

South Coast Regional Early Learning Hub

Request for Proposals



BACKGROUND

The South Coast Regional Early Learning (SCREL) Hub is one of 16 early learning hubs across the state of Oregon. From Reedsport to Brookings we support the alignment of services for young children and their families, so they have the resources they need to thrive. We work within and across sectors to promote equity and systems change in our region.

Our vision is a community where:

- The Early Learning System is Aligned, Coordinated, and Family-Centered
- Children are Raised in Healthy, Stable, and Attached Families
- Children Arrive Ready for Kindergarten

Our work is a part of the greater vision established in The Statewide Early Learning System Plan: Raise Up Oregon.

Learn more at: <https://oregonearlylearning.com/raise-up-oregon>

This RFP pertains to the Coordinated Enrollment aspect of SCREL Hub work.

Coordinated enrollment refers to the process of Early Learning Hubs collaborating with partners to coordinate efforts within four areas of work related to enrollment into publicly funded early care and education (ECE):

- Outreach and recruitment
- Selection
- Eligibility determination
- Placement

REQUEST FOR PROPOSAL (RFP)

The primary objective is to effectively partner with one or more contractors to provide professional advertising, marketing, website development and maintenance, and overall communications strategy for Early Learning Programs on the South Coast. The company must be responsive to advertising effectiveness, tracking trends, and nonprofit processes. This RFP will provide marketing and website services for a period of six months to one year.

FUNDING

The SCREL Hub will negotiate a retainer prior to execution of a contract. The balance will be paid monthly upon receipt of an invoice and documentation from contractor, contingent on adequate progress toward goals established through this RFP.

RFP TIMELINE

- RFP release – Wednesday, February 17, 2021
- RFP application deadline – Monday, March 1, 2021
- Notice of awards – Friday, March 5, 2021
- Contract executed – Friday, March 12, 2021
- First meeting with agency team – By Friday, March 19, 2021
- Phase I completion – April 30, 2021
- Phase II completion – June 15, 2021
- Phase III completion date – June 30, 2021*

*extended timeframe allowable for Phase III

PROJECT TIMELINE

Phase I Evaluation and Recommendation

Evaluation

- What are our outreach, advertisement, and website goals?
- How are current outreach and advertising strategies meeting and not meeting these goals?
- What are all of the organizations/services involved in this project?
- How are these services similar and different?
- What are our target populations?
- What are the best strategies for organizations to communicate with these populations?

Recommendations

- What processes and materials can we put in place to meet our goals?
- How do we encourage increased referrals from the community?

- How do we advise people who make referrals on appropriate messaging?
- Where and by what mechanism should we be messaging to families?
- How do we make this a community-based campaign?

Phase II Design and Implementation

Primary Items

- Elevator speech (30-second script about program)
- Development of an overall branding and promotional strategy including
 - Traditional media
 - Social media
 - Print materials
- Development of a website for desktop and mobile use
- User testing of website to ensure accessibility

Collateral Materials

- Detailed brand package including fonts, brand assets, graphic elements and color palettes
- Branding standards and usage guide
- Stationery package: business card template, letterhead, thank you card and envelopes
- Flyer template
- Banner or pop-ups for events
- Branded promotional items

Phase III Evaluation and Maintenance

Contractor will provide recommendation to SCREL Hub Leadership Team regarding:

- Structure and staffing to support and maintain a prolonged media campaign
- Data points to be used to measure success
- Potential future adjustments to strategy, including advertising and website based on data points
- Long term website maintenance needs

APPLICATION

The Application should be 2-4 pages, single-spaced, 12-point font.

I. COVER PAGE

Complete Attachment 1.

II. APPLICANT INFORMATION

Provide your business name, address, email, phone number, and tax identification number. Describe your firm, its history, financial stability and its capabilities to address the goals and deliverables in this proposal. Please note your commitment, if there is one to non-profit agencies along with details if your business identifies as one or more of the following; minority, small business, woman-owned business, veteran-owned business status of proposer or labor surplus firm. Please include any other criteria the entity deems appropriate to the South Coast Regional Early Learning Hub.

III. ORGANIZATIONAL CAPACITY

Complete the table below to indicate main points of contact, roles for members of the project team and references.

	Name and title	Email address	Phone number	References
Project sponsor/ oversight				
Project lead				
Finance				
Other				
Other				

Other				
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IV. EXPERIENCE

Discuss your experience addressing each of the deliverables above. Provide recent digital examples of your work in each area (not included in page count).

V. BUDGET

Provide a detailed budget, including costs for each phase, design for each piece of collateral material, and total cost. Do not include cost of production for collateral pieces.

Appendix A

APPLICATION COVER SHEET

Agency Name

	Name	Email Address	Phone Number
Primary Contact			
Secondary Contact			

Agency Mailing Address	Agency Fiscal Address (if different from mailing)
Agency EIN (Tax ID number)	