

All Kids Academy Head Start Request for Proposal for Consulting Services

May 26, 2023

Introduction

All Kid's Academy, a nonprofit agency providing early education services to children in the East County of San Diego is seeking a consultant to lead our recruitment efforts in three distinct areas as noted below.

Timeline

Responses to this RFP will be due by 3:00 PM on June 16, 2023 and are to be submitted to the following:

Liat Parker
Finance Director
lparker@akaheadstart.org

Responses to the RFP submitted after this time will not be accepted.

The final decision regarding Consultant selection will be made by June 30, 2023. All respondents will be notified by this time.

Company Background

AKA Head Start, Inc. provides quality school readiness and comprehensive services to children three to five years old, and their families. Children are provided medical, dental, speech, hearing and developmental screenings and follow up services. We also offer services to children ages one to three through our Early Head Start Program. We are federally funded and also receive funds through charitable giving. To learn more about our history, click on the following link:

<https://www.akaheadstart.org/history.html>

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Required Enrollment and Recruitment Consultant Services & Responsibilities

Enrollment & Recruitment of Program Services – Children

- a) Coordinate large scale efforts to ensure enrollment of children and increase wait list numbers.
- b) Develop and execute comprehensive multi-pronged marketing and recruiting campaign using state of art responsive recruitment techniques customized to specialized location needs and target populations.
- c) Track and ascertain most effective recruitment techniques and outcomes for replication for future needs.
- d) Provide regular reports on status and outcomes to Leadership Team.
- e) Adjust techniques and approaches based on environmental trends.
- f) Provide guidance and advice on most effective recruitment strategies.
- g) Develop, grow, and maintain list of community partners.
- h) Facilitate and coordinate recruitment campaigns during specified times of years.
Campaigns include but not limited to:
 - a. Presence at Community Events
 - b. Open Houses
 - c. Street Canvassing
 - d. Recruitment Events
 - e. Direct Mail
 - f. Flyer Distribution
- i) Serve as conduit to press and press connections.
- j) Develop, maintain and disseminate marketing material and collateral.
- k) Facilitate ongoing and regular communications via email and/or social media with key stakeholders, customers, and partners.
- l) Coordinate and orchestrate opportunities for testimonials and develop materials. Includes taking the lead on the facilitation of needed consumer and stakeholder interviews.

Coordination & Management of Online Presence & Technology

- a) Social Media Marketing: optimize, maintain, monitor, and lead the platforms and any marketing strategies carried out in them: Facebook, Twitter, YouTube, Pinterest, Google+, etc.
- b) Content creation and management: content marketing.
- c) Monitoring: online media, information sources and social channels.
- d) Measurements and follow-up: determining the ROI of the work carried out, justifying the quality of the actions taken and, of course, the results thereof.
- e) -Fan building: based on achieving specific ROI objectives.
- f) Contests and campaigns: creative input, development, starting up and monitoring.
- g) -SEO website, blog, and social platform (social search) optimization, aimed at improving search results.
- h) Keyword optimization and improvement in new SEO/SEM opportunities
- i) Email marketing: development, creative input, running, results and campaigns.
- j) Database: creation, management, and maintenance of the database, making it larger and more streamlined.
- k) -Website: content optimization and stimulation, improvements within the website structure: functionality, usability, navigation by users. Developing and launching a mobile

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version. Promoting, marketing, and communicating all the website's contents.
Measurements, monitoring, and follow-up of results.

- l) Coordination and management of press and communication tasks: contents, interviews, website news, exclusive acts, etc.
- m) Video-marketing: optimization, search, keywords, sponsored videos, marketing.
- n) Online branding: searching, identifying, and improving all brand-related aspects in social media.
- o) Adviser: playing a brand consulting/advising role about the online environment: opportunities, threats, new initiatives, development of digital identity and online presence, identification of potential business and new digital transactions.

Staff Recruitment

- a) On-line AKA Branding: Searching, identifying, and improving all brand-related aspects in social media.
- b) Provide list of sources of recruitment such as associations, educational publications, education contacts at colleges, and networking recruitment events (Career Job Fairs).
- c) Review AKA's Career Opportunities Section on Agency website for updating.
- d) Assist HR in devising efficient recruitment strategies for long-term sustenance.

Consultant Contact Information

Please provide your Firm's contact information.

Company Name

Address

City, State, Zip

Phone

Fax

Website

Contact Person's Name

Position/Title

Email Address

Phone Number

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Questionnaire

To assist us in the evaluation process, the following information and answers to the following questions are required in your proposal:

A. CONSULTANT PROFILE

1. Provide an overview of your company, including a brief description of your company's history, number of employees and number of years in business under the same name.
2. Please provide the philosophy of your firm.

B. ACCOUNT TEAM

1. Please provide the background and qualifications of key personnel who would be working with AKA Head Start.

C. GENERAL QUESTIONS

1. Experience in working with California nonprofit employers. Provide number of clients with similar employee count and demographics.

D. SERVICES PROVIDED

1. Describe what you provide to your clients for a strategic plan focused on cost management, network access and quality of services. Provide example.
2. What communication services are provided and is there an additional cost?

E. REFERENCES

1. Provide three client references. Include client name, number of employees, contact person and phone number/e-mail address.

F. COMPENSATION

1. What is your fee structure, what is included and what is billed separately?