



LAFAYETTE PREPARATORY ACADEMY

St. Louis, MO | Est. 2013

Marketing/PR/Creative- RFP

June 2019

Background

Lafayette Preparatory Academy (LPA) is a free, K-8 charter school located in the Lafayette Square neighborhood of South St. Louis. LPA was founded in 2013. In the fall of 2019, in just its 7th year, LPA will debut its new middle school building, an expansion project that began in 2018.

LPA began with the vision in mind that living within the city could mean access to an excellent, free, public education for all students. It began because concerned community members, many of them city parents, wanted a different narrative for the Clinton-Peabody, Downtown, Lafayette Square, LaSalle Park, Soulard and surrounding neighborhoods. The founders of LPA believe that access to a rigorous, comprehensive education is essential to the continued revitalization of the City of St. Louis.

LPA has always been a labor of love and a true grassroots community effort. Our philosophy centers on the belief that all of our students can and will achieve ambitious academic and personal outcomes. We encourage curiosity and thrive from challenge. Staff and parents collaborate to create a learning community that helps all students identify their interests and promote their strengths. In this joyful and intentionally diverse atmosphere, students will feel developed and cared for as people and will become responsible problem-solvers, communicators, teammates and leaders.

Lafayette Preparatory Academy is a community that prepares all students for academic and collegiate success and equips them to enter the world as active, responsible, and involved citizens and leaders.

Vision

Lafayette Preparatory Academy (LPA) strives to achieve the status of a top-tier school, innovating and leading the way toward transforming the learning landscape. All LPA students can and will achieve ambitious academic and personal outcomes. Their successes will have long-term impact on our communities.

In order to build and strengthen our communities, LPA students will grow to be future ready. Our staff and students will build a community of problem-solvers ready to step into the workforce of the future and lead the way. Upon graduation from LPA's Middle School, students will have their choices of academically successful and challenging high schools within the region.

Brand and Messaging Transformation

LPA has a strong reputation as a welcoming school community. We began as a K-2 charter school and have grown one grade level per year since our founding. LPA's current plan is built through 8th grade, which will begin in 2019. LPA has successfully promoted itself by word-of-mouth, through its staff and parent community. Yard signs, a website, and a Facebook page have been the foundation for recruiting students and overall community outreach.

LPA is seeking a creative agency or marketing partner to refine more sophisticated and mature messaging to strengthen student, staff and family recruitment; to promote LPA's academic and cultural accomplishments; and to enhance LPA's reputation in order to foster stronger community connections as well as financial support.

LPA is looking for an agency or creative team for an initial 2-6 months worth of projects. Scope, budgeting and invoicing would be per project.

Goal of this RFP

The goal of this RFP is to select a marketing/creative agency or person for these ranked marketing priorities for the school:

1. Refine core messaging highlighting LPA as an established, successful and leading charter school in St. Louis City.
2. Develop new or enhance existing brand collateral that will carry out new core messaging.
3. Carry over new core messaging or brand assets to amplify existing LPA's existing communication channels.

Marketing Challenges

Common marketing challenges include:

1. Charter schools must actively recruit students/staff/families and there is increasing competition amongst established and new charter school entrants.
2. LPA has no existing marketing or communication strategy.
3. LPA has no existing community outreach or fundraising strategies.

Target Audience & Ideal Customer Profile

LPA has three key target audiences

1. Families of K-7 age students living in St. Louis City
2. Community
3. Staff

Scope of Work:

1. Refine key marketing and community-based messaging that amplifies our academic and cultural successes and our overall impact in the community. Define or establish our marketing advantages and key qualities that will better help tell our story to new students, new staff and new partners in the community.
1. Enhance core brand identity with new collateral assets to create a more sophisticated and professional way to deliver outreach and messaging. Primary or initial need is to develop a branded, multi-purpose informational packet (system or template) that can be adapted for key audiences/marketing segments: new students (admissions), new staff (recruiting), and community outreach (to support educational partnerships and fundraising).
1. Deliver new visuals or graphics developed with new/refined marketing messaging or components to amplify outreach on LPA website, social media or other communication channels.

Timeline

Timeline: First or initial project complete by October 1, 2019

Selection Timeline

Questions: 6/24/19 – 6/28/19

Submissions Due: 7/30/19

Decision Made: 8/12/19

Selection Criteria

Criteria	Weighting
Skills and Competencies (References and Resume)	20
Innovation	10
Cost/Pricing: Submit fee or cost structure based on services required for scope of work. Hourly rates acceptable. Submit estimate of hours and total costs for three components of scope of work- Refined Marketing Messaging, Informational Packets, Graphics/Content Support for website and social media.	30
Prior Experience and Performance in education marketing (Samples))	30
Fit with Contractual Terms	10
Total	100

Submit questions or RFP to:

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