

Request for Proposals (RFP) for Marketing Services

High Point Academy

Date of Issue: 10/11/2024

1. Introduction

High Point Academy, a public charter school dedicated to providing a high-quality educational experience with a focus on STEAM education, is seeking proposals from qualified marketing firms to develop and execute a comprehensive marketing strategy aimed at increasing student enrollment for the upcoming academic year.

2. Background

Founded in 2014, High Point Academy (HPA) serves students in grades k-12. Our mission is to create lifelong learners in a student centered environment. Our vision is to be the school of choice for academically minded families. Despite our strong commitment to academic excellence and community engagement, we have identified a need to enhance our visibility and appeal to prospective families to bolster our enrollment figures. Spartanburg County is one of the fastest growing areas in the nation, and many families new to the area are not aware of the educational opportunities available to them outside of traditional public schools.

When High Point Academy first opened its doors, the charter school movement had just arrived in Spartanburg. There were a few private schools and a strong homeschool movement. Over the last ten years, the educational landscape has dramatically changed. Charter schools are being opened at an increasingly rapid rate, with 5 opening in Spartanburg alone this year. Since COVID, the homeschool movement has exploded, with more and more families choosing homeschooling as an option for them.

Enrollment is crucial to the success of a charter school. Charter schools receive no tax dollars for facilities or transportation. They survive purely on how many students are in the building. High Point Academy has an amazing mission, vision, and values, but with increasing competition, HPA needs a strong marketing strategy to compete for students in the Upstate.

3. Objectives

The selected marketing firm will be expected to:

1. **Develop a Strategic Marketing Plan:** Create a comprehensive marketing strategy tailored to our school's strengths, values, and target audience.
2. **Increase Enrollment Numbers:** Specifically aim to achieve a full (100+) incoming kindergarten class and increase our total enrollment to 1300.
3. **Enhance Community Engagement:** Strengthen relationships with the local community and promote our school's events, programs, and achievements.
4. **Utilize Multi-Channel Marketing:** Implement a mix of digital marketing, traditional media, social media outreach, and community events to maximize our reach.

4. Scope of Work

The marketing firm will be responsible for:

- Conducting market research to identify key demographics and effective messaging.
- Developing and executing a digital marketing campaign, including website optimization, SEO, social media management, and email marketing.
- Consult with school leaders to promote open houses, school tours, and community events.

5. Proposal Requirements

Interested firms should submit a proposal that includes:

1. **Company Overview:** A brief introduction to your firm, including experience in the education sector, specifically public charter schools.
2. **Proposed Strategy:** A detailed outline of your proposed marketing strategy and tactics.
3. **Timeline:** A proposed timeline for project phases, including key milestones.
4. **Budget:** An itemized budget that includes all anticipated costs.
5. **Team Qualifications:** Profiles of key team members who will be involved in the project, highlighting relevant experience.
6. **References:** Contact information for at least three references from similar projects.

6. Evaluation Criteria and Timeline

10/11/2024	RFP Posted
11/11/2024	RFPs due to High Point Academy
11/13/2024	RFPs evaluated - top three identified
11/22/2024	Oral presentation by top three brokers
12/2/2024	Business Office Recommendation to the Board of Directors
12/3/2024	Notice of Intent to Award Posted

Proposals will be evaluated based on:

- Relevance and creativity of the proposed strategy.
- Demonstrated experience and success in similar projects.
- Cost-effectiveness and clarity of the budget.
- Quality of references and past performance.
- Overall alignment with our school's mission and values.

7. Submission Instructions

Please submit your proposal via email to glancaster@hspart.org by 5:00 pm on November 11, 2024. Late submissions will not be considered. Responses received after this deadline will not be considered. We do not require any paper copies.

8. Questions

For any questions regarding this RFP, please contact Grey Lancaster at 864-316-9788 or glancaster@hspart.org. The questions and responses will be shared with all other participants.

9. Additional Information

The School reserves the right to reject any or all proposals and to negotiate with the selected broker to reach a final agreement. Additional information regarding current ten day enrollment counts can be found in Appendix A.

In closing we again acknowledge that responding to requests for proposals can be a considerable investment in your time, and we appreciate your efforts in doing so. We look

forward to your proposal and to collaborating to enhance our school's enrollment and community presence!

Sincerely,

Grey Lancaster
Executive Director of Compliance and Procurement

Appendix A

10 Day Enrollment for the 2023-2024 School Year:

5k	87
1	83
2	93
3	99
4	70
5	89
6	108
7	108
8	110
9	111
10	89
11	94
12	84
Total	1225