



Communications Audit, Review & Research Request for Proposals

ABC Head Start Society (ABC Head Start) is seeking an experienced and qualified consultant to conduct a review and assessment of our current brand, communications programs and practices. The project should include a full communications audit and a research component.

Background

ABC Head Start has been a vibrant part of Edmonton communities for over 30 years.

ABC Head Start began in response to public health nurses identifying a significant number of children whose social and academic development was delayed as a result of having limited financial and other resources. The projects originated in an effort to both remedy gaps in the children's learning experiences and in the parents' parenting skills.

Since that time ABC Head Start has grown from a single location serving 10 children and families to a comprehensive early learning, family support and community program working with over 430 families in 24 classes, at 6 different locations throughout the city of Edmonton.

The organization was named 31 years ago when it offered one lone program, Head Start. Head Start is the name of a specific program of the United States Department of Health and Human Services that provides comprehensive early childhood education, health, nutrition, and parent involvement services to low-income children and their families. The program's services and resources are designed to foster stable family relationships, enhance children's physical and emotional well-being, and establish an environment to develop strong cognitive skills. The transition from preschool to elementary school imposes diverse developmental challenges that include requiring the children to engage successfully with their peers outside of the family network, adjust to the space of a classroom, and meet the expectations the school setting provides.

First launched in the United States in 1965, Head Start was originally conceived as a catch-up summer school program that would teach low-income children in a few weeks what they needed to know to start elementary school.

Today, Edmonton's ABC Head Start has 432 students and runs Summer Start over July and August and is opening an early learning and care centre, 123 Grow!, in September 2017.

For more information, please see the attached Annual Report for 2015-2016.

Latest Initiative

ABC Head Start was recently successful in its grant proposal to operate one of Alberta's 22 pilot Early Learning and Child Care (ELCC) Centres. ABC Head Start's ELCC Centre, 123 Grow! will be a new program opening in September 2017.



123 Grow! will:

- offer \$25 per day fees,
- create new community partnerships,
- provide support for inclusion and diversity for Indigenous, immigrant and refugee children,
- provide access to parenting resources and supports for families; and
- support for vulnerable families

Project Objectives

- measure the value of the organization’s brand, ABC Head Start, and recommend whether or not a name change would benefit the organization and its emerging programs and services;
- conduct an environmental scan focusing on strengths, weaknesses, opportunities and threats
 - As part of the environmental scan, evaluate the current state of the organization’s communications activities, including website and social media;
- conduct research to gather insights from ABC Head Start stakeholders;
- recommend best practices for effectively communicating with stakeholders, including current and future clients;
- offer guidance on how to improve engagement with stakeholders; and,
- provide direction on how to measure communication activities and demonstrate how they are contributing to the organization’s strategic objectives.

Project Timeline

Request for Proposals Issued	Wednesday, June 7, 2017
Proposals Due to ABC Head Start	Monday, June 19, 2017
Selection Process Complete	Friday, June 23, 2017
Consultant Initial Meeting with ABC Head Start Development Manager and Members of Communications and Public Relations Committee	Thursday, July 6, 2017
Interviews of Stakeholders, Review of Communication Tools,	July, August 2017
Draft of Review	September 2017
Final Review Completed and Submitted to ABC Head Start	Friday, September 29, 2017

Budget

The budget for this review, including all expenses and taxes, shall not exceed \$20,000.

Proposal Template

Please include the following information in your proposal:



About Us

This is an introduction of your company and its people. Of particular interest is the who, what, and where but it might be a good idea to create a bit of a narrative to separate yourself from the pack. Talk about your company's history. Tell us your story. The best way to sell yourself in any context is to create a narrative with your proposal that appeals to ABC Head Start.

Our Expertise

Since you are bidding on a particular project, it would be a good idea to highlight the skills that make you valuable above everyone else on the project. Describe your expertise and how those skills apply to specific stages within the project. Open up your portfolio and share other work you have successfully completed that is similar within this project proposal.

Our Bid

This is the most important part of the proposal.

Project Duties

If you would like more details, contact Christi Lein at development@abcheadstart.org. Ask questions. Avoid confusion on the part of the selection committee and delineate how you will reach the objectives of the project. Outline your responsibilities and those of ABC Head Start. Include the deadlines you'll have in order to complete the project. Each party needs to know exactly what it is that they are responsible for in the completion of the project.

Payment

Outline the time frame and payment increments to be made.

Term

The term of this Contract shall last from June 29, 2017 to Friday, September 29, 2017 or the satisfactory completion of the project, as determined solely by ABC Head Start.

Selection Criteria

Role of the Consultant

The successful consultant will be responsible for the following tasks:

1. Provide a plan with timeline for each objective.
2. Conducting these components with input from the Public and Community Relations Committee and ABC Head Start staff within the designated timeframe.
3. Provide necessary staff to conduct interviews and focus group(s).
4. Provide all necessary staff and equipment to conduct the components of the communications review and environmental scan, including, but not limited to, recording capability, transcription, etc. as required.



Selection Criteria and Process

The following are the criteria we will use in the selection process:

- Detailed plan and timeline (including projected costs for each component).
- Potential for excellent working relationship.
- Evidence of high standards in conduct of communication reviews, environmental scans, and report writing.
- Experience working with clients in early child learning, vulnerable and immigrant populations, marketing, branding and social media.
- Demonstration of capacity to engage with and learn from stakeholders functioning in early child and vulnerable and immigrant population-serving organization as well as users of ABC Head Start's programs and services.
- Strong recommendations from references.
- Compliance with deadline.

Submission of Proposals

Please submit your proposals no later than 4 pm, Monday, June 19, 2017 to:

Christi Lein, Development Manager

ABC Head Start

E-Mail: development@abcheadstart.org

Telephone: 780-461-5353 ext. 241