

January 15, 2018

Request for Proposals: Communications Specialist to Develop Outreach Plans & Tools to Promote Micro Grants Program for Arts & Culture in English Schools in Quebec

Contact Person: Christie Huff, Project Manager – christiehuff@quebec-elan.org

Background/Introduction

ELAN Quebec (English-Language Arts Network) is a non-profit organization devoted to helping Quebec's English-language artists make connections with one another, with their francophone colleagues, and with their audiences in Quebec, Canada and internationally.

LEARN is a non-profit educational organization with a mandate to serve the English-speaking community of Quebec. LEARN accomplishes this by offering a wide range of complimentary educational resources and services for the elementary and secondary level. All of LEARN's efforts are intended to contribute to and support student retention, academic success, and strong English-speaking communities.

ELAN & LEARN (hereafter referred to as "the partners") will be working in partnership to manage the Government of Canada's Community Cultural Action Fund Micro-Grant Program for Minority Schools in Quebec¹. The goal of the program is to provide students in minority language schools with opportunities to experience the arts and explore their culture by providing \$1500/year/school over four years (from April 1, 2019 to March 31, 2023). ELAN will be overseeing the administration of the program and will be working collaboratively with LEARN to reach the 300+ English schools. The partners are seeking proposals to develop

¹ Press releases from September 25 announcement:

<https://www.canada.ca/en/canadian-heritage/news/2018/09/the-government-of-canada-supports-cultural-activities-with-the-help-of-the-community-cultural-action-micro-grant-program-for-minority-schools.html>

<https://www.quebec-elan.org/2018/09/25/community-cultural-action-micro-grant-program-press-release/>

<https://www.newswire.ca/news-releases/the-government-of-canada-supports-cultural-activities-with-the-help-of-the-community-cultural-action-micro-grant-program-for-minority-schools-694257061.html>

outreach strategies and design communications tools required to successfully launch the Micro-Grant Program and connect artists with the maximum number of schools annually.

Timeline & Scope of Work

The contract period is February 4 - March 31, 2019².

A communication plan for the project needs to be developed collaboratively with the partners by February 18th (key messages, appearance, channels including website content, email, print and electronic flyers, etc. tailored to audiences). Media outreach strategies must also be included.

Based on the approved communication plan, communication tools for outreach to artists and schools need to be designed for immediate and long-term use by March 11th.

Feedback on the communication launch needs to be integrated in revised tools and the partners should be provided with a final plan for long-term outreach by March 29.

Elements of Proposal

Applicants may be organizations or individuals. A cover letter must accompany the proposal which should include the following components:

- Description of relevant experience,
- A proposed general approach to the project,
- A plan which includes the expected scope of work, respecting the partners' timeline
- Resumes for all individuals who will work on the project.

Evaluation Criteria to Include³

Demonstrated skills and experience developing communication plans and tools tailored to audiences (in this case from communicating with arts, community and education stakeholders

² There **may** be additional follow-up work in 2019-20.

³ *ELAN is an equal opportunity employer and values diversity in its workforce, encouraging applications from all qualified individuals. We strongly encourage applications from members of the Government of Canada's job equity groups (i.e. persons with disabilities, visible minorities, Aboriginal peoples, and newcomers to Canada), and from all groups who experience marginalization. We encourage applicants to self-identify in their cover letter if they are comfortable doing so.*

from organization leaders (Directors General, Executive Directors) to individual artists, teachers, community organizers, etc.

Autonomous, reliable - track record of deliverables being ready on time to client satisfaction.

Knowledge of the Quebec Education system and the English-speaking school boards & schools.
Awareness of Quebec's Arts & Culture Communities.

Excellent written and visual communication design skills.

Budget

The maximum budget is \$25,000.

Submission Deadline & Selection Process/Schedule

The submission deadline is 9 am on January 28th. All requested elements of the proposal should be emailed to the Contact Person.

Submissions will be reviewed as they are received and applicants may be contacted to schedule interviews before or immediately following the January 28th deadline. The successful and unsuccessful applicants will be contacted by February 1st. The successful applicant must be prepared to meet to finalize the contract and begin work the week of February 4th.

Throughout the contract period, meetings may take place at either ELAN's downtown Montreal office or at LEARN's Laval office.