



EARLY LEARNING COALITION OF ORANGE COUNTY

Request for Qualification #2223-01 To Support ELCOC Website Redevelopment Scope of Public Relations Services January – June 2023

Organization Background

The Early Learning Coalition of Orange County (hereinafter referred to as "Coalition"), is a 501(c) (3), not-for-profit, formed to establish and improve early education programs for more than 18,000 children birth through age five in Orange County.

In 1999, the Legislature enacted the School Readiness Act (s. 411.01, Florida Statutes (FS)), which consolidated the state's early childhood education and child care programs into one integrated program of school readiness services. The Act directed that school readiness programs would be administered by school readiness coalitions (now known as the Early Learning Coalitions) at the county or multi-county level. The Coalition is coordinated by the State of Florida's Office of Early Learning and is one of 31 Coalitions in the state. The Coalition plans and implements the coordination of school readiness services throughout Orange County. The Coalition's goal is to improve the quality of services administered by early education and childcare providers that care for children under the age of five. The Coalition also works to raise awareness of the importance of quality early education and directs resources to income-eligible parents.

Purpose

Early Learning Coalition of Orange County (ELCOC) is in search of a company to re-develop the company website beginning January through June 2023. The Early Learning Coalition of Orange County (ELCOC) works for the success of children by connecting families and preschool programs to resources that provide every child with equal educational opportunities. The firm/agency selected will update website design and content based on a previously completed audit (2020).

Website Redesign Project Objectives

1. Update the website design and content to emphasize practical information for Orange County's parents and current/potential early education providers.
2. Build content resources that improve the reputation of ELCOC as the community authority on early education.
3. Improve the ranking of the ELCOC website via Google search for designated target keywords.
4. Track conversions (e.g. form submissions, phone calls, event registration, etc.)
5. Update the website code to be compatible with 2022 technical standards; to enable usage of a drag-and-drop page builder; and to be accessible (ADA compliant).
- 6.

Project Scope



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The primary scope of this project is to provide website design and content updates for the online properties of the Early Learning Coalition of Orange County. See “Core Project Definition.”

Core Project Definition & Deliverables

WEBSITE ARCHITECTURE & DESIGN UPDATES

- Planning meeting with key stakeholders
- Wireframe layouts for seven custom pages including:
 - (3) landing page templates to be used on Provider, Parent, and Get Involved pages
 - (2) blog pages (landing page + article template)
 - (1) category-structured calendar page
 - (1) page to be determined
- Create design comps for eight custom pages (all of the above plus the Home Page)

Website Development:

- Review website technical requirements
- Code mobile-first and desktop website aesthetic
- Develop updated admin areas and interactive features, including:
- Category-structured events calendar
- Category-structured blog
- 2-3 multi-page data widgets (e.g. for ongoing display of updated provider data)
- Integration/updates of existing features:
- Contact forms (*integrated with Salesforce)
- Newsletter sign-up (*integrated with Constant Contact)
- Sponsor/donor logo slider with links
- Donate portal via Stax
- Perform cross-browser and mobile testing
- Install Google Analytics tracking pixel and set up conversion optimizations

WEBSITE CONTENT UPDATE & OPTIMIZATION

Website content update

- Outline sections for 10 pages and content resource(s)
- Interview / send questionnaire to ELCOC staff
- Draft copy for an additional ten (10) new pages and submit to client for revisions
- Revise based on client feedback
- Edit text on existing content pages
- Make recommendations to ELCOC staff
- Draft revised and simplified copy
- Incorporate target keywords
- Proofread website copy



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- Identify appropriate stock photo options depicting providers and parents with children
 - Embed more videos from ELCOC YouTube throughout the website
 - Upload copy to development site

On-page SEO update

- Conduct keyword research
- Plan keywords for 10 pages
- Write and upload meta title and description for 10 pages
- Set up internal links between content pages on 10 pages
- Set up external links to outside resources and partners on 10 pages
- Site speed optimization (site-wide)

In-Depth Resource Guide – Copywriting, Editing, & Design

- Plan and create one content resource for ELCOC (~2000 words, to be published directly on the website or made available as a PDF download
- Outline sections for resource
- Interview / send questionnaire to ELCOC staff
- Draft copy and submit to client for revisions
- Revise based on client feedback
- Proofread copy
- Identify appropriate stock photo options depicting providers and parents with children
- Upload and format copy
- Recommended Usage: “Lead magnet” to support newsletter sign-ups via upcoming campaigns
- EXAMPLE GOAL: parents subscribe to a newsletter list for information about early education opportunities in Orlando (VPK, School Readiness, Baby Institute, etc.)
- EXAMPLE “LEAD MAGNET”: toolkit incorporating infographic of developmental milestones for your children, how to choose early education for your child, etc.

Website Accessibility

Implement website accessibility best practices throughout the website, including:

- Keyboard shortcuts (e.g. tab focus)
- Screen reader readiness
- Organized page hierarchy
 - Alt text and descriptions for images



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Amount of Funding:

The Early Learning Coalition forecasted funding amount in this RFQ is **\$30,000.00 USD** for this procurement, which is subject to change contingent upon the agency's necessities. Funding Source: Federal Funds, General Revenue from State of Florida, and local match, as applicable.

Written Inquiries:

To ensure that sufficient analysis can be made before answering any questions, all inquiries should be made in writing to the Point of Contract: Jamie Lopez, Procurement and Grants Manager, at jlopez@elcoc.org on or before 2:00 PM October 11, 2022. The email of the inquiry shall clearly indicate the following title **RFQ # 2223-01 Website Redevelopment inquiry**. All answers will be posted on the website at 4:00PM on October 13, 2022. It is the responsibility of the proposer to check the website for update on the RFQ.

Submission Instructions:

To be considered the following must be received by the Early Learning Coalition of Orange County via email to Jamie Lopez, Procurement and Grants Manager, at jlopez@elcoc.org on or before 3:00 pm (EST) October 21, 2022. The email of the submission shall clearly indicate the following title **RFQ # 2223-01 Website Redevelopment submission**. Submission should include:

- Credentials
- Brief Description of your approach to the above, and
- Propose bid
- Project Time line
- Budget

The Coalition cautions firms to assure actual delivery of their submissions. Qualifications and modifications to the submissions received after the time and date specified herein will not be considered. Submission by facsimile will not be accepted.

NO CALLS, PLEASE.