



Request for Proposal: NYSPEP Parenting Educator Credential Communications

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Issued by: Prevent Child Abuse of NY on behalf of NYS Parenting Education Partnership

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INTRODUCTION AND BACKGROUND

The NYS Parenting Education Partnership (NYSPEP) is a professional organization for individuals engaged or interested in parenting education. We promote and improve parenting education in order to enhance parenting skills, knowledge, and behavior so that all children will grow up in nurturing families. NYSPEP membership includes parenting educators, related professionals, students, and leaders who provide services to parents and families with children, and those who fund, support and advocate for parenting education, at local and state levels in New York. Members work locally and statewide to support the mission and goals of NYSPEP.

The NYS Parenting Educator Credential launched in 2012 has three levels, designed to reflect applicants' different levels of experience and responsibility (more information, including credential criteria, is available on the [NYSPEP website](#)). To date, 96 parenting educators have been awarded the credential, and there are currently 52 active credentialed parenting educators in NYS. With the many distinct ways and settings in which parenting education is provided, the potential pool of parenting educators who would be eligible and interested in the credential is much larger.

The NYSPEP Credential is now at a crucial stage in its development and is ready to be expanded more thoroughly and intensively across the state to ensure that highly qualified professionals are working in this relatively new field. A report from a recent summit on workforce quality for parenting education available at [NYSPEP Summit on Workforce Quality Report](#) provides additional information. Currently, there is a need for an analysis to fully understand how parenting educators are educated and trained, and how the career pathways open to them in the field. It is unclear to many parenting educators and those who supervise parenting education programs what the potential career pathways might be in the field of parenting

education, and what additional education, professional development, and experiences that they need to move along those pathways.

With the recent receipt of a grant to support the expansion of the credential, NYSPEP is seeking a consultant or team of consultants to work with its members and stakeholders to create a set of resources that will help to advance the awareness, visibility, and adoption of the Parenting Educator Credential across the state. This work will include two components taking place in tandem. A landscape analysis will identify higher education and career development opportunities for parenting educators in New York State. A communications consultant will develop marketing and outreach materials to promote the NYSPEP Parenting Education Credential. As the fiscal sponsor for NYSPEP, Prevent Child Abuse NY will create an agreement with the consultant for the work described below.

PROJECT DESCRIPTION

Communications: Creation of marketing and outreach materials, messaging, and content to promote parenting education and the NYSPEP Parenting Education Credential and increase the understanding across audience groups of the difference between the Credential and available curriculum-focused professional development and trainings.

Expansion of the NYSPEP Parenting Educator Credential will require that stakeholders share a common understanding of the need for and value of the Credential. The information and data provided in the landscape analysis described above will be used to continue the promotion of the NYSPEP parenting education credential and will inform the marketing and outreach materials to be created to promote this common understanding.

The following deliverables will be produced by consultant(s):

1. Identify audiences including current and potential parenting educators, parenting education program leaders and supervisors, parenting education funders, institutions of higher education, health care systems, training providers, decision makers, and policy makers.
2. Create messaging tailored to each audience type.
3. Develop content to be used for social media, websites, flyers.
4. Create a short (90 second) video to explain the NYSPEP Parenting Educator Credential.
5. Identify new avenues of communication and outreach – what other channels/methods could be used to promote the credential

PROJECT TIMELINE

This project is expected to begin October 2021 and be completed by September 2022. The Consultant(s) will meet with Credential Committee members, Steering Committee members, and other stakeholders to gather information and data. Reports and regular meetings with the

project management committee will be required monthly. We anticipate up to three meetings with the Consultant(s) and the NYSPEP project management committee at the beginning of the project to review the scope of work and ensure a common understanding of the deliverables.

EXPERIENCE AND QUALIFICATIONS

The Consultant(s) should have the following experience and qualifications:

- Experience with graphic design and marketing via a wide range of social media and web platforms.
- Video creation and editing.
- A understanding of parenting education, workforce development, and higher education/professional development models are preferred.
- Experience with strategic planning is preferred.

PROPOSAL REQUIREMENTS

Your proposal should follow the format below:

- Contact information, including phone and email.
- Background information, including:
 - Resume or vita
 - Other relevant experience that would help you deliver our project
 - Samples of previous related work that illustrates your experience and capabilities
- Proposed plan to meet each of the deliverables (1-5) identified above.
- Contract Award Amount - \$7,000 – Submit a project budget proposal not to exceed \$7,000. At time of award, A Memorandum of Understanding will be developed to define responsibilities of consultant and of NYSPEP.
- References - name and contact information for 2-3 previous clients.

Proposals are due by **Friday, September 24, 2021**. Your proposal should be submitted in a PDF format to credential@nyspep.org

Questions may be submitted by email to Credential@nyspep.org by September 13, 2021.

Answers will be posted on NYSPEP website by September 15, 2021.