



Request for Proposal (RFP):

Development of a Comprehensive Communications Plan for CA-FEN

1. Background

The Parent Organization Network (PON) is a fiscally sponsored non-profit. Our mission is to unite the power of underserved parents to break through barriers in public education, so parents and educators can effectively partner to ensure equity and excellence for all students.

PON comprises 14 organizations and approximately 50 core parent and community leaders, focusing our efforts primarily across five school districts in Los Angeles County. Our work centers on removing barriers to family engagement and student success, developing staff best practices for engagement, enhancing parent capacity to engage in education, and establishing networks to support these goals.

To further our mission at the state level, PON leads the California Family Engagement Network (CA-FEN) in collaboration with 20 other non-profit organizations and five county offices of education. This partnership allows us to expand our reach and impact, working towards systemic change in family engagement practices throughout California.

2. Objectives (Overview)

The primary objectives of the communications plan are:

- To develop a comprehensive communications strategy that increases awareness of CA-FEN's mission, programs, and impact among target audiences, including families, educators, policymakers, community partners, funders and potential donors.
- To create a cohesive marketing plans for the statewide CA-FEN network, tailored to its respective goals and audiences.
- To establish a strong, recognizable brand identity for CA-FEN that reflects our members commitment to family engagement and educational equity.
- To uplift and amplify the work, accomplishments, and stories of network members through compelling narratives and storytelling.
- To provide strategic guidance and training to enable PON staff and partners to implement and sustain communications efforts effectively.

3. Preliminary Objectives

Promoting members' research and best practices through the CA-FEN website:

- Featuring stories of educators successfully partnering with families through blogs, newsletters, and social media. The profiles will capture how relationships were built, how families are engaged as equal partners, what results have been achieved, and advice on getting started.
- Compiling and organizing resources for educators.
- Developing communications messages & toolkits to motivate specific audiences (i.e., higher education institutions, county office administrators, superintendents, teachers) to adopt evidence-based family engagement practices.
- Increasing public awareness of family engagement and differentiating our work from the reactionary parent rights movement focused on banning books and opposing diversity, equity, and inclusion.

4. Scope of Work

The selected communications consultant will be responsible for the following tasks and deliverables:

- **Assessment**
Conduct a comprehensive assessment of the CA-FEN's current communication channels, audience segments, and brand positioning.
- **Strategy Development**
Develop robust communications strategies aligned with the mission, vision, and goals of each network, including messaging frameworks, audience segmentation, platform selection, content pillars, and brand guidelines.
- **Content Creation**
Create detailed content calendars, templates, and guidelines for various communication channels to ensure consistent, engaging, and impactful communication tailored to each audience segment. Develop a comprehensive toolkit of communications assets, including compelling stories, case studies, infographics, videos, and other multimedia content.
- **Campaign Design and Implementation**
Design and implement targeted, multi-channel campaigns to promote family engagement programs, events, resources, policy initiatives, and accomplishments of network members.
- **Metrics and Reporting**
Establish key performance indicators (KPIs), dashboards, and reporting systems to

measure and track the success of communications plans, with regular progress reports and data-driven recommendations for optimization.

- **Sustainability Planning**

Develop a long-term roadmap and sustainability plan to transition communications responsibilities to internal staff, including documentation, standard operating procedures, and ongoing consulting support as needed.

5. **Timeline**

- **Months 1-2:** Conduct assessment, develop communications strategies, define KPIs and reporting.
- **Months 2-4:** Create content calendars, templates, and guidelines; develop communications toolkit assets.
- **Months 4-6:** Design, launch, and optimize campaigns; provide ongoing staff training and support. Implement sustainability plan, transition responsibilities to internal staff, and provide ongoing consulting support.

6. **Qualifications**

- Proven expertise in non-profit/coalition communications, preferably with a focus on education and family engagement.
- Strong experience in developing and implementing successful communications strategies.
- Proficiency in social media management, content creation, and digital marketing, with a strong portfolio of engaging and impactful campaigns.
- Excellent training and presentation skills.
- Demonstrated ability to track and report on communication metrics.
- Excellent project management skills, with the ability to lead cross-functional teams and deliver high-quality work on time and within budget.
- Strong analytical skills and experience with setting up and interpreting metrics to measure the success of communications efforts.
- Commitment to diversity, equity, and inclusion, with experience authentically communicating to and uplifting underserved communities.

8. **Proposal Requirements**

Interested consultants should include the following in their proposal:

- **Executive Summary:** Outline the consultant's understanding of the project and proposed approach.
- **Approach:** Describe your methodology for developing and implementing the communications plan.

- **Detailed Work Plan and Timeline:** Include a timeline for executing the scope of work.
- **Experience:** Highlight relevant experience, including similar projects completed.
- **Work Samples:** Provide examples of previous work related to non-profit communications and family engagement.
- **Team Profiles:** Profiles of key team members who will be involved in the project, highlighting their relevant skills and experience.
- **References:** Include at least three references from past clients, preferably non-profit organizations in the education sector.
- **Budget Breakdown:** Provide a detailed budget breakdown for the project, including hourly rates, estimated hours for each task, and any additional expenses.

8. Evaluation Criteria

- Strength of proposed approach and alignment with CA-FEN's mission, values, and goals.
- Depth and breadth of relevant experience and demonstrated impact in non-profit and education sectors.
- Creativity, innovation, and cultural competence reflected in work samples and case studies.
- Capacity building and sustainability measures to enable long-term success and self-sufficiency.
- Overall value and cost-effectiveness of proposed budget and deliverables.
- References and demonstrated understanding of CA-FEN's unique challenges and opportunities.

9. Submission Guidelines.

- Proposals and any questions or clarifications should be addressed to Bryan Becker at bbecker@parentnetwork-la.org or 858-214-7063. The proposals are due by August 30, 2024.

Thank you for your interest in partnering with the Parent Organization Network/CA-FEN. We look forward to reviewing your proposal and working together to enhance family engagement in education.