



Supporting Excellence in Early Education

ECIC's ITQI Tools & Technical Assistance Statement of Work

Opportunity

In December 2023, the Early Childhood Development Corporation (ECIC) embarked upon an Infant Toddler Quality Improvement (ITQI) pilot with funds allocated through the Michigan Department of Lifelong Education, Advancement, and Potential (MiLEAP) developed to directly test strategies connected to recruiting staffing and aligning their compensation with that of their K-12 peers, and expanding child care subsidy openings for infants and toddlers whose family may qualify.

Why? Across Michigan there are staff shortages being experienced by all of the different types of licensed programs run in communities (Home-based, Community-based and School-based). There's also a shortage of available openings for infants and toddlers, who compared to 3-4-year-olds are very often more expensive to serve due to the ratios and level of training one must have to work with the age group.

Through the pilot ECIC will collaborate with MiLEAP to achieve three key goals:

- Increase equitable access to high-quality infant toddler care in the State of Michigan
- Increase pay equity for the Infant Toddler Workforce
- Improve quality in early learning care programs, with an equity lens

In addition to receiving funding to directly support the increase of subsidy seats in their program, ITQI providers will also work directly with the ITQI team to implement strategies that help each of the selected pilot child care providers create more efficient admin, marketing and outreach processes to improve their ability to deliver high quality programming for Michigan's youngest learners.

Scope of Services Needed

The ITQI Pilot has the potential for sustained funding beyond the initial pilot period. However, in order to prove how such investment can make a sustainable impact on the early learning and care ecosystem, it is important to address gaps and barriers that very often prevent programs from filling their staff and child care openings.

Funding from the Office of Great Start within the Michigan Department of Lifelong Education, Advancement, and Potential supports the implementation of Great Start to Quality.

February 2024

Currently, the ITQI Pilot cohort is composed of 196 child care providers, located across the state and representing both home and community based care. ECIC is seeking vendors to support the ITQI staff and selected pilot providers in developing a specific set of tools and resources that could ultimately be shared with all Michigan's licensed programs currently connected to ECIC's Great Start to Quality (GSQ) provider platform.

Interested vendors should submit responses that include strategy and costs for 1) either some components of the requested Scope of Work described below, or 2) provide a proposal that details how they might approach the full scope as a contracted vendor.

Administrative & Operational Supports

- Create with the support of ECIC systems developers an online database of searchable job descriptions that early childhood program directors can use as a base for posting job descriptions to ECIC's job board. Vendor would be responsible for creating content and process by which to make such content easily accessible for providers to edit.
- Develop at minimum three webinars that address specific barriers being experienced by child care providers currently participating in the ITQI pilot, including:
 - How to Establish and Maintain a digital Onboarding Process: A webinar with specific examples and test case users (Pilot Providers) to demonstrate to child care programs how they can create video onboarding tools and digital checklists for new staff.
 - Admin and Operations Shortcuts and Sure Fire Timesavers: A video session with accompanying PowerPoint or Digital Guide that shows programs how to easily create desktop and phone shortcuts to apps, platforms and tools they need to affordable, sustainable ways to use new platforms to create HR and/or Marketing materials like Canva or Adobe Express.
 - Child Care Costs & Bookkeeping: A video session to be facilitated by a selected tax expert with expertise in Michigan Child Care finances and tax related issues experienced by licensed providers. Facilitator will be paid fee directly from ECIC, vendor would direct development of webinar and any edits needed to create an asset to be used by ECIC across all platforms.
- Lead the development of a resource guide that helps child care programs understand best business practices as it pertains to financial documentation and storage of confidential documents, employee and student files, facilities and licensing physical paperwork, and any technology and/or security related materials.

Marketing and Outreach Tools & Resources

- Create a child care branding playbook that utilizes current ITQI participants program marketing and outreach materials to show how at varying degrees of investment, capacity level child care providers can ensure their messaging to potential employees and families seeking care is aligned with most current practices

and processes that maximize their efforts no matter how small or large their program might be—or where it might operate within the state of Michigan.

- Support the direct refresh of materials, websites, and assets for 6 selected Pilot Programs to create an online portfolio that exemplifies how the above mentioned playbook can be used to create timely, accessible and evergreen materials that support child care recruitment and brand recognition.
- Assist in the development of a webinar and materials that help ITQI Pilot Programs, and potential partners, understand how partnerships and support of coordinated communication efforts can help meet the diverse needs of communities.
 - Deliverables will be developed and supported by ITQI staff and Program Providers to test partnership strategies to use in completed learning materials.
 - This could take the form of a traditional webinar and/or be approached by a vendor as a possible interactive graphic, animated video and/or other form of presentation as long as it serves the dual-purpose of being appealing to both child care providers and potential partners.
 - Should include support of placing child care branding playbook and HR & Admin Best Practices guide in digital form on Great Start to Quality and/or ECIC website.
- Creative Services & Film Production: Coordinate with ITQI staff to select and schedule (2) film days for child care Providers and champions (non-early learning and care affiliated leaders) to create a series of videos that spotlight best practice and/or tips from the field to uplift the expertise of those currently serving and supporting Michigan children and families in accessing high quality care. Expected deliverable would be (5) vignette videos that could be used beyond the pilot year as technical assistance resources and support for any licensed child care provider.

Response & Evaluation

Vendor Response Required by ECIC for Solicitation Review	Evaluation <i>(Possible Score)</i>
Strategy and Approach: Detail how your organization / team would propose completing the desired SOW and/or components of the outlined deliverables.	50
Budget and Anticipated Costs: Provide a budget sheet that outlines costs for the project in total and/or for each aspect of the work sought that can be delivered on by your organization.	40
Capacity: Define how you would allocate staff time and talent to support the ITQI team in coordination and completion of the stated work.	30
Expertise & Ability: Uplift what expertise and ability your organization brings to the proposed scope of work, and how this will support ECIC in reaching the desired outcomes for the work.	30
Response Total Possible Score	150

Budget

The ITQI budget for technical assistance as it pertains to desired deliverables is \$80,000. Interested vendors may submit proposals that outline anticipated costs for individual pieces of the proposed scope of work, or choose to create a budget that would only commit to delivering aspects of the work that are most aligned with their area of expertise and practice.

All submitted solicitations will be vetted by the ITQI team as a whole. Vendors may choose to submit joint proposals with a vendor that they have worked with on previous joint projects if by doing so it would maximize ECIC's ability to complete all of the deliverables via one contract.

Credits and Copyright Ownership

ECIC will retain copyright ownership for any and all original materials produced, including but not limited to all webinars, printed documents and communication assets or tools. ECIC will directly give ITQI Pilot Providers explicit approval to use and reproduce materials specifically created for their individual programs.

All materials produced as it pertains to this work will need to be branded with MiLEAP, ECIC and GSQ names and logos. As such any reproduction requests and/or modifications will require a review period with a minimum of 10 business days for a response. Any vendor contracted to complete work on this project must not reproduce any materials produced under the contract without such response and prior written approval from MiLEAP and ECIC.