



**Workforce Study Communications
Plan Development
Child Care Services Association
Request for Proposal**

Date: April 2024

Introduction

Child Care Services Association (CCSA) is soliciting proposals from interested firms and individuals (Proposers) to provide Communications, Public Relations and Publicity services to establish CCSA, and position the 2024 North Carolina Child Care Workforce Study as the premier resource for early childhood educators in North Carolina through a robust, innovative, forefront Public Relations strategy.

Background

About Child Care Services Association

Founded in 1974, the mission of Child Care Services Association (CCSA) is to lead efforts to strengthen accessible and affordable quality early care and education by providing supports for families, communities and the workforce. CCSA's vision is for all children to have equitable access to affordable, high-quality early care and education to lay the foundation for successful life outcomes.

To that end, CCSA provides free child care referral services to families, financial assistance to low-income families seeking child care and professional development and technical assistance to child care programs. Through spoonFULL, CCSA also provides nutritious meals to children at child care centers, where they may eat 50-100 percent of their meals. Throughout North Carolina, educational scholarships from CCSA's T.E.A.C.H. Early Childhood® Scholarship Program give child care professionals the means to obtain a debt-free education, while CCSA's Child Care WAGE\$® and Infant-Toddler Educator AWARD\$ Plus® programs supplement their meager salary. CCSA also licenses T.E.A.C.H. and WAGE\$ across the U.S. through the T.E.A.C.H. Early Childhood® National Center at CCSA and conducts early childhood systems and homelessness research and policy development statewide and nationally.

What do we mean when we say “child care?” Child care is the fee-based early education and care services a child receives in a center or home-based setting when not in the direct care of a parent or guardian. The safe, nurturing environment of quality child care may support a child's need for early education, a parent/guardian's need to work or attend school or a child's need for a healthy meal and protection resulting from a family crisis.

Despite the challenges of COVID-19 in 2020 and continuing into Fiscal Year 21-22, CCSA remains committed to supporting families, communities and the workforce. Highlights of Fiscal Year 19-20, through CCSA's many programs and services, include:

- more than 62,000 children in North Carolina benefited from the continued education of 2,405 T.E.A.C.H. Scholarship recipients, and approximately 18,040 people received T.E.A.C.H. scholarships nationwide;
- 3,880 WAGE\$ participants received an average six-month supplement of \$993, equaling a nearly \$1/hr. increase for educators making significantly less than the living wage in North Carolina;
- 2,353 North Carolinian families received referral assistance and an additional 632 families received consultation services; and
- 766 teachers and directors received technical assistance on-site and 2,529 educators attended CCSA's 341 professional development workshops in North Carolina.

About the Workforce Study

Child Care Services Association (CCSA), has conducted a 2023 North Carolina Child Care Workforce Study. The purpose of this study is to help the State of North Carolina and local communities understand the early childhood education landscape by examining child care programs and the staff they employ. With more than 5,400 child care centers and homes serving N.C. children ages birth to 5 years old, child care providers are vital for the success of our children, our families and our economy.

The 2023 study mirrors previous studies dating back to the early 2000s, allowing both a current analysis and a look over time at how child care has changed in N.C. It also gives a thorough picture of who child care providers are in our state—largely women with at least an associate degree that make less than a living wage. Often undervalued and unrecognized, child care providers in N.C. are:

- The early care and education teaching staff averages 40 years old, nearly all female and about half people of color

- About 62 percent of the center teaching staff, 87 percent of center directors and 51 percent of family child care providers have at least an associate degree in any field
- Center teaching staff have nearly 12 years of experience in the field, while directors have about 20 years and family child care providers have more than 21 years of experience
- Statewide, the early care and education teaching staff make an average of \$12.00 per hour, directors average \$19.23 per hour and family child care providers average \$9.09 per hour

This information was gathered from research conducted following the COVID-19 pandemic. COVID-19 has brought to light how essential quality child care is for our economy because it allows parents to work and provides young children with building blocks for future success. Research on the economics of child care has shown that investments in quality early care and education result in substantial future savings, and research on child development points to the importance of quality child care and a competent workforce, especially for at-risk children.

Historically, North Carolina has been a national leader in the early childhood education field. Knowing where we were just before the pandemic gives us invaluable information as we plan our path forward to recoup the losses we sustained. This report is foundational to that knowledge.

Scope of Work

The scope of work presented is based upon circumstances existing at the time the RFP is released. Child Care Services Association reserves the right to modify or delete the tasks listed and, if appropriate, add additional tasks before and during the term of the contemplated contract. CCSA's communications objectives for this proposal include but are not limited to the following:

Public Relations program objectives:

CCSA seeks to maximize the efficiency and effectiveness of its communication and media efforts to publicize the 2023 North Carolina Child Care Workforce Study through the selection of a strategic and results-oriented Public Relations agency. The selected agency will be responsible for providing strong strategy and insight development for promoting the Workforce Study CCSA's overall earned media direction across all communication channels.

Press & Media Relations:

The proposer will be the key figure in developing a media relations strategy. This would include helping to identify and build relationships with journalists, writers, and key news outlets in North Carolina and developing an outreach calendar and content that keeps them informed and engaged: press releases, op-eds, virtual press events, and other media kit materials, as well as a social media campaign and content.

Project Objectives

- Advertising Campaign Buildout
 - Establish a comprehensive research dissemination plan .
 - Use online social platforms and community engagement strategies to connect, promote, educate, and foster a community of health-related organizations in order to promote the most recent workforce study for CCSA.
- Build creative assets Graphics
 - toolbox for digital and social media advertising
 - Ready-made digital advertisements in static and gif formats, in both English and Spanish
 - Ready-made social media advertisements including static and 30-second shorts
 - Print advertisements

Timeline

RFP released: Apr 1, 2024

Deadline to submit questions:

CCSA posts responses to questions:

Electronic proposals received by: April 30, 2024, at 12:00 pm EST: Deadline for submission of proposals

Finalists alerted: May 2, 2024

Finalist presentation meetings: May 8, 2024 and May 9, 2024

Project awarded: May 15, 2024

Contract period commences

August 30, 2024: Final report and other deliverables due

Guidelines for Proposal

Agency representatives should direct all questions to Savion Thorne, PR & Communications Manager at Child Care Services Association. Proposals are due by close of business (12 p.m. EST) on **Friday, April 30, 2024**. The preferred format for proposals is PDF. Proposals can be emailed to saviont@childcareservices.org or a hard copy mailed to PO Box 901, Chapel Hill, NC 27514. If choosing to submit a proposal by mail; please notify Savion Thorne via email of your intent prior to the aforementioned deadline.

Vendor Selection Criteria

Proposals will be reviewed and the agency of record decided by the ad hoc Child Care Services Association Committee composed of organization staff members.

Statement of Work and Deliverables

Elements to be addressed include a phased launch for internal and external audience communication and alignment with all marketing channels and online platforms, as well as across all of the organization's operational applications to drive business objectives.

Project Costs

The budget for this project, inclusive of all agency fees, design templates, design files, other deliverables, etc. Please include all anticipated fees and costs in submitted proposal.

Agency project budget should include:

- Break down cost by production hours, tools and functionalities
- Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc., to complete this project

Contact Information

Savion Thorne, PR & Communications Manager

Direct Phone: (919) 967-3272 EXT.1918

saviont@childcareservices.org

Child Care Services Association

Main Phone: (919) 967-3272

Fax: (919) 967-7683

Physical Address:

1829 E. Franklin St.

Ste. 1000

Chapel Hill, NC 27514

Mailing Address:

PO Box 901

Chapel Hill, NC 27514