



Board of Directors Meeting

January 11, 2013

Communications Contract

Item III.A.

Recommended Action: Approval of Contract with Tucker/Hall

Budget Impact: \$70,000

Background

In August 2012, JWB issued an Invitation to Bid to seven communications and public relations firms to submit proposals for the development of a comprehensive communications plan that would:

- Maintain and enhance support for the mission of JWB, especially preparing our youngest children for a lifetime of learning;
- Inform and advocate for the needs of children and families;
- Increase visibility for JWB
- Enhance or establish communications paths to key stakeholders and citizens of Pinellas County.

Four firms submitted proposals. On August 16, the Proposal Review Committee, a group of board members and JWB staff, reviewed the proposals and decided to invite Ron Sachs Communications and Tucker Hall to make presentations to the group on August 22, 2012.

On August 22, 2012, the group selected Tucker Hall as the firm JWB would like to engage as is communication consultant. The Board also expressed interest in finding strategic partners with which to develop communications related to children's issues, especially those related to early learning. In the interim, Gay Lancaster and other staff have had several discussions with the Pinellas Education Foundation and United Way of the Suncoast. The Education Foundation has expressed interest in partnering with JWB on specific messaging, as has United Way. In early 2012, JWB collaborated with United Way and The Children's Movement of Florida on the Reading Pals grant funded by the Barnett Family. In 2013, JWB will also be collaborating with United Way on a Helios Foundation School Readiness grant designed to support and advocate for quality early learning.

JWB requires the development of a comprehensive communications plan as described in the Tucker/Hall proposal recommended by the Proposal Review Committee. Staff is recommending approval of the attached contract not to exceed \$70,000. The work would be undertaken with an eye toward partnering with The Education Foundation and, potentially, United Way on messaging that emphasizes the importance of quality early learning as a foundation for school readiness and school success.

The Contract is under review by the JWB Board Attorney and will be sent under separate cover.