RFP - TBAISD Brand

Introduction to the Traverse Bay Area Intermediate School District
Traverse Bay Area Intermediate School District (TBAISD) serves public school districts, public school academies, and private and parochial schools in five northwestern Michigan counties:
- Antrim
- Benzie
- Grand Traverse
- Kalkaska
- Leelanau

In Michigan, there are 56 state organizations that act as intermediaries between the Michigan Department of Education and local school districts in a defined geographic area. The organizations are commonly referred to as intermediate school districts (ISDs), regional education service agencies (RESAs), or education service districts (ESDs). They partner and support local school districts in providing education programs and services. Together, the ISD and its school districts determine the services needed to improve student learning, serve varying student needs, develop teachers’ expertise, and maximize services and resources on a regional scale.

The top priority of TBAISD is to provide meaningful educational support through a variety of programs and services designed to enable student growth and achievement, help school districts meet state and federal legislative mandates, and enrich school programs throughout the five-county service area. TBAISD contributes to community engagement by strengthening education systems and partnerships to ensure every learner has a pathway to a meaningful life.

TBAISD services available to school districts and students
- Special education services
- Career and technical education services
- Early childhood services
- Instructional services
- Professional development
- Adult education
- Business & human resources services
- Technology services

www.tbaisd.org
TBAISD Strategic Plan

In 2019, TBAISD administration with the support of its board of education conducted employee, student, parent and community focus groups to learn more about the organization’s perceived strengths and challenges. Amongst its challenges was lack of cohesive brand understanding amongst all focus group segments.

As a result of this research, TBAISD developed a new strategic plan for 2019-2022 which includes a goal to develop a refreshed brand that will build common understanding of TBAISD’s work.

The strategic planning process also produced the following statements:

TBAISD Vision: Partnering to serve, learn and lead to ensure every learner will have pathways to a meaningful life

TBAISD Mission: Working together to develop learners with purpose, strong schools, and engaged communities

TBAISD Values:
  ● Students/Learners First - we prioritize the needs of all learners
  ● Relationships - we recognize the power of collaboration
  ● Integrity - we operate in a transparent, fair, honest manner
  ● Listening - we honor varying perspectives
  ● Service - we respond to the needs of our learning community
  ● Diversity - we embrace the unique gifts of all
  ● Equity - we strive to meet the varying needs of all
  ● Empathy - we seek to understand
  ● Excellence - we aim to provide the highest quality of service and support

Strategic Key Words: Serving Achieving Inspiring Learning

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Project Overview

In light of TBAISD’s new leadership team and new strategic plan, there is a renewed commitment to enhance and clarify the TBAISD brand and its collaborative relationship to local school districts. Strategic planning focus group sessions revealed significant confusion amongst internal and external audiences about the role of TBAISD and a lack of clarity regarding the services it provides in the five-county region.

Local audiences
- School district leadership and staff (20+ public and non-public school districts)
- Students and families (20,000+)
- TBAISD employees (600+)
- Postsecondary education organizations (NMC, Ferris, CMU, MTU etc.)
- Businesses and industry
- Human services agencies
- Economic development organizations

Common misconceptions
- TBAISD is the same as Traverse City Area Public Schools (TCAPS)
- TBAISD is the same as TBA Credit Union
- TBAISD provides limited services to only one or two segments, such as students with disabilities or Career-Tech Center students

Other challenges
- Large, diverse organization with many associated logos, names, acronyms
- Lean budget - responsibility to use tax dollars carefully, frugally, efficiently
- Brand must represent organization’s supportive network in a cohesive way throughout the five-county region

Rebranding goals
- Professional, consistent visual image to represent TBAISD and its sub-brands
- Create a refreshed and clear relationship as a support agency serving local school districts
- Emphasize services provided and partnerships with students, families, educators and schools throughout the 5-county region
- Position as a key regional organization that unites, engages and serves families, students and local schools
- Build clear understanding of lifetime of service to families and children ages pre-birth through 26 years and beyond
- Establish organization as part of the fabric of strong communities and economies
**Project Scope**

- Review of strategic planning focus group qualitative data and survey results
  
  Data provided by TBAISD

- Consultation to rename TBAISD for simplicity and clarity of purpose
  
  TBAISD to identify new name possibilities as a beginning point:
  
  *Bay Area Education Services*
  
  *Traverse Education Services*
  
  *Traverse Area Education Services*
  
  *Education Services of Traverse Bay*

- Consultation to incorporate use of TBAISD sub-brand names while maintaining organizational clarity and simplicity

- Consultation on tagline (if desired and needed)
  
  TBAISD to identify top possibilities

- Redevlop main organization logo with wordmark, taglines and options for cohesive sub-branding system

- Full branding system manual including logo use guidelines, fonts, colors

- Electronic and print design templates for varying ongoing communications needs:
  
  - Letterhead/business cards
  - Flyers (letter, legal, tabloid sizes)
  - Constant Contact newsletters/masthead
  - Social media posts
  - Postcard
  - Banner/table cover
  - Powerpoint presentation
  - Building signage
  - Overview brochure
  - Annual report format
  - Logo application for apparel/gear

- Recommendation on rollout of final branding system

**Budget**

- Itemize fees proposal elements

- Justify variances from budget as necessary
RFP Timeline

- February 24, 2020  
  Request for proposal
- March 20, 2020, 1:00 p.m.  
  Proposal submission deadline and bid reveal
- Week of April 6, 2020  
  Agency interviews
- April 14, 2020  
  Board of Ed review of proposal
- Week of April 20, 2020  
  Work begins
- May 12, 2020  
  Initial concept boards for Board of Ed review
- June 12, 2020  
  Refined concept boards for Board of Ed review
- July 20, 2020  
  Completion of work
- Implementation begins upon completion of logo/brand development

Qualifications

- Demonstrated expertise in quality design of logo and brand systems
- Expertise implementing cohesive brand systems for large organizations
- Familiarity with northwestern Michigan region

Elements of Proposal

- Description of firm and relevant experience
- Description of firm’s creative methodology and process
- Samples of logo and brand systems, including supporting materials
- At least two references for similar work completed
- Project overview and timeline
- Itemized fees for the completion of proposal elements, including explanation of rate structure (flat or hourly)
- Overview of team member(s) experience and credentials

RFP Submission Requirements

*Per TBAISD Board of Education policy, proposal submissions must be received in a sealed envelope that is clearly marked “REBRANDING PROPOSAL” to the address listed below by the deadline date and time.*

RFP Submission Deadline by 1:00 p.m. on Friday, March 20, 2020

Submit to:  
Heather Jewell, Communications Department
TBAISD
1101 Red Drive
Traverse City, MI 49684