



Request for Proposals

*Media-Based Distance Education
For Home-Based and Relative Care
Providers
in Michigan*

Proposals Due By 12:00 Noon (EST)

on August 31, 2010

Project Summary:

The Early Childhood Investment Corporation (ECIC) is responsible for building an early childhood system in Michigan, connecting all the supports and services for young children and families so children are safe, healthy, eager and ready to succeed when they enter school. One of the fundamental components of an early childhood system is child care.

ECIC is working with state and local early childhood partners to improve the quality of child care through the Great Start Child Care Quality Program (GSCCQP). Among the projects of the GSCCQP is ongoing training and professional development for child care providers.

There are multiple types of child care providers in Michigan. Of particular interest for this project is the aide and relative provider population (also known as family, friend and neighbor care.) The fact is that most parents who are subsidized for child care through the Department of Human Service's Child Development and Care Program are aides and relatives. In fact, Michigan has one of the highest rates of subsidized children in aide and relative care in the nation.

Through the GSCCQP, ECIC has established regional resource centers whose role it is to establish relationships with parents and providers in their communities. These centers (RRCs) have a growing understanding of the needs of these providers and parents. One thing is clear; the continuous quality improvement of child care providers requires expansion of opportunities for ongoing learning. Currently there are few to no training opportunities outside of classroom learning.

Through this project, we hope to explore public television as a medium for provider training, parent outreach and other activities that will contribute to improving Michigan's child care system.

Goal:

To produce a body of work that will extend provider curriculum past the classroom through the use of media with particular emphasis on southeast Michigan where the volume of state subsidized child care is greatest.

Scope of Work:

The successful bid will be responsible for the following scope of work:

Gather content from Caregivers and Early Learning Communities

- The goal is to ensure that content is fully aligned with the curriculum taught in Early Learning Communities (ELC) operated by the United Way for Southeastern Michigan. Topics should be gleaned from popular session subjects, collected with input from ECIC, ELC administrators, and filmed with caregiver commentary including footage collected from interviews with caregivers at ELC mass training events.

Produce a distance education form of media

- The media produced in this project should match content from ELC sessions and could be considered a "distance education" version of the ELC curriculum.
- Televised media would connect to ELC classroom curriculum by aiming to reproduce the tone of classroom sessions through being positive, uplifting and easy to execute. Tactical instruction would be interspersed with messaging designed to motivate caregivers to change their behavior to improve the lives of the children in their care.
- The project should include hiring an expert in marketing to disadvantaged audiences to help craft the most effective messaging for the target market. The messaging strategy must also take into account when and where to best target the audience. When constructing program messaging, the aim should be to consider the special concerns of low-literate providers.

- The project should include producing two major categories of content: a long form program combining instructional and motivational messaging and a series of approximately 50 short form child care tips that could be played as vignettes between programs.
- Each vignette would include messaging motivating caregivers to change behaviors, a brief tip or strategy for parents and caregivers with children aged 0 to 5 and a call-to-action that encourages caregivers and parents to seek more training and education.
- The long form content would be a 60 minute program combining motivational messaging with instructional content aiming to motivate parents and caregivers to change their behavior and show that the Michigan caregiver training programs are fun and accessible.

Widely distribute content

- Essential to the project is diverse program distribution to serve diverse audience needs. Distribution should include the following:
 - Broadcast Media - universally available free public media, during adults and kids time slots, public broadcasting stations, placement on key local radio and TV stations either purchased or donated
 - Use in Classes - to visually illustrate content
 - Distributable - DVDs and media for close-circuit channels available to organizations like hospitals, grocery stores and clinics
 - On Demand - relevant websites, phone tip line, coupons, books or other possible incentives

Use broader messaging to supplement educational content

- Develop two media campaigns addressing important related early childhood topics to supplement the media-based caregiver education program.
 - A media blitz targeting the many subsidized providers who have not yet completed their state-mandated training, and who are at risk of losing their subsidies.
 - A broader media campaign designed to increase awareness and knowledge of early childhood topics among the general public and among community leaders.

Measurement of program success

- The project should include hiring an evaluation consultant to determine what data could be used to measure the success of the program and to develop an understanding of how best to use this data to estimate broader program impact. Then, data can be collected throughout the duration of the program and for a short time afterwards and used to produce a final report summarizing the program and its success.

Maintain content for future use

- All content created for this program should have a long life with a variety of possible applications independent of the content's original intended use.

Timeline:

The timeline for completion of this project is **September 30, 2010**.

Schedule:

- 1) The responses to the Request for Proposals (RFP) are due **by 12:00 Noon (EST), August 31, 2010**.
- 2) ECIC will establish a review team and finish the process by **September 3, 2010**.
- 3) Selection of contractor or consultant will occur by **September 3, 2010**.
- 4) Successful bidder will begin immediately with the goal of all deliverables completed by **September 30, 2010**.

Payment Schedules:

The successful bidder will be responsible for deliverables based on timelines in a contract with ECIC for the project. A payment schedule will be developed that will link reimbursement to completion of, or indicators of substantiated progress on deliverables.

Selection Criteria:

Responses to this RFP will be judged, based on the following criteria:

1. The proposal presents a clear and concise description of the work to be undertaken with a credible presentation of how the efforts will achieve the deliverables, outcomes or goals as described in this RFP.
2. The bidder has experience and expertise necessary to conduct the work being proposed.

3. The proposed price is reasonable given the proposed scope of work.
4. The proposed contractor has successfully developed and implemented media-based distance education programs for other organizations.
5. The contractor will bring a name and reputation to the study that will attract support and have cachet with policymakers, early childhood advocates and the business community.

RFP Contents-Submittal Requirements should be organized in the following manner:

1. Summary response to the RFP (1 page, 12 point font, 1" margins, no more than 1.5 inch line spacing).
2. Methodological approach (no more than 10 pages, 12 point font, 1" margins, no more than 1.5 inch line spacing).
3. A statement of organizational capabilities including relevant effort in the past 5 years to indicate appropriate experience and expertise to successfully complete the work as described in this RFP. The statement should include a list of proposed staff and/or contractors including their roles and experience and expertise related to the scope of work to be performed.
4. The financial proposal should include **a line item budget and narrative** as well as the following – A detailed budget breakdown by task that is organized into the following categories below. (Each task should be estimated separately.)
 - Labor costs
 - Other direct costs
 - Meeting costs
 - Materials and reproduction
 - Travel and per diem
 - Data collection and analysis
 - Indirect Costs/administrative overhead

- Presentation materials

General Information

This Request for Proposal (RFP) provides interested bidders with sufficient information to prepare and submit proposals for consideration by the Early Childhood Investment Corporation.

1. Contract Award

Contract award negotiations will be undertaken with those bidders whose proposals, as to price and other factors, show them to be qualified, responsible, and capable of performing the work.

The contract entered into will be that contract most advantageous to ECIC, price and other factors considered. ECIC reserves the right to consider proposals or modifications thereof received at any time before the award is made, if such action is in the best interest of ECIC.

If a contract is awarded, the selected bidder will be required to comply with the General Provisions, which will be a part of the contract.

2. Range of Contract

The contract amount will be in line with the deliverables outlined.

3. Rejection of Proposals

ECIC reserves the right to propose modifications to an applicant's proposed work team. ECIC also reserves the right to reject any and all proposals, call for additional submittals, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interest of ECIC. ECIC may call previous clients of other studies completed by a prospective bidder even if they are not listed as a reference. ECIC reserves the right to negotiate a final project cost with any bidder the ECIC determines to have the best experience and expertise to successfully deliver the products described in this RFP. The RFP may be modified or canceled at any time prior to contracts being awarded.

4. Incurring Costs

The ECIC is not liable for any cost incurred by the Contractors prior to issuance of a contract.

5. All submissions must be in an 8 1/2" X 11" format.
6. Inquiries
Questions that arise as a result of this RFP must be submitted via email to jsamelson@ecic4kids.org before August 29, 2010.

Deliver 2 copies no later than 12:00 Noon (EST) August 31, 2010 to the attention of:

**Judy Samelson
Chief Executive Officer
Early Childhood Investment Corporation
112 E. Allegan St., Suite 800
Lansing, Michigan 48933**