

**RFQ 2024-01 Project Management and Communications Contractor to Support the JPS-Hinds Early Learning Collaborative Scoring Rubric**

Each proposal will be evaluated using the selection criteria indicated below.

Maximum points for each criterion are as follows:

<b>Scoring Elements</b>	<b>Points Assigned</b>	<b>Points Earned</b>
<p>Creativity:</p> <p>Demonstrates an overt and implied message in order to persuade the audience to want more information with a high degree of effectiveness. Information is well written with no grammatical errors.</p>	<b>20</b>	
<p>Message and Persuasion:</p> <p>Presentation format for Run of Show, ads, and billboards are clearly aligned with the mission and vision of Jackson Public Schools.</p>	<b>20</b>	
<p>Audience and Purpose:</p> <p>Ads are geared towards an obvious audience and has a very effective purpose.</p>	<b>20</b>	
<p>Design:</p> <p>Provides a very clear and professional overview of the design process as it progressed from the original concept through to the final product.</p> <p>Provides a very clear and thorough discussion explaining why the design is both visually and conceptually effective.</p>	<b>20</b>	
<p>Originality:</p> <p>The project shows originality and provides specific details and innovative strategies to engage target audience. Good use of props or visual aids.</p>	<b>20</b>	
<b>Total Points Scored:</b>		