



Request for Proposals (RFP)
Communication Services
2025 Preschool Development Grant Birth–Five (PDG B-5)

Issuing Organization: Oklahoma Partnership for School Readiness (OPSR)

Funding Source: Preschool Development Grant Birth–Five (PDG B-5)

Contract Amount: Not to exceed \$1,500,000

Contract Term: 11 months

Anticipated Start Date: February 1, 2026

POSTED Q&A for PDG B-5 Communications Services RFP:

1. Beyond families, the child care industry and Tribal partners, are there other priority audiences we should consider? For example, should we include specific policymaker groups in our strategic plan?

While reaching families is a top priority, additional audiences are important to include in the strategic plan. These include lawmakers and relevant state agency leadership, education system stakeholders (especially early elementary leaders, Kindergarten and Pre-K teachers and administrators), health and early development partners (including early intervention and maternal/child health partners), and Head Start/Early Head Start program leaders. We also encourage consideration of key business and economic stakeholders who are impacted by child care access and workforce stability.

2. Will the vendor be expected to create all-new content, or will some deliverables involve editing, adapting or redesigning existing materials?

Work under this contract will likely involve a combination of creating new content and editing, adapting, and redesigning existing materials and templates. Proposers should be prepared to support both original content development and refinement of partner/legacy materials to ensure consistency, clarity, and usability across workstreams.

3. Do you envision video and audio content as part of the deliverables, or primarily static content?

We anticipate most deliverables will be static content (toolkits, briefs, templates, dashboards support materials, and report design). However, we welcome vendor recommendations on when video or audio content would improve reach and

comprehension for key audiences—particularly for public-facing releases tied to new Birth–Five indicators, school readiness messaging, or family navigation resources.

4. Should the strategic plan include earned media and/or influencer strategies? Would execution of those tactics fall within scope?

We anticipate the strategic plan should consider earned media and influencer strategies as potential tools to reach priority audiences, but we expect most core deliverables to remain focused on public-facing materials and partner-ready communications. We welcome recommendations from respondents on whether earned media and/or influencer approaches would strengthen outreach for key milestones, and if so, what level of execution is realistic within scope and timeline. Execution of these tactics may be included within scope as proposed and justified by the respondent.

5. What does “support dissemination strategy through partners and digital channels” look like in practice? Does it include paid media, or is the expectation organic-only?

Our expectation is that “support dissemination strategy through partners and digital channels” is primarily organic, with a strong emphasis on leveraging existing statewide networks—but we’re open to strategic, limited paid promotion if it’s clearly justified.

In practice, this could include:

- Building a partner-facing dissemination toolkit (sample posts, email copy, graphics, key messages, FAQs)
- Coordinated rollout through agency and statewide partner channels (providers, CCR&R, HS/EHS, community partners)
- Web-ready content (one-pagers, explainers, brief videos if recommended) and social graphics for sharing
- Tracking simple metrics (reach, engagement, click-throughs) and adjusting messaging as needed

Paid media: We are not requiring paid media, but respondents may propose targeted, low-cost paid boosts (e.g., for family-facing information releases) if it improves reach to priority audiences and fits within budget and scope.

6. Will brand and style guidance come from OPSR, Before the Bell, or partner brands? Will branding vary by workstream or stay consistent across the project?

Primary branding and style guidance will come from OPSR. However, the selected vendor should be flexible in developing co-branded or partner-adaptable templates for use by collaborating organizations and statewide partners. Overall, we expect branding to remain

consistent across the project, with limited variation by workstream when materials are intended for joint dissemination or use within partner systems. • Will the Before the Bell microsite be used to house resources like a partner toolkit or other campaign materials?

7. For Early Literacy and DPIL, how should this effort overlap/compliment other efforts?

For Early Literacy and Dolly Parton's Imagination Library (DPIL), the intent is for this effort to complement—not duplicate—existing statewide and local literacy initiatives. The selected vendor should align messaging and materials with current partner outreach where possible, elevate consistent statewide literacy messages for families with young children, and create shareable, partner-ready resources that can be used across programs and communities. The goal is to strengthen awareness and engagement while ensuring materials fit within a coordinated Birth–Five system approach.

From February through May, this will also likely require coordination with the vendor awarded the DPIL marketing and communications contract, which is available through a separate stand-alone RF

From February to May, this would also likely require coordination with the vendor awarded the DPIL marketing and communication contract that is available as a stand alone RFP.

8. Should translation and adaptation into languages like Spanish or Vietnamese be included in the scope?

No, translation services will not be available through this federal funding stream.

9. For the Transition Summit, should the vendor support just the materials, or also event communications like registration, live support and media?

For the Transition Summit, the vendor should support both materials and event communications, including pre-event promotion and outreach to drive registrations and attendance. This may include registration communications, partner toolkits and social/email assets, and post-event recap materials. On-site/live event support and media coordination may be included as proposed, but primary emphasis is on effective marketing and audience recruitment.

10. For Data Visualization and Dashboards, should we propose technical support or focus only on the narrative and visual communication layer?

Respondents should focus primarily on the narrative and visual communications layer (public-facing design, usability, plain-language messaging, and dissemination materials) to

support the release of new Birth–Five indicators, dashboards, and the annual report. Technical dashboard development and data infrastructure support are not expected to be led by this vendor, but respondents may propose limited technical support only if it is necessary to implement or publish the communications deliverables effectively.

11. Do you anticipate the Annual Report will include ~50 pages of content again?

To be determined; however, our goal is to shorten the Annual Report as much as possible while still meeting statutory requirements. We intend to develop a new, reusable report template that supports easier year-over-year replication and is focused on the Birth–Five indicators developed through this grant. If the full report still requires approximately 50 pages of content, we would expect design efforts to also produce a more accessible, user-friendly executive summary publication for public dissemination.

12. For each major workstream (e.g., Family Navigation, HSCO, Transitions, Safety, Data, Literacy), should we assume individual scopes/budgets, or a single integrated communications budget?

Proposers should assume a single, integrated communications budget that supports all major workstreams under one coordinated strategic plan. However, we encourage respondents to break out their proposed approach and level of effort by workstream (and/or by major deliverable) so OPSR can clearly understand how time and resources will be allocated across Family Navigation, HSCO, Transitions, Safety, Data/Indicators, and Literacy.

13. If paid media is expected, what percentage of the budget should be allocated to advertising?

Paid media is not expected as part of this RFP, and proposers should not allocate a required percentage of the budget to advertising. However, respondents may include optional, clearly justified paid media recommendations as an add-on or alternative approach if aligned to project goals and budget.

14. What does success look like in this partnership? How will performance be evaluated?

Success in this partnership will be defined by the vendor's ability to deliver high-quality, public-facing communications products on time, aligned to PDG deliverables, and in a way that improves understanding and engagement across priority audiences (families, providers, partners, and policymakers). Performance will be evaluated using a combination of timely deliverable completion, quality standards, and measurable reach and usability indicators.

Key measures of performance may include:

- On-time delivery of required outputs and milestone deliverables (toolkits, briefs, templates, annual report redesign, dashboard support materials, etc.)
- Quality and usability of materials (plain-language, accessibility, clarity, and partner-ready formats)
- Responsiveness and project management (communication cadence, revision turnaround time, and ability to coordinate with multiple partners)
- Dissemination effectiveness, including distribution through partner channels and basic engagement metrics (e.g., website traffic to posted materials, downloads, email/social reach and engagement)
- Stakeholder feedback, including partner satisfaction and ease-of-use feedback from intended audiences

OPSR will utilize regular check-ins, draft reviews, and milestone-based approvals to ensure deliverables are aligned with project goals and ready for statewide dissemination.

15. Who are the key decision-makers for this RFP?

Key decision-makers for this RFP include OPSR's Executive Director, Deputy Executive Director, Director of Early Childhood Systems, and Director of Communications. The Director of Communications will serve as the primary point of contact for the selected vendor and will manage day-to-day coordination with OPSR.