



**The Board of Education of the
North East School Division No. 200**

REQUEST FOR QUOTE

RFQNESD2310-002

Communication Consultant Services

Issue Date:
October 19, 2023

Closing Time:
**November 10, 2023
10:00 AM (Local SK Time)**

****Electronic Submissions ONLY****

TABLE OF CONTENTS

PART 1 – INVITATION AND SUBMISSION INSTRUCTIONS	3
1.1 Invitation to Proponents	3
1.2 Definitions.....	3
1.3 RFQ Contact	3
1.4 Award Details	3
1.5 RFQ Timetable.....	4
1.6 Submission of Proposals.....	4
PART 2 – Evaluation of Proposals.....	5
2.1 Stages of Evaluation	5
2.2 Stage I Written Proposal/Pricing	5
2.3 Stage II Presentations.....	5
2.4 Stage III Reference Checks.....	5
2.5 Selection of Highest Scoring Proponent	5
PART 3 – TERMS AND CONDITIONS OF THE RFQ PROCESS	6
3.1 General Information and Instructions.....	6
3.2 Communication after Issuance of RFQ.....	7
3.3 Notification and Debriefing.....	8
3.4 Conflict of Interest and Prohibited Conduct.....	8
3.5 Confidential Information.....	9
3.6 Reserved Rights, Limitation of Liability and Governing Law	10
APPENDIX A – RECEIPT CONFIRMATION	12
APPENDIX B – RFQ PARTICULARS.....	13
Background.....	13
Scope of Work.....	13
Other Information to be Provided.....	13
Proponent Presentations	14
Evaluation Criteria.....	14
APPENDIX C – PRICING SUBMISSION FORM	16
APPENDIX D – SUBMISSION FORM.....	17
APPENDIX E – PROPOSAL RESPONSE FORMAT	18
APPENDIX F – REFERENCES	20

PART 1 – INVITATION AND SUBMISSION INSTRUCTIONS

1.1 Invitation to Proponents

The Board of Education of the North East School Division No. 200 (The “NESD”) is seeking competitive proposals for a Communication Consultant as further described in the **Appendix B RFQ Particulars**.

Proponents are invited to submit proposals for the provision of the required services in accordance with the proposal response format outlined in **Appendix E Proposal Response Format**.

The purpose of this RFQ is to identify those proponents capable of meeting the requirements outlined in **Appendix B RFQ Particulars** in a feasible, economical, and timely manner, and with whom a contract can be negotiated.

By responding to this RFQ, each proponent thereby acknowledges that it has reviewed the process, terms, conditions and reserved rights contained in this RFQ, and has voluntarily chosen to participate in this RFQ subject to those procedures, terms, conditions and reserved rights.

1.2 Definitions

Throughout this RFQ, terminology is used as follows:

- **Division/North East Schools/NESD/Board of Education/Board** – The Board of Education of the North East School Division No. 200.
- **Proponent/Proponents/Vendor** - Each entity responding to this RFQ process.
- **Request for Quote/RFQ** – The within document, including all attached and referenced documents and appendices and subsequent addenda.
- **Proposal/Proposals** – Documents submitted by the proponent(s) in response to this RFQ.
- **Engagement** – The agreement resulting from this RFQ process.
- **Auditor** – the Auditor(s) with whom NESD may into an *engagement* for services as a result of this RFQ process.

1.3 RFQ Contact

For the purposes of this procurement process, the “RFQ Contact” will be:

North East School Division No. 200
Stacy Lair, Director of Education
Email: divisionoffice@nesd.ca

Proponents and their representatives are not permitted to contact any employees, officers, agents, elected or appointed officials or other representatives of the Board or North East School Division No. 200 employees, other than the RFQ contact, concerning matters regarding this RFQ. Failure to adhere to this rule may result in the disqualification of the proponent and the rejection of the proponent’s proposal.

1.4 Award Details

It is the NESD’s intention to enter into an Agreement with one proponent. The term of the Agreement is for a period to be mutually agreed upon in the execution of agreement– at a minimum a period of time to successfully complete the requirements.

1.5 RFQ Timetable

Issue Date of RFQ	October 19, 2023
Return Receipt Confirmation Form	October 30, 2023
Deadline for Questions	November 3, 2023
Submission Deadline	November 10, 2023 10:00 AM (Local SK Time)
Presentations	Week of November 13, 2023
Anticipated Execution of Agreement	Week of November 27, 2023

**The RFQ timetable is tentative only and may be changed by the NESD at any time. **

1.6 Submission of Proposals

1.6.1 Proposals to be Submitted Electronically (ONLY)

Only electronic submissions will be accepted providing all applicable electronic information is included, (all required appendices, signed **Appendix C Pricing Submission**, signed **Appendix D Submission Form** and supporting information regarding responses to questions asked throughout the document).

1.6.1.1 Electronic submissions should be addressed to divisionoffice@nesd.ca.

1.6.1.2 *Proponents* should familiarize themselves with all risks associated with email submissions.

1.6.1.3 It is the *proponent's* responsibility to ensure the submission is done in the most confidential and secure manner that meets the security requirements of the *proponent*.

1.6.1.4 If you have not received a receipt of confirmation email the *proponent* should contact Triki Zenner at 306.752.5741 to verify receipt of the email and the number of attachments. The attachments will not be opened until the closing, it is imperative that the *proponent* confirm the content before sending.

1.6.1.5 Late submissions will not be opened and will be returned to the sender.

1.6.1.6 Submissions that are missing information will be deemed incomplete and not accepted.

1.6.1.7 Due to the capacity of received emails, the submission, including all attachments, may not exceed 25 megabytes. If the capacity is going to be exceeded, the *proponent* may wish to send documents in separate emails clearly noted.

1.6.2 Proposals to be Received on Time

Notwithstanding any other provision in this RFQ Document, proposals submitted after the closing time will not be considered. Emailed submissions received after the deadline will not be opened. In the event of a time dispute the time stamp on the North East School Division No. 200 email server will govern. Emailed proposals that are missing information will be deemed incomplete and not accepted. The *Proponent* assumes all responsibility that the emailed submission will be received prior to the deadline. Email confirmation will be provided upon receipt.

1.6.3 Amendment of Proposals

Proponents may amend their proposals prior to the Submission Deadline in the same manner as the original submission, clearly marked RFQ title and number. Amendments to a proposal submitted prior to the submission deadline should only refer to the relevant part or parts of the previously submitted proposal which are to be amended and should not be a re-submission of the entire proposal. Any amendment should clearly indicate which part of the proposal the amendment is intended to amend or replace.

1.6.4 Withdrawal of Proposals

Proponents may withdraw their proposals prior to the Submission Deadline. To withdraw a proposal, a notice of withdrawal must be received by the RFQ Contact prior to the Submission Deadline and must be signed by an authorized representative of the *proponent*. The NESD is under no obligation to return withdrawn proposals.

[End Part 1]

PART 2 – EVALUATION OF PROPOSALS

2.1 Stages of Evaluation

The NESD will conduct the evaluation of proposals in the following stages:

2.1.1 No Amendment to Forms

Other than inserting the information requested on the mandatory submission forms set out in the RFQ, a proponent may not make any changes to any of the forms. Any proposal containing any such changes, whether on the face of the form or elsewhere in the proposal, may be disqualified.

2.1.2 Submission Form (Appendix D)

Each proposal **must** include a Submission Form or a document containing the information requested by the Submission Form, completed and signed by an authorized representative of the proponent.

2.2 Stage I Written Proposal/Pricing

Stage I will consist of individual evaluation of each proposal by the evaluation committee. Proposals will be scored based on the extent to which the proponent meets the requirements and considerations specified in this RFQ.

2.3 Stage II Presentations

In Stage II short listed proponents will be asked to provide a presentation about their proposed solution and service offerings.

2.4 Stage III Reference Checks

This stage of the evaluation consists of members of the evaluation committee conducting reference checks for each proponent and, if applicable, its partners, resources, or contractors.

2.5 Selection of Highest Scoring Proponent

Subject to the reserved rights of the NESD, the proponent with the highest totaled score will be selected to enter into an Agreement in accordance with **Part 3**.

[End Part 2]

PART 3 – TERMS AND CONDITIONS OF THE RFQ PROCESS

3.1 General Information and Instructions

3.1.1 RFQ Incorporated into Proposal

All the provisions of this RFQ are deemed to be accepted by each proponent and incorporated into each proponent's proposal. A proponent who submits conditions, options, variations, or contingent statements inconsistent with the terms set out in this RFQ, either as part of its proposal or after receiving notice of selection, may be disqualified. If a proponent is not disqualified despite such changes or qualifications, the provisions of this RFQ, will prevail over any such changes or qualifications in the proposal.

3.1.2 Proponents to Follow Instructions

Proponents should structure their proposals in accordance with the instructions in this RFQ. Where information is requested in this RFQ, any response made in a proposal should reference the applicable section numbers of this RFQ.

3.1.3 Proposals in English

All proposals are to be in English only.

3.1.4 Right to Negotiate

Should the NESD in its sole discretion, not receive any Proposal satisfactory to the NESD, the NESD reserves the right to negotiate a contract for all or part of the services with any one (1) or more of the Proponents without becoming obligated to offer to negotiate with all Proponents.

3.1.5 No Incorporation by Reference

The entire content of the proponent's proposal should be submitted in a fixed form, and the content of websites or other external documents referred to in the proponent's proposal but not attached will not be considered to form part of its proposal. If proponents wish to reference websites or external documents, they should obtain the approval of the RFQ Contact prior to the Submission Date. Proponents are responsible for ensuring that all external content that is referenced is accurate and are to provide notice to the NESD of any changes that may arise after submission. the NESD may, at any time, require a proponent to provide a hard copy of some or all of the external content referenced.

3.1.6 References and Past Performance

In the evaluation process, the NESD may consider information provided by the proponent's references and may also consider information independently obtained by the Board about the proponent or its proposal in the course of the Board's own due diligence, including any previous dealings or experience, if any, with a proponent. The Board may contact any of the proponent's customers who the Board believes may be able to provide information about the proponent that would be pertinent to this RFQ.

3.1.7 Information in RFQ Only an Estimate

The NESD makes no representation, warranty, or guarantee as to the accuracy of the information contained in this RFQ or issued by way of addenda. Any quantities shown or data contained in this RFQ or provided by way of addenda are estimates only and are for the sole purpose of indicating to proponents the general scale and scope of the Deliverables. It is the proponent's responsibility to obtain all the information necessary to prepare a proposal in response to this RFQ.

3.1.8 Proponents to Bear Their Own Costs

The proponent will bear all costs associated with or incurred in the preparation and presentation of its proposal, including, if applicable, costs incurred for presentations.

3.1.9 Proposals to be Retained by the NESD

The NESD will not return the proposal, or any accompanying documentation submitted by a proponent.

3.1.10 Trade Agreements

Proponents should note that procurements falling within the scope of Chapter 5 of the *Canadian Free Trade Agreement (CFTA)* and/or the *New West Partnership Trade Agreement (NWPTA)* and/or the Agreement on Government Procurement are subject to those trade agreements, but that the rights and obligations of the parties shall be governed by the specific terms of this RFQ.

3.1.11 No Guarantee of Volume of Work or Exclusivity of Contract

The NESD makes no guarantee of the value or volume of work to be assigned to the successful proponent. The agreement will not be an exclusive contract for the provision of the described Deliverables. The NESD may contract with others for goods and services the same as or similar to the Deliverables or may obtain such goods and services internally.

3.2 Communication after Issuance of RFQ

3.2.1 Proponents to Review RFQ

Proponents should promptly examine all of the documents comprising this RFQ and should direct questions or seek additional information **in writing by email** to the RFQ Contact on or before the Deadline for Questions. No such communications are to be directed to anyone other than the RFQ Contact. The NESD is under no obligation to provide additional information, and the NESD is not responsible for any information provided by or obtained from any source other than the RFQ Contact. It is the responsibility of the proponent to seek clarification from the RFQ Contact on any matter it considers to be unclear. The NESD is not responsible for any misunderstanding on the part of the proponent concerning this RFQ or its process.

3.2.2 All New Information to Proponents by Way of Addenda

This RFQ may be amended only by addendum in accordance with this section. If the NESD, for any reason, determines that it is necessary to provide additional information relating to this RFQ, such information will be communicated to all proponents by addendum. Any information obtained in a method other than an addendum should not be relied upon. Only those proponents who have submitted a completed **Appendix A – Receipt Confirmation** will receive addendum notification.

Each addendum forms an integral part of this RFQ and may contain important information, including significant changes to this RFQ. Proponents are responsible for obtaining all addenda issued by the NESD.

3.2.3 Post-Deadline Addenda and Extension of Submission Deadline

If the NESD determines that it is necessary to issue an addendum after the Deadline for issuing Addenda, the NESD may extend the Submission Deadline for a reasonable period. Notification of changes will be provided to proponents who have completed **Appendix A – Receipt Confirmation**.

3.2.4 Verify, Clarify and Supplement

When evaluating proposals, the NESD may request further information from the proponent or third parties to verify, clarify or supplement the information provided in the proponent's proposal, including but not limited to clarification with respect to whether a proposal meets the mandatory requirements set out in **Appendix B - RFQ Particulars**. The NESD may revisit and re-evaluate the proponent's response or ranking based on any such information.

3.2.5 Time Disputes

In the event of a dispute regarding time, North East School Division No. 200's time clock will govern.

3.3 Notification and Debriefing

3.3.1 Selection of Proponent and Execution of Agreement

Notice of selection by the NESD to the selected proponent shall be in writing. The selected proponent must satisfy any applicable conditions of award set out in this RFQ within 10 calendar days of notice of selection. This provision is solely for the benefit of the NESD and may be waived by the NESD in its sole and absolute discretion. If a selected proponent fails to satisfy any applicable conditions of award, the NESD may, without incurring any liability, proceed with the selection of another proponent and pursue all remedies available to the NESD.

3.3.2 Failure to Enter into Agreement

Upon the award, which may be evidenced by the issuance of a purchase order or signed agreement, the successful proponent will commence performance of the contract in accordance with the NESD's instructions and provide the deliverables in accordance with the terms of the Agreement. If the successful proponent fails to commence performance of the awarded contract, the NESD may, without incurring any liability, proceed with the selection of another proponent and pursue all remedies available to the NESD.

3.3.3 Notification to Other Proponents

Once the agreement is in place between the NESD and a proponent, the other proponents will be notified of the outcome of the procurement process.

3.3.4 Debriefing

Proponents who submitted a proposal may request a debriefing after receipt of a notification of the outcome of the procurement process. All requests must be in writing to the RFQ Contact and must be made within thirty (30) calendar days of notification. The intent of the debriefing information session is to aid the proponent in presenting a better proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process or its outcome.

3.4 Conflict of Interest and Prohibited Conduct

3.4.1 Conflict of Interest

The NESD may disqualify a proponent or take any other action it deems appropriate in its sole discretion, for any conduct, situation, or circumstances, determined by the NESD, in its sole and absolute discretion, to constitute a Conflict of Interest.

For the purposes of this RFQ, "Conflict of Interest" includes any situation or circumstance where, in relation to a NESD procurement competition, a participating proponent has an unfair advantage, a perception of an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including:

- (a) having, or having access to, information in the preparation of its proposal that is not available to other proponents, but such does not include information a proponent may have obtained in the past performance of a contract with a public entity, including the NESD, that is not related to the creation, implementation or evaluation of this or a related procurement competition;
- (b) communicating with any person with a view to influencing preferred treatment in this procurement competition (including but not limited to the lobbying of decision makers involved in this procurement competition); or
- (c) engaging in conduct that compromises, or could be seen to compromise, the integrity of the open and competitive procurement competition or renders that competition non-competitive, less competitive, or unfair.

- (d) proponents are to fully disclose, in writing to the public entity on or before the Submission Date, the circumstances of any actual or potential Conflict of Interest, as well as what could be perceived as a Conflict of Interest if the proponent were to become a contracting party pursuant to the RFQ. The NESD will review all disclosures made by proponents under this provision and take such steps as it, in its sole discretion, deems necessary to address any Conflict of Interest, which may include requiring the proponent to take action to address and remedy the Conflict of Interest to the satisfaction of the NESD or disqualifying the proponent from further participation;

You represent that neither you, your principals, officers nor employees have any knowledge of any actual, potential, or perceived Conflict of Interest, and you agree that failure to disclose any actual, potential or perceived Conflicts of Interest may, at the sole discretion of the NESD, render any contract that may result from this procurement competition null and void, and entitle the NESD to terminate the contract immediately and recover any and all of the contract price.

3.4.2 Prohibited Proponent Communications

Proponents shall not engage in any communications that could constitute a Conflict of Interest.

3.4.3 Proponent Not to Communicate with Media

Proponents should not at any time directly or indirectly communicate with the media in relation to this RFQ or any agreement entered into pursuant to this RFQ without first obtaining the written permission of the RFQ Contact.

3.4.4 No Lobbying

Proponents should not, in relation to this RFQ or the evaluation and selection process, engage directly or indirectly in any form of political or other lobbying whatsoever to influence the selection of the successful proponent(s).

3.4.5 Illegal or Unethical Conduct

Proponents are not to engage in any illegal business practices, including activities such as bid-rigging, price-fixing, bribery, fraud, coercion, or collusion. Proponents are not to engage in any unethical conduct, including lobbying, as described above, or other inappropriate communications; offering gifts to any employees, officers, agents, elected or appointed officials or other representatives of the Board; deceitfulness; submitting proposals containing misrepresentations or other misleading or inaccurate information; or any other conduct that compromises or may be seen to compromise the competitive process provided for in this RFQ.

3.4.6 Past Performance or Past Conduct

The NESD may prohibit a proponent from participating in this or future procurement processes based on past performance or based on inappropriate conduct in a prior procurement process, including but not limited to the following:

- (a) illegal or unethical conduct as described above;
- (b) the refusal of the proponent to honour its submitted pricing or other commitments; or
- (c) any conduct, situation or circumstance determined by the NESD, in its sole and absolute discretion, to have constituted an undisclosed Conflict of Interest.

3.5 Confidential Information

3.5.1 Confidential Information of the NESD

All information provided by or obtained from the NESD in any form in connection with this RFQ either before or after the issuance of this RFQ

- (a) is the sole property of the NESD and must be treated as confidential;
- (b) is not to be used for any purpose other than replying to this RFQ and the performance of any subsequent contract for the deliverables;
- (c) must not be disclosed without prior written authorization from the NESD; and

(d) shall be returned by the proponent to the NESD immediately upon the request of the NESD.

3.5.2 Confidential Information of Proponent

Proposals will be accepted in confidence, as they may contain financial, commercial, scientific, technical and/or labour relations information, except as may be otherwise provided herein. The confidentiality of such information will be maintained by the NESD, except as otherwise required by law or by order of a court or tribunal, or by regulatory order of the Government of Saskatchewan, including but not limited to, the Crown Investment Corporation of Saskatchewan and other agencies or ministries of government including its boards, commissions, or panels. Proponents are particularly advised that the NESD is a Local Authority within the meaning of *The Local Authority Freedom of Information and Protection of Privacy Act (Saskatchewan)*. The proponent may review this Act (which may be obtained at www.qp.gov.sk.ca) and is responsible for indicating documents which the proponent wishes to remain confidential under this Act.

Proponents are advised that their proposals will, as necessary, be disclosed, on a confidential basis, to advisers retained by the NESD, to advise or assist with the RFQ process, including the evaluation of proposals. If a proponent has any questions about the collection and use of personal information pursuant to this RFQ, questions are to be submitted to the RFQ Contact.

3.6 Reserved Rights, Limitation of Liability and Governing Law

3.6.1 Reserved Rights of the NESD

The NESD reserves the right pursuant to this RFQ to:

- (a) Make public the names of any or all proponents;
- (b) Request written clarification or the submission of supplementary written information in relation to the clarification request from any proponent and incorporate a proponent's response to that request for clarification into the proponent's proposal;
- (c) Assess a proponent's proposal on the basis of
 - (i) A financial analysis determining the actual cost of the proposal when considering factors including quality, service, price and transition costs arising from the replacement of existing goods, services, practices, methodologies and infrastructure (howsoever originally established);
 - (ii) Information provided by references;
 - (iii) The proponent's past performance on previous contracts with the NESD;
 - (iv) The information provided by a proponent pursuant to the Board exercising its clarification rights under this RFQ process; or
 - (v) Other relevant information that arises during this RFQ process;
- (d) Waive formalities and accept proposals that substantially comply with the requirements of this RFQ;
- (e) Verify with any proponent or with a third party any information set out in a proposal;
- (f) Check references other than those provided by any proponent;
- (g) Disqualify any proponent whose proposal contains misrepresentations or any other inaccurate or misleading information;
- (h) Disqualify any proponent or the proposal of any proponent who has engaged in conduct prohibited by this RFQ;
- (i) Make changes, including substantial changes, to this RFQ provided that those changes are issued by way of addendum in the manner set out in this RFQ;
- (j) Select a proponent other than the proponent whose proposal reflects the lowest cost to the NESD;
- (k) Cancel this RFQ process at any stage;
- (l) Cancel this RFQ process at any stage and issue a new RFQ for the same or similar deliverables;
- (m) Accept any proposal in whole or in part; or
- (n) Reject any or all proposals;

and these reserved rights are in addition to any other express rights or any other rights that may be implied in the circumstances.

3.6.2 Limitation of Liability

By submitting a proposal, each proponent agrees that

- (a) Neither the NESD nor any of its employees, officers, agents, elected or appointed officials, advisors or representatives will be liable, under any circumstances, for any claim arising out of this proposal process including but not limited to costs of preparation of the proposal, loss of profits, loss of opportunity or for any other claim; and
- (b) The proponent waives any claim for any compensation of any kind whatsoever, including claims for costs of preparation of the proposal, loss of profit or loss of opportunity by reason of the NESD's decision to not accept the proposal submitted by the proponent, to enter into an agreement with any other proponent or to cancel this proposal process, and the proponent shall be deemed to have agreed to waive such right or claim.

3.6.3 Governing Law and Interpretation

These Terms and Conditions of the RFQ Process (**Part 3**)

- (a) Are intended to be interpreted broadly and independently (with no particular provision intended to limit the scope of any other provision);
- (b) Are non-exhaustive and shall not be construed as intending to limit the pre-existing rights of the NESD; and
- (c) Are to be governed by and construed in accordance with the laws of the Province of Saskatchewan and the federal laws of Canada applicable therein.

[End Part 3]

APPENDIX A – RECEIPT CONFIRMATION

RFQNESD2310-002

Communication Consultant Services

**Please complete this form
and email IMMEDIATELY to:**

North East School Division No. 200
PO Box 6000, 402 Main St, Melfort, SK S0E 1A0
Attention: Stacy Lair, Director of Education
Email: divisionoffice@nesd.ca

Failure to return this form will result in a termination of communication regarding this *RFQ*.

COMPANY NAME: _____

(Please print)

ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

CONTACT PERSON: _____

(Salutation / First Name / Last Name)

PHONE NO: _____ FAX NO: _____

EMAIL ADDRESS: _____

I have received a copy of the above noted *RFQ*.

Yes, I will be responding to this *RFQ*. I also authorize *NESD* to send further correspondence that it deems to be of an urgent nature by the following method:

Email

No, I will not be responding to this *RFQ*. I understand that if I do not submit a *Proposal*, this will not affect our company's status as a potential Proponent to *NESD* in the future. I also understand that if I do not return this form, our company will not receive any further notices with regard to this *RFQ*.

NON-DISCLOSURE AGREEMENT

The content of this *RFQ* is regarded as proprietary to *NESD* and the *Proponent*. This *RFQ*, any subsequent *Contract* and all pertinent information, are deemed confidential and may not be disclosed to any third party without the prior written permission of both parties.

SIGNATURE: _____

TITLE: _____ DATE: _____

APPENDIX B – RFQ PARTICULARS

Background

The Board of Education of the North East School Division No. 200 is a publicly funded rural school division with 21 schools located in 12 communities. The School Division operates under the authority of *The Education Act, 1995* of Saskatchewan, and is funded by the Province of Saskatchewan. We are located in north east Saskatchewan and encompass approximately 11,000 square kilometers spanning a geographic area from Naicam in the south, Smeaton in the north, Hudson Bay in the east and Melfort in the west. We serve more than 4,800 students and employ approximately 1,000 professional and support staff.

Scope of Work

Guided by the Division's vision, mission, values, and strategic imperative, the Communications Consultant will assist the Director in developing internal and external messaging for the NESD. The Consultant will play a lead role to ensure communications are influential, informative, accessible, and promoted to staff, volunteers, families, and stakeholders.

There is flexibility for this work to be done on-site in Melfort or virtually.

Proponent Responsibilities:

- The successful proponent will be required to:
 - Develop a strategic internal and external communication plan including considerations relating to issues and reputation management, visual identification, employee media, public relations, and promotions.
 - Create communication regarding significant initiatives and events of the school division and North East schools.
 - Recommend strategies for the management and maintenance of the organization's website and social media channels.
 - Collaborate with cross-functional teams to ensure current and proposed communication efforts are aligned with the values and imperatives of the North East School Division.
 - Create and edit various forms of content, including press releases, social media posts, and presentations.
 - Monitor media coverage and provide insights to division the leadership teams monthly regarding key trends and issues.
 - Conduct a public opinion and attitude survey to identify the interest and concerns of key stakeholders.

Other Information to be Provided

Experience and Qualifications

- Proven experience in communications, public relations, and marketing.
- Proficient use of traditional and digital media tactics.
- Respond clearly as to how the requirements set out in the Scope of Work will be met.

References

- Please provide three (3) references. See **Appendix F References**.

Timeframe

- The proponent will provide hours on a contract basis as agreed upon by both parties;
- The contract term will go until – August 31, 2024, and cover up to 400 billable hours.

Proponent Presentations

Shortlisted proponents will be requested to engage in a conference call / short presentation to a limited evaluation committee.

Evaluation Criteria

Proposals will be evaluated by an Evaluation Team comprised of a minimum of two (2) members of the executive team.

It is the intent of the NESD to select the most effective proposal that meets the requirements and provides the best overall value to the NESD. The NESD may or may not conduct discussions, request further information or clarifications, with selected proponents on the content of their proposal without becoming obligated to clarify or seek further information from any or all other proponents. However, proponents are cautioned that any request for clarifications will not be an opportunity either to correct errors or to change their proposals in any substantive manner.

As part of the evaluation, the NESD reserves the right to request additional information, ask for a demonstration (web or in person at Melfort, SK), conduct conference calls to review the response, or take any other action necessary to perform a thorough and objective evaluation of each proponent’s response. This evaluation includes, but is not limited to conducting reference checks and reviewing any other information about the proponent and its solution (e.g., performance, viability, technology, mergers and acquisitions, organizational changes, litigation, industry analyses, etc.)

The NESD reserves the right, at any stage of the evaluation, to determine the number of short-listed proposals.

Any proposal ranked lowest in any of the evaluation stages or in the evaluation, components within each stage may be rejected.

Proponents are evaluated based on a point system that will take into consideration the following criteria:

Stage I Written Proposal Evaluation

This stage of the evaluation consists of individual evaluation of each proposal by the evaluation committee. Proposals will be scored based on the extent to which the proponent meets the requirements and considerations specified in this RFQ.

Stage I -Written Proposal	Available Score
Company Details – proposal requirements, experience, and qualifications of the proponent	50
Cost (proposed rate) – points will be determined by the following formula <i>lowest price ÷ proponent's price × weighting = proponent's pricing points</i>	50
Available Points	100

Stage II Presentations

Short listed proponents may be asked to provide a presentation about their service offerings.

Stage II – Presentations	Available Score
Available Points (Stage II)	100

The presentation should be based on the content provided in the proposal and should be delivered by the resources directly involved in the performance of the required services. In addition, the NESD may provide a list of specific areas to be covered to provide clarification.

The proponent may not alter the content of their proposal during the presentation or provide any additional material. The evaluation committee members may ask questions about the contents of the proposal or presentation for clarification purposes. Clarifications made by the proponent during this stage of the evaluation become part of the proponent’s proposal and may be included in the resulting contract, should one be awarded.

Stage III Reference Checks

This stage of the evaluation consists of members of the evaluation committee conducting reference checks for each proponent and, if applicable, its partners, resources, or contractors.

Stage III - References	Available Score
Available Points (Stage III)	50

Typically, the NESD conducts one (1) to three (3) reference checks on any proponents, which are short-listed to this point in the evaluation process. Evaluation committee members will conduct and score each of the reference checks individually and, at the conclusion of the reference check, come to consensus on the score. Each reference check conducted will carry equal weighting.

The NESD reserves the right to contact any of the proponent’s customers who the NESD believes may be able to provide information about the proponent that would be pertinent to this competition. The NESD reserves the right to conduct reference checks at any time during the competition process.

Total Scoring	Available Score
Stage 1: Written Proposal Evaluation	100
Stage 2: Presentations	100
Stage 3: Reference Checks	50
Available Points (Total Scoring)	250

The proponent agrees that the decision of the evaluation team will be final. Proponents acknowledge and understand that the evaluation team is not obligated to seek clarification concerning proposals. Decisions to request clarifications or to conduct presentations are at the sole discretion of the evaluation team.

Recommendation of award will be based on best value. Best value will be determined by combining the scores of the written proposal, interviews and presentation and reference checks.

APPENDIX C – PRICING SUBMISSION FORM

Request for Quote #RFQNESD2310-002 Communications Consultant

PROPONENT:

Legal Name _____

Address _____

City _____ Province ____ Postal Code _____ GST No. _____

Having examined the RFQ documents and addenda No. ____ to No. ____ inclusive, and having completed the specification details below, we hereby offer to enter into a contract to provide the services required by these documents.

PRICING

The cost proposal should include a pricing structure for the RFQ Particulars outlined in **Appendix B - RFQ Particulars**. Included with the body of the proposal, the proponent should disclose all assumptions bearing on the fee quoted.

Communications Consultant – Daily Rate \$_____

I hereby declare that:

- I agree to supply the services requested in this RFQ.
- No person, firm or corporation other than the undersigned has any interest in the bid or the proposed contract for which the bid is made.
- The proposal is open to acceptance for a period of sixty (60) days from the date of the proposal submission deadline.

SIGNATURES:

Signed and submitted for and on behalf of:

Name of Proponent

Signature of Proponent

Name & Title of Person Authorized

Witness

Date

APPENDIX D – SUBMISSION FORM

Proponent Information

Please fill out the following form, naming one person to be the proponent's contact for the RFQ process and for any clarifications or communication that might be necessary.	
Full Legal Name of Proponent:	
Any Other Relevant Name under which Proponent Carries on Business:	
Street Address:	
City, Province/State:	
Postal Code:	
Phone Number:	
Company Website (if any):	
Proponent Contact Name and Title:	
Proponent Contact Phone:	
Proponent Contact Email:	

The proponent acknowledges the *RFQ* process will be governed by the terms and conditions of the *RFQ*, and that, among other things, such terms and conditions confirm that this procurement process does not constitute a formal, legally binding bidding process (and for greater certainty, does not give rise to a Contract), and that no legal relationship or obligation regarding the procurement of any good or service will be created between the *NESD* and the proponent unless and until the *NESD* and the proponent execute a written agreement for the deliverables.

Signature of Proponent Representative

Title of Proponent Representative

Name of Proponent Representative

Date

APPENDIX E – PROPOSAL RESPONSE FORMAT

1. Title Page

This first page should include the project title, closing date and time. Included on this page should be the proponent's contact information as follows:

- Legal company name:
- Business Name Registration Number:
- Company Address:
- Contact name:
- Contact phone number:
- Contact fax number:
- Contact e-mail address:

2. Table of Contents

A listing of the proposal contents with reference to the appropriate page number.

3. Letter of Introduction

The letter of introduction signed by an official authorized to negotiate, make commitments and provide clarifications with respect to the proposal on behalf of the proponent. The letter should include a brief summary of the proponent's experience providing communication services, accompanied by client references. The letter should also include the names of the individuals who would be assigned to the project, including a brief description of their credentials and experience with an emphasis on recruitment related to education institutions.

4. Acceptance of Terms and Conditions (See Part 3)

Any deviations or exceptions to the terms and conditions in this RFQ document should be fully described. Any proposal that contains conditions that are contrary to, or inconsistent with, the RFQ document may be rejected at the discretion of the NESD.

5. Executive Summary

Provide a summary of the key features of your proposal.

6. Proponent Experience

Provide a brief explanation of your company including:

- Length of time in business;
- Location of head office and any sub-offices;
- Knowledge of Canadian education sector governance and strategic and operational planning practices;
- Expert knowledge of best practices in communications applicable to the PreK-12 education sector; and
- Experience (within the last five years) in similar projects dealing in the PreK-12 education sector.

Note: To validate the experience of the proponent, the proponent is required to provide three (3) references. Refer to **Appendix F References**.

7. Proposed Approach

Provide a detailed description of your proposed approach to meet the requirements as stated in **Appendix B RFQ Particulars Section B Scope of Work**.

The description should include your understanding of the project requirements, outline any creative alternatives, opportunities or innovations that may be beneficial to the project. In addition, provide any relevant elements of best practices that have not been identified in this RFQ that should be incorporated.

8. Project Work Plan

Provide a detailed work plan that includes:

- The methods and framework for structuring the work;
- The estimated start and end dates for each task or phase of the project;
- An indication of the deliverables and milestone dates associated with each task or phase;
- An indication of the resource allocation for each task or phase;
- The method of project monitoring and reporting that will be provided;
- An indication of the expectations and support required from the Board.

9. Proposed Staffing Resources

For each proposed resource, provide the following information:

- Name, location and role;
- Expertise/experience and strengths relevant to the area(s) to which the proposed resource will be assigned;
- Details as to where, when and how the stated knowledge and experience were obtained;
- Summary/demonstration of knowledge of Canadian PreK-12 education sector communication practices; and
- Summary of relevant assignment(s) and responsibilities for the past twelve (12) months and an explanation of how they are relevant to this.

10. Proposal Costs

Complete **Appendix C Pricing Submission**.

APPENDIX F – REFERENCES

Reference 1	
Client Business Name:	
Nature of Business:	
Scope of Work:	
Contact Name:	
Position:	
Telephone Number:	
Email Address:	
Reference 2	
Client Business Name:	
Nature of Business:	
Scope of Work:	
Contact Name:	
Position:	
Telephone Number:	
Email Address:	
Reference 3	
Client Business Name:	
Nature of Business:	
Scope of Work:	
Contact Name:	
Position:	
Telephone Number:	
Email Address:	