will be made by the Bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

Bidder affirms under penalties of perjury that the foregoing statements are true.

Signature of Bidder or Authorized Officer

State of

County of _____

On the _____ day of _____, 20____ before me
came _____, *Name*

who by me being duly sworn, did state under oath that (s)he is the

Title

of _____ and that the foregoing statements are true.
Bidder

Notary Public

EDGEMONT UNION FREE SCHOOL DISTRICT
300 WHITE OAK LANE
SCARSDALE, NEW YORK 10583
CONSULTANT AGREEMENT

AGREEMENT made effective as of the ___ day of _____, 202_ by and between the **Edgemont Union Free School District** (“the School District”), a public school district having its principal place of business at 300 White Oak Lane, Scarsdale, New York 10583, and _____ (“the Consultant”), having his/her/its place of business at

_____.

CONSULTANT’S SOCIAL SECURITY NUMBER -OR- FEDERAL EMPLOYER IDENTIFICATION NUMBER:

WITNESSETH:

WHEREAS the School District wishes to avail itself of the services of the Consultant as is more fully set forth herein; and

WHEREAS the Consultant is qualified and willing to provide such services; now, therefore, for and in consideration of the mutual promises and performances herein set forth,

IT IS COVENANTED AND AGREED AS FOLLOWS:

1. Services to be Rendered by Consultant.

2. Location(s) Where Services are to be Rendered.

3. Dates and Times of Service; Period of Service.

Note: The Consultant's services may be terminated at any time without notice, and the School District's sole liability shall be payment for services to the date of termination.

4. Payment Terms.

5. Other Performance Requirements, if Any.

6. Relationship of the Parties.

(a) The Consultant's relationship to the School District shall be that of an independent contractor. Nothing in this Agreement shall constitute the School District and the Consultant as employer and employee, master and servant, principal and agent, partners, or co-venturers.

(b) The Consultant shall, at his/her/its sole cost and expense, maintain in full force and effect all licenses, certifications and/or permits which may be required for the Consultant to render the services described in this Agreement. This includes, but is not limited to any criminal justice clearances required by the New York State Education Department for persons who work with students, in which regard the School District will provide and forward the necessary forms to be completed by the Consultant.

(c) Because the Consultant will be working in direct contact with students, it is required that they are in compliance with the "SAVE" legislation, Education Law 1125. A copy of The Consultant's fingerprint clearance will be maintained in their personnel file.

(d) The Consultant shall, consistent with the terms of this Agreement, be responsible for the means, manner and methods by which the services to be provided pursuant to this Agreement shall be rendered.

(e) Prior to receipt of any payment, the Consultant shall complete and file an Internal Revenue Service Form W-9 "Payer's Request for Taxpayer Identification Number and Certification" with the School District's Business Office, and the School District will issue an Internal Revenue Service Form 1099 to reflect such payments. It is expressly understood and agreed: (a) that the Consultant's sole compensation for the service to be rendered is the payment called for in Paragraph 4 above, and that the Consultant shall not receive any leave benefits, health benefits, pension benefits, workers' compensation benefits or unemployment benefits from the School District; (b) that the Consultant shall, at his/her/its sole cost and expense, maintain all such benefits as may be required by law or contract for him/her/itself and his/her/its employees. The Consultant is solely responsible for all federal and state tax returns, withholding payments, and FICA, FUTA and Medicare payments attributable to the conduct of the Consultant's business. Should the Consultant fail to file any such required tax return or make any such required payment, then, in addition to the indemnification provided in Paragraph 7 below, the Consultant shall indemnify, save and hold the School District harmless from any tax, fine or penalty which may be assessed against the School District by reason of such failure.

(f) The Consultant shall at all times comport him/her/itself in a manner appropriate to a school setting, including but not limited to compliance with the Code of Conduct adopted by the School District.

7. Liability and Indemnification.

Each party will indemnify, save and hold harmless the other party, to the fullest extent permitted by law, from any liability or damages (including reasonable attorneys' fees) arising from the indemnifying party's culpable conduct, criminal conduct, gross negligence or breach of this Agreement.

8. Governing Law.

This Agreement shall be governed by the laws of the State of New York applicable to contracts made and wholly to be performed within the State of New York without reference to any principle of choice of laws, and the Supreme Court of the State of New York, County of Westchester, shall have exclusive jurisdiction of any dispute which may arise between the parties.

9. Equality of Opportunity.

It is the policy of the School District to provide equal employment opportunities to all individuals in its personnel and employment practices. In accordance with applicable federal, state and local law, the School District prohibits unlawful discrimination in all employment practices, including hiring, firing, promotion, compensation and other terms, conditions and privileges of employment. Further, all persons and entities contracting with the School District shall be required to meet equal employment opportunity standards and all applicable federal, state and local non-discrimination provisions.

10. Required Approvals.

If signed below by someone other than the School District's Superintendent of Schools or assistant superintendent of schools for business, this Agreement shall not be effective until additionally approved by one of those two individuals in the place provided below.

IN WITNESS WHEREOF the parties have caused this Agreement to be executed by their duly authorized officers as of the day and date first above written.

EDGEMONT UNION FREE SCHOOL DISTRICT

By: _____
Signature

Name: _____

Title: _____

CONSULTANT

By: _____



IF KNOWN:

- **EXPENDITURE CODE TO WHICH THIS AGREEMENT IS TO BE CHARGED:**

- **REQUISITION NUMBER ENTERED FOR THIS AGREEMENT:**
