



TOWN OF MANSFIELD

REQUEST FOR PROPOSAL (RFP)

**Communication Consultant Services for:
Development and Implementation of a Website
And Comprehensive Communication Plan
For Mansfield Advocates for Children**

SUBMISSION DEADLINE: November 24, 2014

SUBMISSION CONTACT AND ADDRESS:

Sara Anderson
Parent Education & Early Childhood Services Coordinator
Town of Mansfield Youth Services Dept.
4 South Eagleville Road
Mansfield-Storrs, Connecticut 06268
860-429-3338

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www.mansfieldadvocatesforchildren.org

Proposals will be accepted in electronic or print form.

Purpose

The Town of Mansfield, in coordination with the Mansfield Advocates for Children (MAC), an organization that serves as an advisory committee to the Town Council of Mansfield and the Mansfield Community as a whole, is seeking to obtain the services of a qualified Consultant who will develop and implement a website and comprehensive communication plan for MAC.

Background

MAC is an early childhood collaborative, funded by the William Caspar Graustein Memorial Fund, the Connecticut Office of Early Childhood and the Town of Mansfield. In addition to functioning as a School Readiness Council and an advisory committee to the Town Council of Mansfield, MAC is responsible for implementing *Mansfield's Plan for Young Children*, developed by the community in 2009 and updated in 2013. The Plan's overarching desired result is that all Mansfield children from birth through eight years old are healthy, successful learners, and their families are connected to the community.

One of the strategies of the Plan is to “improve communications with Mansfield families with young children to raise awareness about community resources for families with young children.” In order to raise awareness about resources in our community, MAC needs a solid communication infrastructure.

Project Description

The Consultant will develop a comprehensive communication plan for MAC that will be both effective and sustainable. With a solid communications infrastructure in place, we will not only be able to communicate resources to our families, but share the vision of our collaborative with the community at large. The Consultant will meet with the MAC Executive Council and the full collaborative to determine the communication needs to be addressed by the communication plan.

An anticipated piece of that plan will be a website that will serve as a hub for all early childhood information in Mansfield. The Consultant will also assist in developing effective content for the website and other areas of communication related to MAC initiatives. In addition, the Consultant will provide clear steps for how to sustain our communication with the community.

The full cost of the communication plan, the website, and work hours for creating content will not exceed \$10,000.

The date of completion of the communication plan and website can be negotiated, but all other work will be completed by June 30, 2015.

Mansfield’s Plan for Young Children is can be found at:
<http://www.mansfieldadvocatesforchildren.org/the-plan>

Consultant products and services will include:

- *Meet with the MAC Executive Council and full collaborative as needed to identify communication needs*
- *Develop a comprehensive communication plan based on the gathered information*
- *Develop the MAC website to become a hub for all early childhood information in Mansfield*
- *Assist MAC in implementing the communication plan, which may include but is not limited to:*
 - ✓ *Establish a social media presence for MAC*
 - ✓ *Develop content for multiple areas of communication*
- *Create guidelines for sustainability of the communication plan*

Summary

The Consultant should submit by e-mail or hard copy a letter of interest containing general information on the firm, résumés, the Consultant's experience in developing communication plans and the proposed cost for the services as described. The RFP must be submitted to Sara Anderson, Parent Education & Early Childhood Services Coordinator, no later than 4 pm on Monday, November 24, 2014. Please submit 5 copies if utilizing traditional mail.

The Town intends to interview two or more Consultants to accurately assess their qualifications. The Town may negotiate a final scope of services and a fee proposal with the selected Consultant. The Town will evaluate and select the Consultant based on qualifications, experience, and performance with similar projects, references, ability to provide timely services, and estimated fees and expenses. The selected firm must be able to meet all Town, State and Federal affirmative action and equal employment opportunity practices and guidelines.

The Town does not expressly state or imply any obligation to reimburse firms for any expenses incurred in preparing submissions in response to this request. The Town reserves the right to reject any or all submissions, to select a firm in a manner that is advantageous to the Town, and to waive all formalities in the bidding.

The Town is an equal employment opportunity employer.

Please address any questions related to this RFP to Sara Anderson, Parent Education & Early Childhood Services Coordinator, at 860-429-3338 or via e-mail at andersonsd@mansfieldct.org.