

# ***The National Coalition*** ***on*** ***School Diversity***

## **REQUEST FOR PROPOSALS**

### **GRAPHIC DESIGN SERVICES**

**ISSUE DATE: January 4, 2018**

**Response Submission Due Date: January 19, 2018, 5 pm**

The National Coalition on School Diversity (NCSD) is requesting proposals from experienced graphic design artists or design firms to update the design of its print and digital communications.

#### **ABOUT NCSD**

NCSD is a network of national civil rights organizations, university-based research centers and state and local coalitions working to reduce racial and economic isolation in K-12 schools. In coordination with our member organizations and partners across the country, we focus on expanding support for government policies that further school diversity and promote the work of state and local diversity practitioners ([www.school-diversity.org](http://www.school-diversity.org))

The current political climate and changing demographics have reinvigorated the much-needed conversation around diversity. NCSD seeks to be a leader in this conversation, highlighting the important role of racial and economic school diversity in helping to build a more inclusive, civically engaged, and equitable society.

NCSD is currently staffed and supported by the Poverty & Race Research Action Council ([www.prrac.org](http://www.prrac.org)), a civil rights policy organization based in Washington, DC. PRRAC serves as fiscal agent for the coalition and would be responsible for the graphic design services contract.

#### **PROJECT SCOPE**

- Evaluate the organization's print and digital communications to develop a visual strategy that communicates the organization's values, personality, and re-affirms its position as a leader in the school diversity field. Please note that there are no plans to redesign the current logo.
- Update visual identity for printed materials and digital communications, including:
  - Strategic Plan (approx. 10 pages) – DEADLINE: February 2018
  - 8-12 page research briefs (approx. 3 per year) – DEADLINE: February 2018 (first brief)
  - Monthly newsletter template – DEADLINE: February 2018
  - Policy and Field reports (approx. 3 per year) – DEADLINE: TBD
  - Create NCSD Style Guide – DEADLINE: TBD

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## **SELECTION CRITERIA**

- Team Qualifications:
  - Particular attention will be given to creative teams with experience in the non-profit social justice space.
- Quality of Performance History
  - Clear demonstration of effective cost control, work quality, strong collaboration and communication with clients, adherence to schedules, and tight deadlines is essential.

## **SUBMISSION REQUIREMENTS:**

- Cover Letter
  - Letter should provide company information, summary of qualifications, and key team member resumes.
  - Please include which team members have the following responsibilities: (1) project manager and point-of-contact and (2) key personnel outlining specific duties.
- Approach to Scope of Work
  - Describe your approach to successfully complete the scope of work outlined above.
- Portfolio/Work Samples
  - Please provide 3 examples of your best and most illustrative work comparable to this project.
- Company References
  - Please provide the names and contact information for three client references.
- Cost
  - Please provide an itemized cost list for each project.

## **SUBMIT TO:**

Kimberly Hall  
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