

Mission Statement

The mission of the Alabama Department of Early Childhood Education is to inspire, support, and deliver cohesive, comprehensive systems of high-quality education and care so that all Alabama children thrive and learn.

Departmental Offices

1. Children's Policy Councils
2. Head Start State Collaboration Office
3. Office of School Readiness
4. Office of Family Support
5. Office of Early Childhood Development and Professional Support

Request for Proposal Application

On behalf of the State of Alabama and with designated authority from the Office of the Governor, the Alabama Department of Early Childhood Education (ADECE) applied for the Preschool Development Grant Birth through Five (PDG B-5) through the United States Departments of Health and Human Services and Education on November 2, 2018 and received notice of the federal grant award of \$10.6 million on December 31, 2018. On November 1, 2019 the Department applied for a renewal of the state's PDG B-5. On December 18, 2019 the Department was notified of a \$33 million grant award by the U.S. Department of Health and Human Services and the Department of Education for a renewal of Alabama's PDG B-5 initiative over the next three years.

With the support of a PDG B-5 renewal grant, Alabama will continue longstanding efforts to expand access to high quality early childhood care and education for all children. The renewal grant will build upon the successes of the nationally-recognized First Class Pre-K, First Teacher Home Visiting, and Pre-K – 3rd Grade Integrated Approach to Early Learning (P-3) programs as well as support Alabama's *Born Ready* movement, to inspire and empower every parent and to ensure every child reaches their greatest potential.

The stated purposes of Alabama's PDG B-5 Initiative are:

1. Develop, update, or implement a strategic plan that facilitates collaboration and coordination among existing programs of early childhood care and education in a mixed delivery system across the State;
2. More efficiently use existing Federal, State, local, and non-governmental resources to align and strengthen the delivery of existing programs;
3. Encourage partnerships among the wide range of early childhood education programs and service partners that make up the B-5 Early Childhood State System;
4. Expand parental choice and knowledge about existing programs through *Born Ready*; and
5. Enhance school readiness for children from low-income and disadvantaged families, including during children's transition into elementary school by sharing best practices between and among ECE providers.

The purpose of this RFP is to identify a fully integrated messaging and communications firm to further ADECE messaging and communications goals with *Born Ready*. ADECE intends to enter

into a contract for a period of two years with an option to renew the contract for a total of a three-year grant period.

ADECE is seeking proposals for professional service provider(s) with the primary responsibility for: Implementing a multi-media strategy through *Born Ready* to provide parents the knowledge and understanding of excellence in education for their children. Alabama will maximize parental choice and knowledge about the State's mixed delivery system of existing programs and providers by ensuring that parents are provided information about the variety of early childhood care and education programs for children from birth through Kindergarten, and promoting and increasing involvement by parents and family members, including families of low-income and disadvantaged children, in the development of their children and the transition of those children from an early childhood care and education program into an elementary school and beyond.

Duties and responsibilities include:

1. Implementing and developing a communication strategy to provide parents the knowledge and understanding of choices in their child's early care and education;
2. Analyzing current mindset and creating a communication method for thought transformation;
3. Maintaining and updating the *Born Ready* platform to support parent education curriculum and resources; and
4. Maintaining and updating the *Born Ready* platform for parental action in being their child's most important teacher and as an advocate for excellence in education.

The duration of this contract will be for two years (March 5, 2020 – March 5, 2022) with the option for renewal through December 2022. All services must be provided by the vendor and cannot be subcontracted to a third-party vendor. Invoices will be billed monthly. Inability or refusal to perform duties, responsibilities, and expectations as outlined below will establish grounds for contract termination.

The selected vendor will be required to demonstrate its ability to work in all communications channels – traditional media and digital, paid and nonpaid, and promotions – in addition to providing an effective long-term strategic platform and flawless marketplace execution, all at a competitive cost to ADECE. The estimated time frame for this proposal will start on March 5, 2020 and continue through March 5, 2022.

Reports to: Secretary of Early Childhood Education

Day-to-Day Direction: Senior Director of Early Childhood Education; Director of Family Support; Director of Early Care & Education; and other individuals as designated by Senior Director and/or Secretary of Early Childhood Education

Other internal contacts: Senior Accountant; Staff Accountant; and Government Affairs Manager.

Evaluation Criteria & Award Process

ADECE reserves the right to conduct discussions with any or all respondents, or to make an award of a contract without such discussions based only on evaluation of the written proposals. ADECE reserves the right to contact and interview anyone connected with any past or present projects with which the respondent has been associated. ADECE likewise reserves the right to designate a

review committee to evaluate the proposals according to the criteria set forth under this section. ADECE may make a written determination showing the basis upon which the award was made, and such determination shall be included in the procurement file.

ADECE reserves the right to award this contract in whole or in part depending on what is in the best interest of ADECE with ADECE being the sole judge thereof.

The evaluation factors set forth in this section are described as follows:

Experience (25%)

Creativity (30%)

Strategy (20%)

Cost (25%)

A committee to be chaired by the Director of Family Support will evaluate each properly submitted proposal.

The evaluation committee may invite finalists for interview and/or presentations. Failure to attend a requested interview presentation before the committee may result in a proposal not being considered. It is the agency's expectation that, upon selection, we will develop and agree to an annual scope of work to be delivered by the agency, keeping in mind that ADECE is held to stringent cost-control measures and always seek to be good stewards of the state's resources.

Instructions for Submitting a Proposal

Please email the proposals. With requests for further information, please contact the Alabama Department of Early Childhood Education at **(334) 224-3171**. Transmit proposal via email to **ada.wyhe@ece.alabama.gov**.

Title Page

Instructions: Complete each item. The authorized person must sign and date.

Name:

Address:

City: County: Zip Code

Application Contact Person:

Title:

Telephone Number:

E-mail Address:

Mailing Address:

City: County: Zip Code

Description

Instructions: Please explain, in detail, your efforts in the areas below. This section should be

no more than five pages. For all attachments (excluding application forms), please use single spaced, Times New Roman font, one-inch margins, font size 12.

1. Proficiency in content creation, design and digital marketing strategy, full stack development, and photography and videography;
2. Demonstrated background experience in the work of data collection and analysis, databases, servers, systems engineering, and client management;
3. Knowledge and understanding of the ADECE *Born Ready* movement and Alabama's previous and ongoing PDG B-5 efforts, including Alabama's PDG B-5 needs assessment and strategic plan;
4. At least ten (10) years of experience in the development and implementation of effective messaging, communications, and multi-media strategy for senior-level state and federal government entities; and
5. Ability to meet and exceed expectations for performance, including:

Communication – Copy designated agency contact on all communications and respond to all calls, texts, and emails within 24 hours.

Meetings – Schedule bi-weekly meetings with the ADECE to coordinate efforts and ensure action items are completed according to the determined timeline. If individual(s) cannot attend an in-person meeting, a conference call will take place of the meeting. Confirm all meetings and/or appointments within 24 hours.

Schedule – Work completed during this time will take place during regular business hours of 8:00 AM to 5:00 PM during the workweek Monday – Friday, with the ability to schedule other work time as needed.

Confidentiality – Materials, information, and records furnished to the contractor will be considered property of the ADECE and shall be treated as confidential by the contractor, except such information and materials as may already be public knowledge or established to be in the public domain.

Accountability – Data evaluation and collection as required by federal reporting timelines and federal grant requirements.

Vendor Certifications

***Instructions:* All applicants must place a (√) by each of the following statements and provide the signature of the vendor legally authorized to conduct business within the state of Alabama and to carry out the services described in this RFP.**

1. By submitting a proposal in response to this RFP, the vendor warrants and represents to the Alabama Department of Early Childhood Education (ADECE) that the vendor accepts and agrees with all of the terms and conditions of the RFP. Further, by so submitting, the vendor certifies to the ADECE that it is legally authorized to conduct business within the state of Alabama and to carry out the services described in this RFP.
2. The vendor warrants that neither the vendor nor any of the vendor's trustees, officers, directors, agents, nor employees is a current employee of the ADECE, and none of the said individuals have been employees of the ADECE within a two-year (24 month) period ending with the date of this RFP.

3. The vendor certifies by submission of this proposal and resulting contract that the vendor has not publicly or privately colluded with any other vendor to fix prices or conditions of the proposal.
4. The vendor certifies that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this contract by any Federal department or agency.

Signature of Authorized Vendor

Date

Budget

***Instructions:* Please explain, in detail, your price schedule and information below.**

The following cost estimate is provided to allow ADECE an insight and estimate of the vendor's fee to accomplish a scope of work that closely represents the tasks approved and executed by ADECE.

Digital Services: Includes overall digital marketing and messaging strategy and planning, including a close working relationship with media planning, buying, and stewardship. Digital services also include any necessary redesign and maintenance of BornReady.Org including updating, refinancing, optimizing, creating content and design, content database maintenance and updating, staff training, and management and implementation of all federal and state mandated and industry best practices for digital and website security and accessibility.

Media Supported Messaging: Includes hours only for strategy, research, planning, negotiation, placement, optimization, and reporting stewardship of all paid and donated media, TV, radio, print, outdoor, online, and other vehicles.

1. Each response must provide prices for professional services only; no equipment is to be priced in the proposal.
2. The respondent must be able to work within the ADECE office in Montgomery, as needed, to carry out the services required.

Required Attachments

***Instructions:* Please print, complete, and submit the three (n=3) documents below with your proposal. Proposals without these documents will NOT be reviewed.**

The documents below can be found at www.legislature.state.al.us

(Resources > Joint Interim Committees > Contract Review Permanent Legislative Oversight Committee)

1. Immigration Status Form
2. Vendor Disclosure Statement
3. Certificate of Compliance