



Request for Qualifications (RFQ) Communications Consultant

The Santa Cruz Children's Museum of Discovery Board of Directors requests applications from individuals or firms with extensive experience in communications and messaging for public entities. An Organizational Effectiveness (OE) grant from the Packard Foundation in the amount of \$15,000 will fund the successful completion of this project through September 1, 2018.

Timeline

RFQ Released	Wednesday, January 16 , 2018
Applications Due to SCCMOD by 4:00 pm	Friday, February 2, 2018
Review of Written Submissions	by Tuesday, February 6 , 2018
Contractor Interviews (if needed)	by Friday, February 9 , 2018
Notification of Intent to Award	by Wednesday, February 14 , 2018
Anticipated Contract Start	February 19 , 2018

All dates of the application review process are subject to change. If a significant date is changed, all known recipients of the original RFQ will be notified of the new date. In addition, information will be posted at www.sccmod.org/communications_plan_RFQ.

Santa Cruz Children's Museum of Discovery
855 41st Ave., Suite C-10, Capitola, CA 95010
Telephone: (888) 424-8035



Request for Qualifications (RFQ) Strategic Planning Consultant

Submit questions regarding this Request for Proposals via email to Rachel Higgins at rachelhiggins@sccmod.org. Questions will be accepted until January 31, 2018, and answers will be posted on the MOD website at www.SCCMOD.org/communications_plan_RFQ

SECTION 1: INTRODUCTION AND BACKGROUND

Background

SCCMOD, a 501 (C3) non-profit, with a Board of Directors, Executive Director and several part-time staff opened November 15, 2014 at 1855 41st Ave., Suite C 10, Capitola, CA 95010. Since that time, SCCMOD has had steady growth in membership currently totaling 1,300 families who are members. The number of daily non-member visitors has remained high particularly during the winter months. To date we have had a total of over 160,000 visitors. SCCMOD serves the Central Coast of California, in particular Santa Cruz County, as well as tourists and visitors to our local area. We serve a wide range of families from varied economic and cultural backgrounds, in part due to our commitment to accessibility through our funded membership Family Access program. We have several bi-lingual Spanish-speaking staff to accommodate our diverse population.

Our population is mainly children under age 8 and their families with a high percentage of visitors in the preschool age range. We also offer some exhibits and programming for elementary school age children through our Mobile Museum and school field trips. We offer daily programs in the Museum including story times and art projects.

SECTION 2: TIMELINE AND DELIVERABLES

Contract Timeline

The contract will be executed on or around February 19, 2018, and remain in effect through September 1, 2018.

Goals and Scope of Work

Goals:

The intended project outcome will be to develop a communications plan and strategy that will meet the SCCMOD mission by:

- a) increasing the cultural diversity of the communities served,
- b) raising visibility of SCCMOD's brand
- c) attracting new members and donors.

Scope of work:

The project activities are as follows:

- 1) Defining challenges and issues regarding current communication practices and strategies
- 2) Developing an action plan to identify solutions
- 3) Facilitating a series of comprehensive communication trainings for the Board of Directors and designated staff

SECTION 3: ELIGIBILITY & APPLICATION INSTRUCTIONS

Desired Qualifications

SCCMOD invites responses from individuals/firms with proven expertise in Communications and Marketing, in particular for non-profit entities. In addition, SCCMOD seeks individuals/firms with the following:

- A. Experience developing and revising communications plans for non-profits that represent the cultural diversity of our community;
- B. Experience facilitating collaborative community processes;
- C. Experience developing communications and marketing materials in a member and donor-based organization such as a museum. This expertise will be relayed to the Board of Directors to execute;
- D. Experience with organizations serving young children;
- E. Expertise in early childhood development, museum communication, and/or organizational communications and messaging;
- F. Familiarity with Santa Cruz County;
- G. Strong written and oral communication skills;
- H. Demonstrated ability to work collaboratively.

Proposal Elements

All submissions must include the following elements and follow the sequence indicated. Please note page limits where indicated.

A. Proposal Cover Letter

A completed cover letter including the name, title and original signature of the person authorized to bind the agreement. **(1 page limit)**

B. Narrative Section

- i. Summarize your relevant qualifications and your experience in the scope of work and desired qualifications listed above
- ii. Describe your level of knowledge and expertise related to attracting donors **(1 page limit)**

C. Proposed Scope of Work and Measurable Results

Describe the proposed project activities needed to complete goals and scope of work, including timelines, responsible parties and deliverables. Indicate how successful completion of each deliverable will be measured. Please note that the final scope of work will be negotiated with SCCMOD prior to contract execution.

D. Budget and Budget Narrative

Provide a project budget (not to exceed \$15,000) that includes:

- i. The personnel costs and/or hourly rate(s) for consultant(s) assigned to the project.
- ii. Other anticipated project costs.
- iii. A separate page with a budget narrative with a brief justification for each line item.

E. Resumes of Primary Consultant and Key Associates

Submit resumes for the project lead and other key project staff.

F. References and Work Samples

Provide at least two (2) references for previous projects that are similar in nature and scope to this project and one (1) work sample from a comparable project. **(Please limit your work sample to 10 pages maximum)**

SECTION 5: SELECTION PROCESS

All applications will be reviewed by a Review Committee established by the SCCMOD Board of Directors.

There is no guarantee that submission of a response to this RFQ will result in funding, or that funding will be allocated at the level requested.

Interviews

The Review Committee may, at its sole discretion, select responders for interviews. In that event, interviews, which may be in person, or by phone or internet connection, will take place by February 9th. References will be consulted.

Successful applicants will be required to enter into a contract with the Santa Cruz Children's Museum of Discovery.

SECTION 6: PROPOSAL SUBMITTAL PROCESS

1. Interested parties must submit proposals by **4:00 pm on February 2, 2018**, in PDF format via email to Patrice Keet, SCCMOD Executive Director at patricekeet@yahoo.com with a subject line "Communications Consultant RFQ."
2. An email confirmation will be sent within one business day to indicate the proposal was received prior to the deadline.
3. Applicants are responsible for ensuring that proposals are received on time.
4. **No Proposals, modifications or corrections will be accepted after the deadline.**
5. This RFQ is available at www.sccmod.org/communication_plan_RFQ.