



Association of Alaska School Boards
111 West 9th St., Juneau, AK 99801
907-463-1660
www.aasb.org

REQUEST FOR PROPOSALS

Trauma Engaged Messaging Campaign

April 5, 2020

Contact: cplesa@asb.org or AASB 907-463-1660

**RFP – Trauma Engaged Messaging Campaign (must be signed
and attached to proposal)**

RFP/Solicitation Issue Date: April 12, 2021	
RFP/Solicitation Closing Date: April 28, 2021	RFP/Solicitation Closing Time: 5:00pm AST
Issued By: Association of Alaska School Boards (AASB)	
Address: 1111 West 9th St., Juneau, AK 99801	
Telephone Number: 907-463-1660	
Association of Alaska School Boards is a non-profit agency in the state of Alaska founded in 1954 and is exempt from any state or federal tax.	
Responses must be received on or before 5:00pm AST on April 23, 2021 at AASB, 1111 West 9 th St., Juneau, AK 99801	
Electronic Responses: email submission to cplesa@asb.org or hcoulehan@asb.org "Trauma Engaged Messaging Campaign RFP". Contact Claudia Plesa, 907 463-1660, if electronic submission is not possible.	
Questions/information must be received by phone or email no later than April 18, 2021. All questions received by this date will be answered within three (3) business days and will be posted on the AASB Website.	
AASB reserves the right to waive informalities or irregularities, to reject any or all proposals received, to accept the proposal deemed best for the organization, and/or request new proposals, if necessary.	
Any objection to the above conditions must be clearly indicated in the offers.	
Acknowledgement: In compliance with this RFP and to all the conditions imposed herein, the undersigned offers and agrees to furnish the services in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation.	
BUSINESS INFORMATION AND SIGNATURE	
Business Name:	
Contact Person:	
Telephone & Email:	
Tax ID/EIN:	
Signature:	

Association of Alaska School Boards
RFP – Trauma Engaged Messaging Campaign

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I. Purpose of RFP

The Association of Alaska School Boards is seeking requests for proposals to contract with an individual or business to develop segmented messaging and engagement for the Trauma Engaged Framework & Toolkit developed by the AASB/DEED Team. This may include message development, placement for educators, video or visual material development, and a detailed distribution plan to promote Trauma Engaged Practices in schools and afterschool programs.

II. Timeline and Contract Period

All responses to this request for proposal should be received no later than April 23, at 5pm Alaska time.

Anticipated Timeline for RFP Award

Event	Time	Date
Issue RFP	5pm	April 12, 2021
Deadline to submit additional RFP questions and clarifications	5pm	April 16, 2021
Anticipated date of response to applicant questions via AASB website.	5pm	April 18, 2021
Proposal deadline	5:00pm AST	April 23, 2021
Final Review of proposals		April 26, 2021
RFP award announcement		April 28, 2021

The term of any contract resulting from this RFP shall start on or about April 28, (or from the date the contract is executed) and shall expire on or about June 30 unless terminated earlier or extended beyond that date consistent with the terms of the contract.

AASB reserves the right to alter or update this schedule but will make every effort to adhere to it.

III. Background and Context

A. Introduction

The Trauma Engaged Framework and Toolkits are resources to help guide and support school district staff, personnel, or anyone working with students in creating conditions for learning that are trauma engaged and promote resilience.

The Trauma Engaged Framework and Toolkit are made up of key components for supporting trauma informed and culturally responsive approaches. These include:

1. Key research.
2. Suggested steps for school staff, leadership and others.
3. Reflection questions.
4. Stories and examples.
5. Definitions.

Topics and Chapters include:

Deconstructing Trauma, Relationships, Policy Considerations, Planning and Coordination of Schoolwide Efforts, Professional Learning, Schoolwide Practices and Climate, Skill Instruction, Support Services, Cultural Integration and Community Co-creation, Family Partnership, Self-Care.

Funds for this project are provided by the State of Alaska. A maximum amount of \$8,000 is currently available for the first phase. Additional contracts may be awarded in the next funding cycle.

*B. Overview of Key Indicators***General project indicators**

AASB is responsible for reporting back to the State of Alaska on the progress that contractors have made on meeting project goals. These goals include:

- Campaign reaches a variety of school staff and relevant audiences.
- Alaskan educators have key actions they can take as part of this campaign.
- Messaging increases visits to the DEED and AASB resources webpages
- TES/Toolkit team and partners are able to easily to share campaign materials and information
- The Campaign is representative of Alaska regions and ways of being.
- The Campaign increases interest in school staff training, engagement and professional development.

Our schools and districts are working hard to provide professional development and to their staff. We believe it is important for Trauma Engaged resources to be accessible in language, representative of the diversity of Alaska, and adaptable to community conditions. This media campaign is a continuation of those resources, so should be reflective of these guidelines.

*C. Audience and Guiding Principles***Target audience**

School staff and leadership are the core audience whose behavior this campaign is seeking to change or support/enhance. This includes teachers, administrators and school board members.

Those working with youth serving organizations are important secondary audiences who can help distribute and emphasize key messages.

State, local and community leaders are another audience that could increase their understanding of the importance of Trauma Engaged resources and supports.

Guiding Principles

The following guiding principles have been used in the creation of the TES resources. The report and follow-up discussion should be referenced heavily throughout the development of the campaign. The guiding principles include:

- Culturally relevant
- Encourages action with concrete examples
- Resilience and strengths-based
- Support community informed decision making around Trauma Engaged Schools
- Relationship at the center
- Developmental tools to build Social and Emotional Learning Skills
- Aligned coordinated messages & tagline across organizations that are tailored to audiences
- Provide real life examples and stories.
- Designed for all reading levels
- Partners/engaged educators as messengers
- Many channels push out; website social media, links to practice materials

D. Deliverables and Timeframe

Deliverables

Currently the Trauma Engaged Team is most interested in enhancing existing organizational communication pathways which include social media, website, direct mail and public postings or trainings.

The group may consider wider public postings, radio, television, and print if the activities are shown to be strategic and funds are available. The successful contractor or applicant should consider existing materials and structures, including social media, direct mail, and relationship-based communication pathways and resources that have been developed by the Trauma Engaged experts.

Deliverables include:

- Core messages and shared taglines
- Three primary messaging strategies
- A six month marketing plan/distribution strategy (including strategies for different audiences.)
- A year long plan/calendar for growing the communication capacity of the Trauma Engaged Team.
- Development of graphics, simple videos, stories, examples, practice materials and resources for champions, school and district staff and leadership.
- A “bank” of shared materials that all partners can utilize.
- Pre-scheduled social media posts on Trauma Engaged team pages.

Anticipated Time Frame

RFP awarded/contract negotiated	April 28, 2021
Plan of work refined & approved	May 10, 2021
Materials developed for review	May 24, 2021
Materials finalized with TES Team	May 28-June 15

IV. Proposal Requirements and Terms

A. General requirements

1. Applicants must submit a complete proposal in response to this RFP.
2. Proposals must include a signed copy of page 2 of this RFP titled “Trauma Engaged Messaging Campaign
3. Proposals should be prepared simply, thoroughly and concisely (4 pages or less is the preferred length for the core proposal including the budget). Emphasis should be placed on completeness and clarity of content.
4. The appendices can include any additional supporting documentation such as examples of relevant work.
5. All responses are to be submitted on standard 8.5” x 11” paper in 12-point font minimum type. All pages of the proposal should be numbered.
6. Email submission of electronic copies of the proposal should be sent to cplesa@aaasb.org and hshaw@aaasb.org.
7. Applicants may submit no more than one (1) proposal in response to this RFP and it must be signed by an authorized representative of the fiscal sponsor.

B. Content requirements

The core proposal must include:

1. Summary
2. Process for developing the plan in partnership with Trauma Engaged Team and partners.
3. Process and plan for stretching out messaging strategies for Trauma Engaged Work.
4. Plan of work and timeline which includes: consideration of existing materials, process for refining the core messages and shared tagline, defining three key activities, development of marketing plan/distribution strategy, events calendar, development of graphics and resources, and a “bank” of shared materials that all partners can utilize. Currently the work group is most interested in enhancing existing organizational communication pathways which include social media, website, direct mail, public postings, person-to-person. The group may consider wider public postings, radio, television, and print if the activities are shown to be strategic and funds are available.
5. Proposed budget for the project. Budget should include a breakdown of fees for professional services, hours, supplies and sub-contracts and other fees associated with implementing the marketing campaign.

V. Evaluation Criteria and Terms

Proposals will be reviewed using criteria below

	Evaluation Criteria	
1	Background and experience with relevant aspects of marketing plan <ul style="list-style-type: none"> ● demonstrated messaging and marketing experience ● graphic design capacity ● ability to serve as a coach and adviser 	
2	Plan of work <ul style="list-style-type: none"> ● consideration of existing materials & structures including social media, direct mail, and relationship-based communication pathways and resources created by the Trauma Engaged Team. ● Incorporation of the guiding principles. ● Specific actions which include timelines, key milestones and key contract responsibilities that will result in the development of the following deliverables: <ul style="list-style-type: none"> ● a process for refining the core messages and shared tagline, ● identification of three strategic activities to focus on, ● a marketing plan/distribution strategy (including relationship-based/person-to-person distribution), ● a plan for year long growing the communication capacity of the Trauma Engaged Team. ● development of graphics and resources, and ● a “bank” of shared materials that all partners can utilize. ● proposed metrics for measuring the outputs and the impact. 	
3	Reasonable financial outline and budget <ul style="list-style-type: none"> ● development of a cost-effective budget for two month period 	

B. Terms

1. Incompleteness, significant inconsistencies or inaccuracies found within a response may result in a reduction of the evaluation rating. Any deviation from the requirements can result in a reduction or a disqualification for review.

2. AASB reserves the right to reject any or all proposals; request clarifications from any or all applicants; and accept any portion of a proposal or all items proposed if deemed to be in the best interest of AASB. It also reserves the right to interview any potential applicants prior to making an award.

3. The review team may use other sources of information to perform the evaluation.

VI. General Requirements and Terms

A. Eligibility

Eligible applicants include public or private organizations with documented and demonstrated ability to provide services as described in section IV.

B. Point of contact.

The sole point of contact for AASB concerning this RFP is:

Claudia Plesa, Community Engagement Manager
Association of Alaska School Boards
1111 West 9th St., Juneau, AK 99801
907-463-1660 (main) 907-463-1667 (direct)
cplea@aasb.org

C. Modifications

This RFP is subject to change and AASB may modify this RFP at any time. Modifications will be posted at aasb.com/Trauma Engaged Schools. This is the only method by which the RFP will be modified.

D. Contract compliance.

AASB is responsible for reporting to the State of Alaska on overall progress and compliance with the project guidelines. Should contract non-compliance be determined by AASB and/or the State of Alaska, the contract may be terminated or amended.

E. Funding

Funding for this project is provided by the State of Alaska. A maximum amount of \$8,000 is currently available for the first phase of this project in May and June.