

NEBRASKA EARLY CHILDHOOD CAMPAIGN EVALUATION REQUEST FOR PROPOSALS

The Nebraska Early Childhood Campaign is a statewide collaborative effort, funded by the Preschool Development Grant B-5, that aims to build support for providing access to quality early care and education for all Nebraska's children. The two-year campaign will build upon the strengths, resources, materials, and efforts in Nebraska's early childhood systems. Working in collaboration with 11 state partners, the campaign implementation is facilitated by the Buffett Early Childhood Institute at the University of Nebraska and Neimand Collaborative, a nationally recognized social impact firm that has deep experience in early care and education.

Campaign Goal and Objectives

The goal of the campaign is to build support for quality early childhood care and education in Nebraska. Objectives include:

- Promote an aligned understanding of quality in early childhood care and education
- Increase understanding and appreciation of the role of the early childhood workforce in providing quality care and education in Nebraska
- Expand recognition of the economic importance of quality early care and education and the early childhood workforce
- Build public will for access to quality early childhood care and education
- Increase communications capacity among campaign partners and collaborators to sustain and continue community engagement efforts made in public campaigns

Directly targeted Nebraska audiences include parents and families, the early childhood workforce, community/opinion leaders, and local public officials. For more information, refer to the Campaign Plan.

Scope of Services

The Buffett Early Childhood Institute will contract with an evaluation partner to document campaign efforts, support continuous improvement, and demonstrate effectiveness. The evaluator will partner directly with the Buffett Institute and the Neimand Collaborative campaign manager, and work with organizations engaged the PDG B-5 grant activities, planning partners, and the network of Communities for Kids partners engaging directly with parents and families. The evaluator will work with the team to refine the initial logic model and objectives, identify opportunities for observation, and measure and develop a plan for gathering, forming, and disseminating progress. Evaluation proposals are expected to include a proposal for continuous improvement and assessing progress, to include meaningful input from partners and communities. The evaluator will be responsible for implementing the evaluation plan, including but not limited to, collecting data, analyzing data, developing conclusions from the data, documentation, and reporting back findings to the campaign team. The campaign team is open to proposals that employ developmental, utilization-focused, and principles-focused evaluation approaches. The evaluator will be expected to lead all evaluation processes, while partnering to elevate the learning and future directions. Subcontractors are allowed but must be approved by the Buffett Institute.

The evaluation partner will lead evaluation efforts and be required to work with and report to the Buffett Institute, collaborating with the implementation partner, Neimand Collaborative, and other partners as necessary. A high degree of collaboration is required, and regular team meetings will be essential for developing campaign work plans and schedules, ensuring coordination of activities, and reviewing campaign deliverables.

The evaluation partner will submit an evaluation report at the end of the funding cycle. All related data, evaluation and reporting will be the property of the Buffett Early Childhood Institute at the University of Nebraska.

Deliverables

- Evaluation plan that includes:
 - Continuous improvement plan
 - Refined logic model
 - Refined objectives
 - Evaluation implementation plan
- A final evaluation report to be completed by April 2024
- Ongoing reporting to support continuous improvement, including quarterly updates

The ideal evaluator will have experience:

- With stakeholder and partner engagement, including incorporating voices of diverse groups, including low-income, Black and African American, Hispanic/Latino, Tribal communities, refugees, and rural and urban communities
- Working with implementation partners
- Implementing a variety of methods toward evaluation and continuous improvement

The candidate should provide:

- CV/resume
- Letter of intent highlighting related work, including evaluating public-facing initiatives
- The services required in this RFP must not exceed \$275,000. Respondents are asked to show their proposed allocation of the evaluation portion of the budget over the entire evaluation period.
- A proposed scope of work, including:
 - Key tasks, deliverables, and timeline
 - Detailed budget for allocation of work related to the evaluation plan over the entire two-year evaluation period, not to exceed \$275,000. Budget should include all expenses, including travel, materials, participant payments, etc.
 - Names and titles of key personnel, roles, and responsibilities
- Three references and contact information

Proposals will be accepted starting April 6 and should be emailed to Erica Nett at emnett@nebraska.edu. The selection committee will begin reviewing proposals on April 27. The final day to submit a proposal is May 4. The selection process will include reviewing proposals and interviewing finalists. The evaluation work will begin immediately upon selection of evaluator (late spring 2022) and end in April 2024.