



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

1. Overview:

The Oklahoma Partnership for School Readiness (OPSR), Oklahoma’s State Advisory Council (SAC), is implementing a one-year PDG B-5 Early Care and Educations Systems Building Grant to strengthen Oklahoma’s early childhood system serving children birth through age five.

This grant includes a set of implementation-ready strategies that must produce tangible statewide deliverables within the January–December 2026 period of performance.

To support successful implementation, OPSR is seeking a qualified communications partner to lead strategic communications, public engagement, and production of public-facing deliverables connected to PDG outcomes and deliverables.

2. Purpose of this RFP:

The OPSR is seeking proposals from firms with proven experience in:

- Statewide public engagement
- Family-first and provider-facing communications
- Public sector system messaging
- Development of public-facing toolkits, web content, briefs, and campaign materials

The selected vendor will help OPSR ensure the PDG work results in clear, accessible, high-quality public-facing products that support family navigation and statewide coordination.

3. Scope of Work:

A. Strategic Communications Plan + Project-Wide Messaging

a. Vendor shall:

- i. Develop a strategic communications plan aligned to PDG milestones and outputs
- ii. Create clear and consistent messaging for families, providers, agencies, policymakers, and partners

- iii. Establish an editorial calendar and production schedule that aligns to required deliverables (April–Dec 2026)
- b. Key outputs:
 - i. Messaging framework and communications plan
 - ii. Outreach calendar / content plan
 - iii. Brand-aligned templates and style guidance for public deliverables

B. Family Navigation Communications (System-Facing)

The PDG project is designed to address persistent barriers related to family confusion during eligibility, enrollment, and transitions and to improve navigation supports.

- a. Vendor shall:
 - i. Produce plain-language public content that helps families understand “where to start” and “what’s next”
 - ii. Draft and design family-facing materials supporting navigation and transitions
 - iii. Support dissemination strategy through partners and digital channels

C. Head Start Collaboration Office (HSCO) Public-Facing Materials + Stakeholder Engagement Framework (Family-Facing)

The PDG project includes a collaborative effort between OPSR, the Head Start Collaboration Office (HSCO), and Head Start/Early Head Start (HS/EHS) partners to streamline and strengthen public-facing Head Start communications statewide. This work will create a more consistent, family-friendly framework that helps stakeholders and families (“customers”) better understand Head Start program offerings, enrollment pathways, and available services across Oklahoma.

- a. Vendor will support (as requested by OPSR/HSCO):
 - i. Coordinated content development with HSCO and HS/EHS partners to ensure materials are clear, consistent, and accurate
 - ii. Plain-language editing and family-friendly formatting of existing Head Start communications and resources
 - iii. Development of a shared communications framework and partner-ready materials that can be used across agencies and Head Start grantees
 - iv. Creation of toolkits, templates, and graphics that promote consistent outreach and reduce duplication across partners
- b. Deliverables aligned to PDG milestones:
 - i. Updated HS/EHS communications materials and online media (targeted July 2026)

- ii. Cross-agency aligned HS/EHS content/resources and partner toolkits (Sept 2026)
- iii. Communications support and materials for statewide convenings and stakeholder engagement activities (Dec 2026)

D. Unified Birth–Five Transitions Framework: Public-Facing Materials

The Unified Transitions Framework will include standardized protocols, timelines, and family-facing materials.

- a. Vendor shall:
 - i. Develop family-facing transition materials (checklists, guides, one-pagers)
 - ii. Create provider-facing toolkits and printable resources that align with transition protocols
 - iii. Support communications for the Transition Summit and/or regional PD rollout
- b. Deliverables aligned to PDG milestones:
 - i. Transition protocols/timelines + family/provider materials (May 2026)
 - ii. Support outreach materials for Transition Summit (TBD 2026)
 - iii. Statewide expansion brief support (December 2026)

E. Active Supervision & Safety Alignment Initiative (New Standards + Reduced Licensing Citations)

The PDG project includes a statewide Active Supervision & Safety Alignment Initiative that will be led through cross-sector collaboration among OPSR, OKDHS Child Care Services/Licensing, Head Start/Early Head Start (HS/EHS), and other system partners. This initiative is designed to address inconsistent safety and supervision practices and respond to increasing licensing citations related to inadequate supervision.

This work will result in the development and implementation of new unified standards and procedures for active supervision and safety across early learning settings. By June 2026, OPSR and partners will develop a cross-sector set of active supervision expectations, unified safety protocols, and provider-facing tools, including checklists and observation resources, to support consistent implementation statewide.

Beginning July 2026, training and coaching will be delivered statewide through CCR&R and HS/EHS training teams, reaching at least 300 educators, to strengthen supervision practices across programs and reduce the likelihood of supervision-related findings. OPSR will publish a statewide Safety Alignment Guide and an outcomes/implementation brief summarizing training reach and common supervision challenges to inform continued improvement.

- a. Deliverables aligned to PDG milestones include:
 - i. Unified statewide safety and active supervision standards (June 2026)

- ii. Provider checklists, observation tools, and PD materials/resources (June 2026)
- iii. Statewide training through CCR&R and HS/EHS (July–December 2026)
- iv. Oklahoma Safety Alignment Guide and outcomes brief (December 2026)

F. Data Modernization Public Deliverables (Indicators + Dashboards, Visualizations, Annual Report Redesign)

This work will be directly tied to Oklahoma’s efforts to develop, unify, and publish updated statewide Birth–Five indicators aligned with the School Readiness Pathway.

OPSR will convene partners to refine indicator definitions and metrics, and then use those updated indicators to produce public-facing dashboards, analytic briefs, and a redesigned Annual Report intended to function as a clear, accessible tool for families, providers, policymakers, and partners.

In addition to promoting new indicator definitions and public data tools, this work will support strategic communications planning and public-facing materials that clearly position OPSR as Oklahoma’s State Advisory Council (SAC) and reinforce OPSR’s statewide role in coordinating early childhood systems work, reporting, and transparency.

- a. Vendor shall:
 - i. Support public-facing messaging tied to the release of new Birth–Five indicators
 - ii. Translate indicator definitions and data outputs into plain-language narrative for multiple audiences
 - iii. Develop communications products that accompany dashboards and data releases (e.g., key findings briefs, “what this means” explainers, stakeholder toolkits)
 - iv. Develop a supporting strategic communications plan and materials that strengthen stakeholder awareness of OPSR’s SAC role, including consistent organizational messaging, partner-facing templates, and public-ready “about OPSR / what we do” communications collateral
 - v. Design and produce a redesigned SAC Annual Report format (digital + print-ready) as a strategic communication tool
- b. Deliverables aligned to PDG milestones:
 - i. Aligned statewide Birth–Five indicators and data templates (June 2026)
 - ii. SAC visibility + messaging toolkit (brand/messaging guide, partner templates, “About OPSR” public-facing language) (August 2026)
 - iii. User-friendly statewide dashboards and data visualizations (September 2026)

- iv. OPSR/SAC Annual Report redesigned as a strategic communication tool (November 2026)

G. Early Literacy Engagement: Public-Facing Resource Materials

DPIL enhancement includes statewide family-facing literacy resource materials by June 2026.

- a. Vendor shall (as requested by OPSR):
 - i. Produce family-friendly literacy resources aligned to DPIL engagement
 - ii. Support distribution strategy (digital + partner toolkit)
- b. Deliverables aligned to PDG milestones:
 - i. Statewide literacy resource materials for families (June 2026)

4. Required Deliverables (Summary List)

Proposals should include project management plans and production timelines for:

- Strategic communications plan + editorial calendar (Jan–Feb 2026)
- HSCO content communications support (Jun–Sep 2026)
- Unified Birth–Five transitions materials + summit outreach products (Apr–May 2026)
- Safety alignment products (Jun + Dec 2026)
- Dashboards/data release communications + annual report redesign (Sep + Nov 2026)
- DPIL family literacy resources (June 2026)
- Monthly activity and performance summaries

5. Target Audiences

The proposer should demonstrate experience communicating to:

- Families with children birth through age five
- Licensed child care providers and early learning programs (including HS/EHS)
- Cross-agency state and tribal partners
- Policymakers, funders, and statewide stakeholders consuming dashboards/reports

6. Vendor Qualifications

Proposers must demonstrate:

- Experience in public relations and strategic communications around early childhood systems work
- Ability to communicate complex policy or systems work clearly
- Experience with statewide or large-scale initiatives
- Capacity to manage multiple deliverables on a short timeline

7. Proposal Submission Requirements

Proposals must include:

- Organizational background and relevant experience
- Proposed approach and work plan
- Project team qualifications
- Budget and budget narrative
- Work samples and references

8. Budget and Term

The total contract shall not exceed \$1,500,000 for an 11-month period. Proposals must include a detailed budget and budget narrative.

9. Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of the project
- Quality of approach and experience with early childhood systems
- Capacity and staffing
- Cost reasonableness

10. Submission Information

RFP Sent out for bid	January 15, 2026
Questions Submitted to OPSRF via email	January 20
Responses to questions posted online	January 22
Deadline for Submissions of Proposals via email	January 28 @ 3:00 p.m.
Notify successful vendor	February 2

Submit proposals electronically to:

Jon Trudgeon
 Director of Communications
jtrudgeon@okschoollreadiness.org

OPSR reserves the right to reject any or all proposals and to negotiate scope or terms as needed to meet federal grant requirements.

Appendix A: Proposal Scoring Rubric

Proposals will be evaluated using the rubric below. Greater weight is intentionally assigned to experience with early childhood systems communications, reflecting the complexity of PDG B-5 work and the need for sector-specific expertise.

Scoring Summary (100 Points Total)

Evaluation Area	Description	Points
Early Childhood Systems Communications Experience**	Demonstrated experience leading communications, public relations, or engagement work within early childhood, education, health, or family-serving systems, including mixed-delivery systems (e.g., child care, Head Start, Pre-K, health, human services).	35
Proposed Approach and Work Plan	Quality, feasibility, and clarity of the proposed communications and engagement approach; alignment with PDG B-5 priorities and statewide systems-building work	25
Organizational Capacity and Project Team	Qualifications, roles, and availability of proposed staff; demonstrated capacity to manage statewide, multi-stakeholder projects on a rapid timeline	20
Quality of Work Samples	Relevance, quality, and effectiveness of submitted work samples, particularly those demonstrating translation of complex systems or policy work into accessible public messaging	10
Budget and Cost Reasonableness	Clarity, completeness, and reasonableness of the proposed budget in relation to the scope of work	10
Total Points Possible		100

Scoring Guidance

Early Childhood Systems Communications Experience (35 points)

Highest scores will be awarded to proposers that clearly demonstrate:

- Direct experience supporting early childhood or birth–five systems
- Experience working across multiple agencies or funding streams
- Familiarity with family navigation, workforce, early literacy, or Head Start-related communications
- Ability to translate complex systems, data, or policy into clear, family-centered messaging

Proposers with general communications experience but limited early childhood systems experience will receive fewer points in this category.

Proposed Approach and Work Plan (25 points)

Evaluators will assess:

- Alignment with OPSR’s role as State Advisory Council
- Understanding of PDG B-5 goals and system-building context
- Feasibility of timeline and deliverables
- Integration of public awareness, stakeholder engagement, and data communication

Organizational Capacity and Project Team (20 points)

Points will be awarded based on:

- Relevant experience of key staff
- Clear roles and responsibilities
- Demonstrated ability to manage complex, statewide initiatives

Quality of Work Samples (10 points)

Preference will be given to samples that:

- Are relevant to early childhood, education, or public systems
- Demonstrate accessibility, clarity, and strong visual or narrative design

Budget and Cost Reasonableness (10 points)

Budgets will be evaluated for:

- Alignment with proposed activities
- Cost effectiveness
- Clarity and transparency