

REQUEST FOR PROPOSAL EAST COAST MIGRANT HEAD START PROJECT, RFP NO. 122023 COMMUNICATIONS CONSULTANT/ BRAND STRATEGIST GENERAL QUESTIONS/ANSWERS	
QUESTIONS RECEIVED	ANSWERS
<ol style="list-style-type: none"> 1. How many branding firms are you interviewing? 2. How did you hear about <i>Substance</i>? 3. Can we incorporate your RFP questions into our proposal format, or does it need to be this actual PDF document? 4. Your new grant cycle is November 1, 2024. I assume this is the new name deadline. Is this for name approval or implementation? 5. What is your long-term plan for visual branding to exist with the new name? If the current logo doesn't work, which seems a likely scenario, do you envision a phase two for logo and visual branding? 6. Assuming focus group interviews and/or one on one phone conversations with stakeholders listed below. Do some of these need to be conducted in Spanish? - ECMHSP Board Members - ECMHSP Policy Council Members - parents of enrolled children - community partners 7. Is there any existing research on which we can build? 8. How much internal research have you done to get to this point? 9. Who are the internal brand champions advocating for this? 10. How much data drive information are you looking for or is this more qualitative research? 11. Long term, are you looking at this from a lens toward national expansion? 12. What does a Head Start expansion strategy look like? 13. Do you require any change management support for adoption of the new name? 	<ol style="list-style-type: none"> 1. It depends on the number of responses received from the RFP. 2. ECMHSP heard about <i>Substance</i> via internet search. 3. Yes, you may incorporate the RFP questions into your proposal format. 4. November 1, 2024 is the start of the new project period for East Coast Migrant Head Start Project. This date has nothing to do with the name approval or implementation process for the name change. 5. Currently, ECMHSP is only interested in changing the name; however, we remain open to ideas. 6. Yes, please be prepared to conduct interviews in English and Spanish. 7. Please refer to the RFP for information as it relates to existing research. 8. Please refer to the RFP for information as it relates to existing research. 9. Internal research has extended as far as conversations with internal stakeholders, such as ECMHSP Board members and Organizational Leaders. 10. This is more research; however, data driven information is welcomed and beneficial. 11. This is to be determined. 12. Not applicable. 13. Maybe, but we are not certain, now.