

6.28.23

PROJECT BACKGROUND:

In November 2022, The Children's Trust of Alachua County (CTAC) contracted with Seek Higher Ground to complete a strategic planning process that was already underway. Nikki Martin-Bynum and Vashti Rutledge facilitated the process for six months. This resulted in a set of considerations from the Strategic Planning Committee that should be considered when releasing proposals.

PROPOSAL CONSIDERATIONS:

- CTAC's Board of Directors expressed that literacy and math skills are foundational to Goal 2, All Children and Youth can learn what they need to know to be successful. As such, consider how to intentionally and peripherally encourage programs to contribute to enhancing literacy and math skills. For example, one participant noted, there could be bonus points awarded for mentoring and character-building efforts that contribute to math and/or literacy gains.
- Since there is overlap across goals, each RFP will need to clearly define its targets for impact. Be prepared to address questions regarding programs and organizations whose services impact several areas. Example: An existing provider asked if physical activity was not being considered because while physical activity aligns with healthy lifestyles it was not explicitly stated.
- Consider holding information sessions to provide opportunities for prospective applicants to understand both the intent of each RFP and what scope of programs or services will align with CTAC goals. Be prepared for questions and challenges for areas no longer aligned with the strategy (ex. food access).
- CTAC will need to develop a strategy to ensure funded agencies represent the diversity of Alachua County - including both urban and rural communities. This could include mapping how funding is concentrated throughout the county to ensure all areas are represented.
- CTAC will need to develop a strategy to ensure that services are available for all families prenatally through age 18. The Steering Committee was committed to investing a larger percent of resources in the maternal child health/early learning space for younger children. However, they noted that there also needs to be supports for children of all ages. Staff will have to be intentional to create a balance between younger children and older children.