

Request for Proposals (RFP) for the Development and Delivery of Resources and Services to Support CCEE Communication Activities

Questions and Clarifications

August 16, 2024

Below are CCEE's responses to questions and requests for clarification that CCEE received from prospective Respondents by the deadline of August 12, 2024, at 4:00 p.m. PST, regarding the Development and Delivery of Resources and Services to Support CCEE Communication Activities Request for Proposals ("RFP") issued on August 2, 2024. For any questions and requests for clarification that were submitted after the deadline, CCEE cannot guarantee that such questions and responses are included herein. CCEE staff has endeavored to respond as thoroughly as possible, and cited relevant language from the RFP where appropriate. Questions and requests for clarification that are similar or on the same topic have been grouped together for ease of navigation and response. Questions that were submitted are not necessarily provided verbatim, and may have been edited for clarity, but have not been altered in substance. Respondents will be presumed to have read and understood the responses provided herein upon submittal of a Proposal.

RFP Process/ Timeline

- What is CCEE/s current communications infrastructure? How are you currently executing on communications?

RESPONSE: CCEE currently supports communications through an internal team that consists of staff across all three Centers: The Teaching Learning and Leading (TLLC), Innovation, Instruction, and Impact (I3), and Transformative Systems for Equitable Educational Outcomes (TSEE). This team supports the website, listserv, and social media channels to support initiative campaigns and outreach efforts.

- How are you making decisions about awards for this RFP?

RESPONSE: As specified in Section VI, Submission Review Rubric on page 10 of the RFP, all Proposals will be evaluated using the following criteria: proposal quality, project experience/organizational approach, and team strength using the rubric presented.

- Are you open to multiple proposals in response to the RFP within the response window?

RESPONSE: Yes, Respondents may submit more than one proposal during the response window.

Budget

- Are there not-to-exceed budget parameters for this proposal? Is it also possible to break this budget down by each method of delivery?

RESPONSE: CCEE does not have a set budget for this RFP and anticipates that there will be variations in proposed budgets depending upon the methods of delivery and content area that Respondents may propose to address the requirements set forth in the RFP. We have asked Respondents to provide a

detailed breakdown of the proposed fees and costs for the activities described in the Proposal. The total annual fees and costs must be stated as a “not to exceed” amount. Respondents may submit costs by each method of delivery.

- May organizations team together as prime and subcontractors on this proposal?

RESPONSE: Yes, however, as specified in Section V. (A), Respondents’ Eligibility on page 7 of the RFP, “Sole proprietorships, partnerships, and public or private agencies may submit proposals in response to this RFP. The Respondent responding to this RFP must serve as the Prime Contractor and will be the responsible entity for ensuring that all tasks and activities are successfully completed. Additionally, as specified in Section VI. (E.3), Subcontracts on page 9 of the RFP, “All work assigned to subcontractors remains the responsibility of the selected Respondent.”

Project Timelines

- In the Timeline section on page 3, it says the Review of Proposals begins on August 19th, 2024, and proposals are accepted through January 13th, 2025. Could you provide more context into why the review of proposals comes before the submission deadline? Is there a reason for such a large window between review and final deadline?

RESPONSE: The purpose of this RFP is for CCEE to identify potential partners to support communication projects based on current needs, and also identify the costs associated with services that we may need to support future work around CCEE Communications. The CCEE will collaborate with the successful Respondent to determine the timeline to sufficiently meet communication needs. As specified in Section VIII, Submission Details on page 11 of the RFP, “the CCEE/MCOE will begin accepting Proposals upon the date of issuance of this RFP, and will continue to accept Proposals until Monday, January 13, 2025 at 4:00 p.m. (Pacific Standard Time). While CCEE will begin reviewing Proposals submitted by this deadline, Proposals may be submitted after the deadline, and, at its discretion, CCEE may review those Proposals as needed for this RFP or future communication service needs, which work may commence after the date identified in the timeline above. Regardless of the timing of submitting a Proposal, CCEE may reach out to Respondents at any time CCEE determines that it has a need for the resources and/or services proposed. Proposals that are submitted after the deadline must still adhere to all other requirements of this RFP.”

Proposal Parameters/Specification

- Is there a specific high-priority issue that CCEE is looking to address?

RESPONSE: As specified in Section IV, Scope of Services on page 5 of the RFP, “Respondents must describe how their approach to communication resources and supports are aligned with CCEE’s Theory of Action focused on capacity building and the QRU Rubric, which measures whether communication resources are evidence-based, specific to user/context, and immediately usable. In addition, Respondents must provide evidence of how their resources and tools to support communications are effective, particularly against industry benchmarks.”