

Studer Community Institute - Early Brain Development PROPOSAL ABSTRACT

Project Components:

1. Market Research – to determine the most effective communication methods
2. Data Gathering – comprehensive analysis of resources and programs available in the community that serve children ages 0-5
3. Universal Marketing Campaign – to be driven by the market research findings
4. Outreach – e.g., community events, parent outreach and instruction and enrollment opportunities
5. Evaluation – educational offerings, engagement/interaction, and knowledge gains

Target population: all Escambia County residents; focus on parents, families, and caregivers of children 0 to 5 classified as at risk and residing in low-income neighborhoods/zip codes identified as "pockets of poverty"

Highlighted Activities:

- Research the local early childhood education market and level of awareness
- Identify early learning programs and best practices in the community as well as gaps in service
- Develop marketing techniques
- Convene key stakeholders
- Provide expert-informed content
- Produce series of community outreach events
- Expand Basics Insights text messaging program
- Offer enrollment opportunities at community events

Deliverables/Outputs:

- Education of 5,000 parents and caregivers through SCI programs
- Parent University enrollment and knowledge gain: 200 successful SCI class completions
- Event attendance/reach: 20 new enrollments in The Basics at each community event
- Visits to SCI Early Learning website
- Social media views/shares
- Pulse survey results conducted twice with Downs & St. Germain

Project Partners:

- Studer Community Institute
- Downs & St. Germain
- Sue Straughn
- The Basics
- Parent University
- Area Housing

- Hospitals and Pediatrician Offices
- Early Learning Coalition
- University of Chicago
- Arc Gateway
- City of Pensacola
- Escambia County Sheriff's Office
- Community Health of NW Florida
- Ready Kids
- Healthy Start
- Children's Home Society
- Gulf Coast Kids House
- Showcase
- Red Iron Design/Lisa Long Lyter

Proposed Budget:

Expense	Description	Request Amount
Salaries and Wages	Partial salaries for Early Learning staff related to marketing and outreach efforts of RFP response	53,200
Contracted Services	Downs & St. Germain services to conduct market research (\$20,000) and two pulse surveys(\$30,000) *Proposal Attached	50,000
Equipment and Supplies	Incentives for outreach events: shirts, hats, bags, waterbottles, gift cards. Food for outreach events: Kona Ice, treats	43,200
Marketing/Communications	Showcase (\$272,000) and Red Iron Design(\$27,200, actual cost \$24,000: <i>Red Iron to provide \$3,200 in kind</i>) proposal for universal marketing campaign *Proposals Attached	296,000
Other	print items: banners, posters, flyers, game for event incentives	2,000
TOTAL PROGRAM EXPENSE		444,400