



VERMONT COALITION OF CLINICS FOR THE UNINSURED

**122 Green Mountain Pl.
Middlebury VT, 05753**

**VTCoalitionofClinics@gmail.com
Tel 802-448-4280 www.vtccu.org**

REQUEST FOR QUALIFICATIONS Communications Consulting Services

The VT Coalition of Clinics for the Uninsured (VCCU) seeks communications consultant services to support its mission to support member free clinics in Vermont that identify gaps and provide access to care, via on site or by referral services, to uninsured and under-insured people.

The purpose of this Request for Qualifications (RFQ) is to seek statements of qualifications, experience, general approaches, and rates from interested consultants.

The selected firm will be invited to enter into a consultant agreement with VCCU ("Agreement"). The VCCU Board of Directors has the ultimate authority to approve any proposal and to authorize execution of the Agreement.

KEY DATES

Release of RFQ: Wednesday, April 3, 2019

Questions Due: Friday, April 19, 2019

Issuance of Response to Questions: Friday, April 26, 2019

RFQ Due Date: Friday, May 3, 2019

Selection of Firm: Friday, May 10, 2019

Expected Effective Date of Consultant Agreement: Friday, May 17, 2019

VCCU OVERVIEW

Established in 1995, the Vermont Coalition of Clinics for the Uninsured (VCCU) is a 501(c)3 tax-exempt association that represents and supports free clinics throughout the state of Vermont that provide access to health care for uninsured and under-insured Vermont residents. Currently VCCU's membership consists of five freestanding medical clinics (three of which also provide dental care) and four referral clinics. Member organizations are located in Barre, Bennington, Burlington, Middlebury, Randolph, Rutland, Springfield, Windsor, and White River Junction. VCCU is one of 25 state associations of free clinics across the country.

DUTIES OF COMMUNICATIONS CONSULTANT

The VCCU Executive Director is responsible for communications activities for the VCCU. The consultant will serve a support function to this position and is expected to provide service in a uniform, non-discriminatory manner.

The work of the consultant may include, but not be limited to, the following:

1. Develop and assist in executing a communications strategy to improve VCCU's visibility and effectiveness in achieving its mission.
2. Review and make recommendations on improvements to VCCU's website, logo, and co-branding with member clinic communications.
3. Make recommendations regarding and assist with the use of social media programs and providing efficient internet marketing tools to help get news and information out as soon as possible (Facebook, Twitter, E-blasts).
4. Assist in development of educational materials, news stories, and other documents. Projects would be assigned with specific objectives and goals outlined.
5. Review the need for communication and media policies for the VCCU and assist in drafting any such policies.
6. Consultant may be requested to attend quarterly VCCU board meetings or other communications working group meetings.

The work of the consultant is expected to occur through the end of 2019, but could be extended as budget allows and experience merits. The VCCU is a small organization with a relatively small annual budget to support this work (roughly \$10,000), so we are looking to establish a consultant relationship that can support incremental communications improvements over time.

CONTENTS OF STATEMENT

The qualifications statement should provide:

- your qualifications and experience in assisting organizations or individuals with external communications, developing communication strategies and different approaches for public communications
- a concise narrative indicating the general proposed approach to providing the required services
- hourly rates for different services
- not more than five samples of work done by the individuals who would be assigned to VCCU under the Agreement, including any printed public information materials, links to websites, and related work plan(s) for typical project(s)
- a minimum of three references from organizations to whom the consultant has provided services comparable to the services identified and described in this RFQ

EVALUATION CRITERIA

The VCCU Communications Team will evaluate all properly submitted proposals and will grade and rank all proposals with respect to the requirements set forth in this Request for Proposals, including without limitation the consultant fee and responsiveness of the proposal. The criteria for evaluation are set forth as follows:

- Responsiveness to this RFQ
- Experience of the professional personnel to be assigned to this Agreement
- Quality of work samples presented
- Scope and appropriateness of services proposed; clear understanding by the applicant of work to be performed.
- Capability of providing consistent, timely work products
- Rates and fees proposed

VCCU will then select the top preferred firm, with whom an Agreement will be executed.

VCCU reserves the right to make clarifications, corrections or changes in this RFQ at any time prior to the deadline for the submission of proposals. All proposers or prospective proposers will be informed of said clarifications, corrections or changes so long as the proposers and prospective proposers are registered with VCCU via e-mail to vtcoalitionofclinics@gmail.com prior to the due date for proposals.

PROPOSAL PROCESS

Questions regarding this Request for Qualifications should be emailed no later than 5 p.m. EDT on Friday, April 19, 2019. Questions may be sent to Steve Maier, Executive Director, at vtcoalitionofclinics@gmail.com.

An electronic copy of the proposal, plus samples of work products as detailed herein, must be received by VCCU no later than 5 p.m. EDT, on Friday, May 3, 2019. Proposals must be sent to Steve Maier, Executive Director, at vtcoalitionofclinics@gmail.com.

STANDARD TERMS AND CONDITIONS

Proposals submitted are offers only and the decision to accept or reject is a function of quality, reliability, capability, reputation and expertise of the firms submitting proposals. Issuance of this RFQ does not obligate VCCU to pay any costs incurred by a respondent in its submission of a proposal, or making any necessary studies or designs for the preparation of that proposal, or for procuring or contracting for the services to be furnished under this RFQ.

VCCU reserves the right to accept the proposal that is, in its judgment, the best and most favorable to the interests of VCCU, to reject the proposal with the lowest consultant fee, to accept any item of any proposal and to reject any and all proposals.