

Request for Proposals: Visibility and Outreach Strategy

Request for Proposals
The Concord Consortium
25 Love Lane
Concord, MA 01742

Visibility and Outreach Strategy RFP

February 13, 2018

1. Introduction to the Concord Consortium

The Concord Consortium is a nonprofit research and development organization located in Concord, MA, and Emeryville, CA, dedicated to transforming education through technology. We build innovative educational software and materials, research their effectiveness, and share the products and findings worldwide. Our deeply digital tools and learning activities create revolutionary new approaches to science, math, and engineering education.

2. Scope of Work

We are seeking an individual or firm who will work with us over the coming 6-9 months to determine and detail strategy for aiding the outreach of our multiple federally funded research and development projects and increasing the visibility of our organization overall. This will include working with senior leadership and communications personnel to match communications strategy and infrastructure with organizational goals, develop and maintain opportunities with potential to aid project outreach, and working with projects to help meet their specific outreach goals.

3. RFP Process

Proposal responses are due 5 pm EST on March 2, 2018.

Please include a single point of contact as well as organizational contact information. An appropriate representative(s) must sign the proposal.

Proposal Narrative

The following questions may help you craft your proposal.

- What scope of services do you offer?
- What education/nonprofit projects have you worked on?
- What is your process for working with clients?
- What is unique about your approach?
- Can you provide sample campaigns or other deliverables?
- What strategies do you typically employ in your work?
- If a team will be assembled for this work, what different roles and/or skills would be represented? How many people would be involved?

Evidence of Qualifications

The content provider must show evidence of expertise pertinent to the project. A minimum of three relevant references is required.

Budget Plan and Budget Narrative

You must submit a budget showing an itemized breakdown of requested funds in detail. Attach a budget narrative that provides an explanation of the costs and payment schedule. Payment should be tied to a deliverable whenever possible. Each proposal should designate one person responsible as the fiscal agent.

Property Rights

The Concord Consortium requires that all deliverables be created on a "work-for-hire" basis, and that CC own all intellectual property rights in these deliverables. Individuals or organizations who own pre-existing materials, and wish to repurpose such materials for the requested deliverables, must provide CC with perpetual, royalty-free rights to use and modify the preexisting materials as incorporated in the final, work-for-hire deliverable.

Review Process

The President and CEO, in consultation with the Director of Communications, will evaluate proposals and make recommendations for awarding a contract. Applicants will be notified by March 16, 2018.

Proposals will be evaluated on the following criteria:

- Quality of proposal
- Communications/outreach experience
- Proven ability to increase visibility/awareness
- Previous experience with educational or nonprofit mission-driven projects
- Cost

Submission

The official release date of this document is February 13, 2018. Respondents wishing to have their quotations considered for implementation by CC must submit them no later than 5 pm EST on March 2, 2018, to:

Cynthia McIntyre
The Concord Consortium
25 Love Lane
Concord, MA 01742
cmcintyre@concord.org

Electronic submissions are strongly encouraged.

CC is not responsible for the cost of respondents' efforts associated with developing their responses to the RFP. CC does not guarantee a selection will be made or a resulting project will ensue. This RFP is not intended to restrict in any way CC's right to reject any quote submitted in response to this RFP or to negotiate an agreement with any one or more contractors that will best serve the needs and interests of CC. CC reserves the right to reject quotes for any reason including late delivery or incompleteness.

By submitting a proposal, the contractor is representing that they have not been debarred, suspended, or otherwise excluded from obtaining federal contracts.

Questions

All questions regarding this RFP should be submitted via email only to cmcintyre@concord.org.