

Future Ready Columbus

Public relations campaign for the Hilltop Early Learning Center

DESCRIPTION OF SERVICES

1. Objective. To support the engagement, recruitment and enrollment of children and families for the new Hilltop Early Learning Center, the City is funding the Grantee to engage in a public relations campaign.
2. Description of work. The following tasks outline the work of this grant.
 - In collaboration with the City and Hilltop Early Learning Center Master Operator, develop a multi-media plan to engage Hilltop children and families for recruitment and enrollment in the new center.
 - Focus should be on Hilltop children
 - Focus should be on diversity
 - Focus should be on families under 300% of the Federal Poverty Level (FPL)
 - With the advice and consent of both the City and Master Operator, engage and execute a legally binding contract with a professional, experienced public relations firm to further develop and implement the multi-media plan.
 - Meet bi-weekly with the public relations firm, the City and the Master Operator, from the effective date of the contract, to discuss progress.
 - The public relations firm should have a report prepared for the bi-weekly meetings to detail progress toward each specified goal.
3. Timeline. Work should commence on the effective date of this contract. Specific dates include:
 - March 1, 2022 – Multi-medium engagement, recruitment, and enrollment plan developed by City, Grantee, and Master Operator
 - March 18, 2022 – Deadline date for the public relations firm to be under contract to further develop and implement the multi-media plan
 - August 29, 2022 – Work completed. Final report submitted to Grantee