

Rebranding and Outreach RFP Responses to Inquiries

Rebranding

Q: What key messages does ELCMC wish to convey with its new brand?

A: The rebranding should clearly convey the Coalition supports early childhood education, especially the needs of children birth to five.

Q: How will ELCMC measure the success of the rebranding project? Are there specific indicators or outcomes you're hoping to achieve?

A: Through the rebranding process, the Coalition hopes to achieve:

- Updated and streamlined messaging
- Appeal to a more focused audience segment
- Brand consistency

While we understand that measuring the overall success of the rebranding will extend beyond the scope of this project, we will look to the Contractor to assist in establishing realistic and measurable short-term outcomes. We anticipate this would include having our new target audience demographic reflected in views and clicks. Additionally, we expect web conversion goals to be established and will use those to measure success.

Q: Are there any perceptions or misconceptions you're aiming to change through this rebranding?

A: There are misconceptions that we are a child care center. Beyond that, in prior years the Coalition strived to be a one-stop shop for families with children under 13 years of age. Given the decline in Marion County's Kindergarten Readiness Rate, we are pivoting our focus to children birth to five and helping families prepare them for success in school, with a hyperfocus on high-need families.

Q: Could you provide examples of the sub-brands you're looking to incorporate and any specific challenges you've faced in aligning them under the ELCMC umbrella?

A: The sub-brands that need to be incorporated are those of the programs and services we offer. These are provided by our funders or vendors and cannot be changed, including:

- Division of Early Learning – if logo is used, it must be the same size as Coalition logo
- Child Care Resource & Referral (CCR&R)
- School Readiness
- VPK:
 - Logo cannot be used as part of a headline or article.
 - Logo cannot be used over a distracting image or pattern.
- Help Me Grow (HMG) Marion:
 - All marketing materials for Help Me Grow must include the HMG logo as the primary logo.
 - When marketing HMG, promote the system as, "Help Me Grow Florida is a FREE resource that helps connect children, families, and caregivers to the services they need" and include contact information (QR codes are encouraged).



- Advertising, press releases, public announcements, and marketing campaign materials require review and approval by Children’s Forum/HMG Florida (this does not apply to social media posts, social media ads, or event flyers).
- In publicizing, advertising, or describing the sponsorship of the program, we must include, “Sponsored by the Children’s Forum and the State of Florida, Division of Early Learning.” In written materials, the words, “State of Florida, Division of Early Learning,” and “Children’s Forum” must be in the same size and type as the Coalition (this includes digital ads, social media graphics, and websites).
- If using stock photos, select images that reflect and represent the target audience of HMG. Characteristics include diversity of race, age, gender, and family type, among others. Avoid photos which appear to be staged. (Images created or used by HMG Florida can be provided for use.)
- Telecommunications and website must be consistent with accessibility requirements defined in Section 508 of the Rehabilitation Act, as amended by the Workforce Investment Act of 1998.
- Must have own webpage on Coalition’s website, highlighting HMG services and sharing the Brookes ASQ Family Access URLs. Webpage must include the Children’s Forum logo hyperlinked to the Children’s Forum website.
- The Incredible Years®
 - Copyright disclaimer must be visible on website and documents: © 2014 The Incredible Years®, Inc. All rights reserved. “THE INCREDIBLE YEARS®” and all related trademarks are owned by The Incredible Years®, Inc. Limited use of trademarks and copyrighted material is by license from The Incredible Years®, Inc. All program materials must be ordered through <http://www.incredibleyears.com>
 - The Incredible Years® logo must be smaller than Coalition logo. It must be clear that the Coalition is independent from The Incredible Years®.
- United Way of Marion County – literature, brochures, websites, etc. promoting programs funded by United Way must include the United Way logo and the phrase, “Funded Partner.” (Through June 30, 2024, this includes Success By 6.)
- Kaleidoscope Play & Learn
- Read Aloud 15 Minutes (RA15) – Ads or flyers using the RA15 logo must be approved by RA15

Q: Can you describe the level of involvement ELCMC's stakeholders will have in the rebranding process? How do you envision the selected agency collaborating with these stakeholders?

A: Stakeholders who will be involved in the rebranding process include, at minimum, the Coalition’s staff and board members. We may also include community partners, child care providers, and families in the process. Agency collaboration with these stakeholders may include presentations and focus groups.

Q: What are ELCMC's expectations for long-term brand management and evolution? How do you see the selected agency's role in supporting ongoing brand strategy?

A: The Coalition is committed to a long-term branding strategy using consistent messaging and storytelling to build a sustainable and recognizable brand identity relevant to our target audience. We see the Contractor providing templates and guidelines to assist us in maintaining ongoing consistency.

Website

Q: You indicate [in] the RFP the website is built on WordPress, but our research is showing it is on ASP.net. Please confirm you are comfortable with the new site living exclusively on WordPress?

A: Yes, we are comfortable with the site living exclusively on WordPress.

Q: Is there openness to a new, more user-friendly URL?

A: We are open to conversations on the pros and cons of any URL changes.

Q: Can you elaborate on the contractor's role around development of "concise copy and design elements." Will the Coalition be providing content support in any way (culling down existing content, etc.)?

A: We will be looking to the Contractor's expertise in reducing wordiness and describing programs in a few sentences, easily understood by our target audience. The Coalition will be providing content support by explaining programs and client's frequently asked questions.

Q: Do you expect the full site to be both in English and in Spanish? For Spanish, would use of a plug in meet the requirement, if budget is limited?

A: Ideally the full site will be available in both English and in Spanish. We are open to options to make this happen in the most effective and cost-efficient way.

Q: Who will translate the website into Spanish? Will that service be provided by the contracted firm?

A: Our preference would be for the Contractor to provide translation services or to coordinate this service.

Q: Will the contractor need to provide an estimate for "updated photos," or do these already exist and are in the possession of the Coalition?

A: The Coalition has some photos that can be used; however, they may not meet quality standards. Please include an estimate for photos in your proposal.

Q: Are there any existing videos that can be referenced and/or incorporated into the new website?

A: Existing videos are limited and can be found on our YouTube channel.

Q: Is there flexibility in the website launch extending past 6/30/24?

A: Currently, our funding is through June 30, 2024. Please include in your proposal a timeline showing what could be completed within this timeframe.

Q: In terms of the website refresh, are there any specific functionalities or user experiences that ELCMC feels are currently lacking and would like to enhance?

A: Overall, we are looking for the site to be given a fresh, modern look. Specific functions we would like to enhance include:

- Improved load speed and performance
- Improved mobile friendliness
- The ability for families to easily search for child care providers and community resources
- Reduce navigation fatigue while making pertinent information easy to access
- Adding a strong call to action on each page
- Easy accessibility for both English and Spanish speakers
- Guidelines and formats provided for adding future programs and announcements

Q: What does “maintain funder website requirements” mean? What are the requirements?

A: In addition to requirements detailed in the answer to the question about sub-brands above, we are required to meet the following requirements from the Florida Department of Education, Division of Early Learning:

- Maintain current School Readiness and VPK program information.
- Describe the CCR&R services offered.
- The homepage of the website shall clearly display contact information (for both family services and child care provider services), including phone numbers, hours of operations, and a brief description of the services available for families and child care providers.
- There must be direct access from the home page for child care providers and parents to apply for School Readiness and VPK programs with no more than one mouse-click from the home page to the Family and Provider Services Portals.
- The following message must be posted on our website for customers who complete CCR&R inquiries (we may choose how and where we would like to display the message): “All families receiving Child Care Resource and Referral services will be contacted to complete a voluntary survey to gauge your customer service experience with our office. All responses are anonymous and confidential and will not affect your services.”

Q: Will the contracted firm be hosting the website or is it hosted elsewhere?

A: The website is currently hosted by Visual Harmony. We are open to discussion of pros and cons of changing this.

Q: Is it required to certify the website by an external ADA organization?

A: We are required to meet the most current guidelines of Section 508 of the Rehabilitation Act of 1973.

Q: The website includes portal links. Is the contracted firm redesigning those or just redirecting?

A: The portal links are maintained by Florida Department of Education, Division of Early Learning. Our website will provide easily accessible redirects to the portals.

Advertising

Q: Are there any mandatory media channels we should keep in mind?

A: There are no mandatory media channels.

Q: Do you have an expectation for the duration of an in-market advertising campaign? (Related Questions: How long would you want the advertising campaign to be? Is it a 3-month campaign or longer? What months are you looking for the campaign to run?)

A: Our funding is based on a fiscal year ending June 30, 2024. Proposals for an advertising campaign should be for this time. Please include in your proposal a timeline showing what could be completed within this timeframe. There is a possibility of ongoing or new campaigns based on initial campaign outcomes and future funding.

Q: Is there any seasonality in your business?

A: VPK enrollments peak in January each year, as this is when open enrollment begins for each school year.

Q: What are your advertising campaign goals: awareness or site traffic? (Related Question: Part of the scope of work includes Advertising but for a campaign to be created[,] Do you have a specific goal in mind with the campaign? For example, increase enrollment in VPK and/or school readiness? Recruit teachers? Recruit partners? Increasing website visits?)

A: We are looking for assistance in setting measurable, realistic, and attainable goals that work toward our overall objective of increasing Kindergarten Readiness rates. These goals will likely include program enrollments.

Q: Would the campaign run concurrently with the rebranding or following the launch of the new branding and website?

A: An ad campaign should be ready to launch as soon as possible following approval of a new logo.

Q: Kindergarten Readiness and attracting parents to enroll their children in VPK and Early education programs that promote school readiness appear to be the primary focus of the campaign. Is there any desire to market to and target potential providers of early education services? Is there a need to create a campaign that targets potential employees as well as potential enrollees?

A: We are in the beginning stages of market research on the State of Early Childhood in Marion County. The findings of this research may define future targeted advertising goals.

Budget

Q: What is the approximate budget/funding available for this project? (Related Questions: Are you able to share any budget information you have for this project? Do you have any budget parameters we should try to remain inside of or would you prefer we show you a proposal that we can address and revise if we are selected to negotiate? What is the estimated budget allocated to accomplish the total Scope of Work? What is the budget or budget ceiling for this rebranding and outreach initiative?)

A: Since this is a competitive bidding process, specific budget parameters cannot be shared.

Other

Q: To clarify, are you only looking for (1) supplier to handle all of the Scope of Work?

A: Ideally, we would like to have one Contractor handle the scope of work but are open to the Contractor subcontracting services and/or assisting with coordinating ancillary services such as printing and advertising buys.

Q: How do you currently interact with your target audiences, and how do you hope this will evolve?

A: Our primary interactions with our target audiences are through our website, social media channels, email blasts, flyer distribution, and community events. We anticipate this evolving as we receive findings from our market research as well as guidance from the Contractor on measuring the success of our interactions.

Q: Do you have an existing CRM and if so, what is it?

A: We have recently contracted with Webauthor, but its CRM is limited at this time and not expected to be fully built out by June 30, 2024.

Q: Do you utilize email marketing and if so, what platform are you using?

A: We use Constant Contact for our email marketing.

Q: Could we propose some ideas for how email could be utilized to accomplish your business and marketing objectives?

A: We are open to evaluation of how we are currently using emails and ideas for strategic improvements.

Q: What marketing and communications vendors has the ELC engaged in the last 2-3 years? Are they eligible to be awarded a contract for rebranding and outreach?

A: The Coalition has engaged the following marketing and communications vendors in the last 2-3 years:

- By Kelli LLC
- Clear Channel Outdoor
- Dillon Media Group
- Facebook
- Family Times Magazine
- Good Life Publishing
- Fun for Ocala Kids
- North Central Florida Media
- Things to Do Ocala
- Visual Harmony

Any vendor is eligible to submit a proposal to be considered for contract.

Q: What other firms submitted questions?

A: The following firms submitted questions:

- Brand Water
- Deem-it!
- Liquid Creative
- The Moore Agency
- National CineMedia
- Quest Corporation of America
- Sachs Media

Q: Please clarify how you'd like vendors to address the evaluation criteria of "infrastructure of applicant."

A: Describe the systems, processes, and contingency plans you have in place to ensure work is completed according to agreed upon terms.