

## VOCATIONAL REHABILITATION Request For Proposals

### Development of a Strategic Marketing Plan for Brain Injury Awareness

#### **Purpose**

Vocational Rehabilitation (VR), in the Nebraska Department of Education (NDE), along with the Nebraska Traumatic Brain Injury (TBI) Advisory Council requests proposals for the design and creation of a strategic marketing plan for increasing statewide awareness of brain injury, brain injury-related training events and brain injury resources. The proposal will outline steps and strategies for gathering data regarding target audiences and developing a media plan which, when implemented, will increase awareness in the general public about brain injury and common symptoms with an emphasis on diverse populations, and increase awareness about available training, information and service resources. VR intends to contract with a results-oriented company or individual with high quality experience and a record of success in developing strategic marketing plans. Priority will be given to applicants with the capacity to assist in implementing planned activities.

#### **Background**

VR has received TBI Implementation Partnership Grant funds from the U.S. Department of Health and Human Services (HHS), Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau (MCHB) to build a comprehensive, multidisciplinary, easily accessible system of care for individuals experiencing TBI, and to ensure awareness and training for partners in the system. TBI is an acquired brain injury (ABI) that results from an external physical force, such as a jolt or blow to the head, a fall, striking or being struck by an object, or being shaken violently. TBI may result in mild to severe levels of impairment in attention, learning and memory, organization, communication, and executive functioning, and may permanently affect an individual's ability to live and work independently. Nebraska has identified four target groups at high risk for experiencing a TBI; children ages 0 - 4 years, youth in the Juvenile Justice system, veterans of Operation Enduring Freedom/Operation Iraqi Freedom and the elderly ages 65 and over.

#### **Project Requirements**

Applicants submitting a proposal for the development of a strategic marketing plan for increasing awareness of brain injury in Nebraska must be willing to consider these requirements as they develop the final plan:

- \* The applicant must agree to work jointly with members of the TBI Advisory Council in development of the strategic marketing plan.
- \* Proposed activities in the plan should span a period of two years.
- \* Include strategies for reaching diverse populations and using accessible formats.
- \* Include specific strategies for increasing awareness within the four target groups listed above.
- \* The plan should be affordable and practical to implement, and be flexible to allow for some changes in implementation based on funding availability.
- \* The plan should describe strategies for measuring the effectiveness of each proposed activity, material or tactic.

#### **Selection Criteria**

Every proposal received by the deadline will be reviewed to ensure it has been prepared and submitted in accordance with the RFP specifications and that all required information is included. Funds for this project may **not** be used for the following purposes: for construction projects or for pre-award costs (reimbursement is not given for costs incurred prior to receiving the award) or to support primary injury prevention initiatives, research initiatives, or the provision of direct services.

## Required Information

### Letter of Intent: 0 Points

The cover page should include contact information about the individual or company submitting the proposal, with an original signature of the person responsible signed in blue ink.

### Personnel Qualifications and Experience: 20 Points

Demonstrate the qualifications and experience of personnel responsible for strategic marketing plan development. Describe previous experience in developing and implementing successful strategic marketing plans.

### Description of Strategic Planning Process: 30 Points

Describe the project timeline and proposed scope of services for identifying marketing goals and objectives, confirming target audiences and markets, developing communication strategies, key brand and message statements, and prioritizing recommended marketing and communication tactics. Include the materials and supplies to be provided and those that VR will be expected to provide.

### Budget: 25 Points

Include explanations for all fees and travel expenses for the full time period of the proposal. The budget for completion of the strategic marketing plan may not exceed \$8,000.00. The budget explanation should include:

- \* Salaries and wages of key individuals involved
- \* Equipment (itemized with costs)
- \* Materials and supplies (list separately with itemized costs)
- \* Other expenses
- \* Total amount requested

### References: 25 Points

Include a minimum of two references from previous clients.

## Submittal Instructions

Send an original copy of the proposal along with all supporting documentation to:

Keri Bennett  
Program Director for Acquired Brain Injury  
Vocational Rehabilitation  
315 W. 60th Street, Ste 400  
Kearney, NE 68845-1504

### Schedule of Events

1. Release of RFP/Publish Public Notice on Friday, November 5, 2010.
2. Proposal Receipt Deadline, 5:00 pm on Monday, December 6, 2010.
3. Initial Review/Evaluation of Proposals by Friday, December 31, 2010.
4. Award Notification approximately January 14, 2011.

**Requests for technical assistance or reasonable accommodations should be directed to Keri Bennett, Vocational Rehabilitation at 308/865-5012 or [keri.bennett@nebraska.gov](mailto:keri.bennett@nebraska.gov).**