

TECHNICAL PROPOSAL

# Quality Early Care and Education and Outreach Promotion Campaign

PREPARED FOR:

ARKANSAS DEPARTMENT OF HUMAN  
SERVICES, DIVISION OF CHILD CARE  
AND EARLY CHILDHOOD EDUCATION

SUBMITTED BY:

EMERGENT METHOD



# PROPOSAL SIGNATURE PAGE

## RESPONSE SIGNATURE PAGE

Type or Print the following information.

PROSPECTIVE CONTRACTOR'S INFORMATION			
Company:	Emergent Method, LLC		
Address:	200 Laurel Street, Ste 200		
City:	Baton Rouge	State:	LA
		Zip Code:	70801
Business Designation:	<input type="checkbox"/> Individual <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Public Service Corp <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit		
Minority and Women-Owned Designation*:	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> American Indian <input type="checkbox"/> Service Disabled Veteran <input type="checkbox"/> African American <input type="checkbox"/> Hispanic American <input type="checkbox"/> Women-Owned <input type="checkbox"/> Asian American <input type="checkbox"/> Pacific Islander American		
	AR Certification #: _____ * See Minority and Women-Owned Business Policy		
PROSPECTIVE CONTRACTOR CONTACT INFORMATION			
Provide contact information to be used for solicitation related matters.			
Contact Person:	Jonathan Percle	Title:	Managing Director
Phone:	225-413-6279	Alternate Phone:	
Email:	jonathan@emergentmethod.com		
CONFIRMATION OF REDACTED COPY			
<input checked="" type="checkbox"/> YES, a redacted copy of submission documents is enclosed. <input type="checkbox"/> NO, a redacted copy of submission documents is <u>not</u> enclosed. I understand a full copy of non-redacted submission documents will be released if requested.  <i>Note: If a redacted copy of the submission documents is not provided with Prospective Contractor's response packet, and neither box is checked, a copy of the non-redacted documents, with the exception of financial data (other than pricing), will be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See Solicitation Terms and Conditions for additional information.</i>			
ILLEGAL IMMIGRANT CONFIRMATION			
By signing and submitting a response to this <i>Solicitation</i> , a Prospective Contractor agrees and certifies that they do not employ or contract with illegal immigrants and <b>shall not</b> employ or contract with illegal immigrants during the term of a contract awarded as a result of this solicitation.			
ISRAEL BOYCOTT RESTRICTION CONFIRMATION			
By checking the box below, a Prospective Contractor agrees and certifies that they do not boycott Israel and <b>shall not</b> boycott Israel during the term of a contract awarded as a result of this solicitation.			
<input checked="" type="checkbox"/> Prospective Contractor does not and <b>shall not</b> boycott Israel.			

An official authorized to bind the Prospective Contractor to a resultant contract shall sign below.

The signature below signifies agreement that any exception that conflicts with a Requirement of this *Solicitation* may cause the Prospective Contractor's response to be rejected.

Authorized Signature: Nick S. Speyrer Title: President

Printed/Typed Name: Nick S. Speyrer Date: 02/21/2023

# AGREEMENT AND COMPLIANCE FORM

## SECTIONS 1 – 4: VENDOR AGREEMENT AND COMPLIANCE

- Any requested exceptions to items in this section which are NON-mandatory **must** be declared below or as an attachment to this page. Vendor **must** clearly explain the requested exception, and should label the request to reference the specific solicitation item number to which the exception applies.
- Exceptions to Requirements **shall** cause the vendor's proposal to be disqualified.

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

Authorized Signature: \_\_\_\_\_

*Use Ink Only.*

Printed/Typed Name: \_\_\_\_\_

Date: \_\_\_\_\_

# CONTRACT GRANT AND DISCLOSURE FORM

Contract Number 710230007  
 Attachment Number \_\_\_\_\_  
 Action Number \_\_\_\_\_

## CONTRACT AND GRANT DISCLOSURE AND CERTIFICATION FORM

Failure to complete all of the following information may result in a delay in obtaining a contract, lease, purchase agreement, or grant award with any Arkansas State Agency.

SUBCONTRACTOR: SUBCONTRACTOR NAME:

☐ Yes ☒ No

IS THIS FOR:

TAXPAYER ID NAME: Emergent Method, LLC.

Goods? ☐ Services? ☒ Both? ☐

YOUR LAST NAME: Speyrer

FIRST NAME Nick

M.I.:

ADDRESS: 200 Laurel Street, Suite 200

CITY: Baton Rouge

STATE: LA

ZIP CODE: 70801

COUNTRY: U.S

**AS A CONDITION OF OBTAINING, EXTENDING, AMENDING, OR RENEWING A CONTRACT, LEASE, PURCHASE AGREEMENT, OR GRANT AWARD WITH ANY ARKANSAS STATE AGENCY, THE FOLLOWING INFORMATION MUST BE DISCLOSED:**

### FOR INDIVIDUALS \*

Indicate below if: you, your spouse or the brother, sister, parent, or child of you or your spouse is a current or former: member of the General Assembly, Constitutional Officer, State Board or Commission Member, or State Employee:

Position Held	Mark (✓)		Name of Position of Job Held [senator, representative, name of board/ commission, data entry, etc.]	For How Long?		What is the person(s) name and how are they related to you? [i.e., Jane Q. Public, spouse, John Q. Public, Jr., child, etc.]	
	Current	Former		From MM/YY	To MM/YY	Person's Name(s)	Relation
General Assembly							
Constitutional Officer							
State Board or Commission Member							
State Employee							

☐ None of the above applies

### FOR AN ENTITY (BUSINESS) \*

Indicate below if any of the following persons, current or former, hold any position of control or hold any ownership interest of 10% or greater in the entity: member of the General Assembly, Constitutional Officer, State Board or Commission Member, State Employee, or the spouse, brother, sister, parent, or child of a member of the General Assembly, Constitutional Officer, State Board or Commission Member, or State Employee. Position of control means the power to direct the purchasing policies or influence the management of the entity.

Position Held	Mark (✓)		Name of Position of Job Held [senator, representative, name of board/commission, data entry, etc.]	For How Long?		What is the person(s) name and what is his/her % of ownership interest and/or what is his/her position of control?		
	Current	Former		From MM/YY	To MM/YY	Person's Name(s)	Ownership Interest (%)	Position of Control
General Assembly								
Constitutional Officer								
State Board or Commission Member								
State Employee								

☒ None of the above applies

DHS Revision 11/05/2014

Contract Number 710230007  
Attachment Number  
Action Number

## Contract and Grant Disclosure and Certification Form

**Failure to make any disclosure required by Governor's Executive Order 98-04, or any violation of any rule, regulation, or policy adopted pursuant to that Order, shall be a material breach of the terms of this contract. Any contractor, whether an individual or entity, who fails to make the required disclosure or who violates any rule, regulation, or policy shall be subject to all legal remedies available to the agency.**

**As an additional condition of obtaining, extending, amending, or renewing a contract with a state agency I agree as follows:**

1. Prior to entering into any agreement with any subcontractor, prior or subsequent to the contract date, I will require the subcontractor to complete a **CONTRACT AND GRANT DISCLOSURE AND CERTIFICATION FORM**. Subcontractor shall mean any person or entity with whom I enter an agreement whereby I assign or otherwise delegate to the person or entity, for consideration, all, or any part, of the performance required of me under the terms of my contract with the state agency.

2. I will include the following language as a part of any agreement with a subcontractor:

*Failure to make any disclosure required by Governor's Executive Order 98-04, or any violation of any rule, regulation, or policy adopted pursuant to that Order, shall be a material breach of the terms of this subcontract. The party who fails to make the required disclosure or who violates any rule, regulation, or policy shall be subject to all legal remedies available to the contractor.*

3. No later than ten (10) days after entering into any agreement with a subcontractor, whether prior or subsequent to the contract date, I will mail a copy of the **CONTRACT AND GRANT DISCLOSURE AND CERTIFICATION FORM** completed by the subcontractor and a statement containing the dollar amount of the subcontract to the state agency.

**I certify under penalty of perjury, to the best of my knowledge and belief, all of the above information is true and correct and that I agree to the subcontractor disclosure conditions stated herein.**

Signature Nick Speyrer Title Nick Speyrer, President Date 02/21/2023  
Vendor Contact Person Jonathan Percle Title Managing Director Phone No. (225) 413-6279

**Agency use only**

Agency 0710 Agency Name Department of Human Services Agency Contact Person \_\_\_\_\_ Contact Phone No. \_\_\_\_\_ Contract or Grant No. \_\_\_\_\_

## PROPOSED SUBCONTRACTORS FORM

### PROPOSED SUBCONTRACTORS FORM

- Do not include additional information relating to subcontractors on this form or as an attachment to this form.

**PROSPECTIVE CONTRACTOR PROPOSES TO USE THE FOLLOWING SUBCONTRACTOR(S)  
TO PROVIDE SERVICES.**

*Type or Print the following information*

Subcontractor's Company Name	Street Address	City, State, ZIP

☒ **PROSPECTIVE CONTRACTOR DOES NOT PROPOSE TO USE  
SUBCONTRACTORS TO PERFORM SERVICES.**

# PROPOSED SUBCONTRACTORS FORM

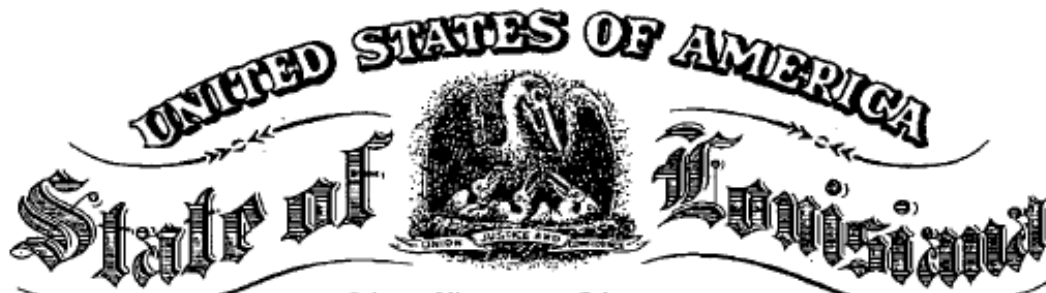


FILED - Arkansas Secretary of State - John Thurston - Doc#: 16473338001 - Filing#: 811418709 - Filed On: 2/10/2023 - Page(s): 2

## App. for Certificate of Registration of For. LLC

Filing Information
<b>Filing Act:</b> 1041 of 2021 <b>Foreign Date of Origin:</b> 2012-08-08 <b>State of Origin:</b> LA <b>Foreign Country of Origin:</b> USA <b>Entity Name:</b> EMERGENT METHOD, LLC <b>File Date:</b> 2023-02-10 11:45:01 <b>Effective Date:</b> 2023-02-10 <b>Filing Signature:</b> NICKLOS SPEYRER <b>Signature Title:</b> Incorporator/Organizer
Registered Agent:
<b>Business Name:</b> NORTHWEST REGISTERED AGENT <b>Address 1:</b> 701 SOUTH STREET <b>Address 2:</b> SUITE 100 <b>City:</b> MOUNTAIN HOME <b>State:</b> AR <b>Zip:</b> 72653 <b>Country:</b> USA
Officers
<b>First Name:</b> NICKLOS <b>Last Name:</b> SPEYRER <b>Title:</b> Incorporator/Organizer <b>Address 1:</b> 200 LAUREL STREET <b>Address 2:</b> SUITE 200 <b>City:</b> BATON ROUGE <b>State:</b> LA <b>Zip:</b> 70801 <b>Country:</b> USA
<b>First Name:</b> JOHN <b>Last Name:</b> SNOW <b>Title:</b> Managing Member <b>Address 1:</b> 200 LAUREL STREET <b>Address 2:</b> SUITE 200 <b>City:</b> BATON ROUGE <b>State:</b> LA <b>Zip:</b> 70801 <b>Country:</b> USA
Foreign Contact
<b>Entity Name:</b> Emergent Method, LLC <b>Address 1:</b> 200 Laurel Street <b>Address 2:</b> Suite 200 <b>City:</b> Baton Rouge <b>State:</b> LA <b>Zip:</b> 70801 <b>Phone Number:</b> 225-372-5102 <b>Email Address:</b> accounting@emergentmethod.com





**R. Kyle Ardoin**  
SECRETARY OF STATE

*As Secretary of State of the State of Louisiana, I do hereby Certify that*

the Articles of Organization of

**EMERGENT METHOD, LLC**

Domiciled at BATON ROUGE, LOUISIANA,

Were filed in this Office and a Certificate of Organization was issued on August 08, 2012,

I further certify that no Certificate of Dissolution or Termination has been issued.

In testimony whereof, I have hereunto set my hand and caused the Seal of my Office to be affixed at the City of Baton Rouge on,

February 10, 2023

*R. Kyle Ardoin*

*Secretary of State*

Web 40910135K



Certificate ID: 11686276#N83

To validate this certificate, visit the following web site, go to **Business Services**, **Search for Louisiana Business Filings**, **Validate a Certificate**, then follow the instructions displayed.  
[www.sos.la.gov](http://www.sos.la.gov)





# **Executive Summary / Description of Project**

# 01 / EXECUTIVE SUMMARY/DESCRIPTION OF THE PROJECT

## EVALUATION INFORMATION 1.1 PLEASE PROVIDE A SUMMARY OF PROPOSAL.

Comprehensive research has found while the brain continues to develop and change into adulthood, the first few years of life build a foundation for future learning, health, and success. In fact, 90 percent of a child's brain development happens within the first five years of life. To support development during those key formative years, the Arkansas Division of Child Care and Early Childhood Education (DCCECE) created the Better Beginnings Program in 2010. Better Beginnings is a quality rating and improvement program designed to ensure all children in Arkansas have access to quality child care.

To enhance awareness of and participation in the program, DCCECE is seeking a partner to develop and facilitate a public marketing and education outreach campaign for Better Beginnings. We are confident that our team at Emergent Method has the right approach, qualifications, and experience to deliver a highly successful campaign that achieves DCCECE's stated goals in its request for proposals.

Through our extensive work with the Louisiana Department of Education (LDOE), specifically with early child care, we understand that better beginnings do mean better opportunities not only for children, but for their parents and communities, as well as state and national economies. Given the ongoing early childhood education challenges with access and quality across the nation, we understand that outreach and education are of paramount importance to programs like Better Beginnings.

Our team at Emergent Method has extensive experience in the design and execution of large-scale outreach and engagement strategies for organizations that impact multiple groups and communities statewide. Many of our projects involve managing outreach campaigns for statewide programs, and we have developed a deep understanding of public program policy, communications, outreach, and engagement processes to best reach various stakeholder groups and accomplish program goals.

## EVALUATION INFORMATION 1.2 DESCRIBE YOUR PLAN FOR SUCCESSFULLY CARRYING OUT THE OBJECTIVES OF THE CONTRACT.

Emergent Method's approach to outreach campaigns for state programs is unique in that it goes beyond that of a typical marketing firm. We embed team members within these programs, working alongside program staff to learn and understand program operations, policies, and procedures, so that we can accurately and effectively communicate these programs to the public and intended

audiences. We plan to take the same approach for this campaign—dedicating team members to this project who will immerse themselves in the program and essentially become extensions of the program team.

For this project, we will execute a successful marketing and education outreach campaign in three phases:

- **Phase 1 – Project Kickoff, Due Diligence, and Goal Setting:** Our team will schedule meetings with DCCECE leadership team, program managers, and stakeholders to understand needs, set goals, and build consensus on the approach that will guide this effort. These meetings will focus on project planning and logistics, confirming project timelines, research topics, key stakeholders and audiences, campaign components, and obtaining documents and information needed to inform phase 2 operations.
- **Phase 2 – Outreach Plan Strategy:** Working with DCCECE leadership, we will develop a messaging framework, target audiences and partners, outreach tactics per audience, events calendar, program branding, marketing materials, and distribution methods. These efforts will result in the following deliverables: Quality Care and Education Outreach Plan with an accompanying Communications Toolkit and Outreach & Event Calendar.
- **Phase 3 – Implementation and KPIs:** Following the approval of the Quality Care and Education Outreach Plan, we will support the implementation of the plan by working with DCCECE team members, ensuring all deadlines and intended outcomes of the plan are met. We will also establish and track key performance indicators to measure the success of our efforts and make improvements or adjust strategies as needed.

Given our vast experience with early childhood education programs and our unmatched outreach expertise, our team is fully capable of providing the services above to meet the scope of work outlined in the RFP. We also plan to bring fresh, new ideas to the table to strengthen connections between Better Beginnings and families, providers, community and business leaders, and the public.

We are committed to meeting the high standards of the DCCECE, and we understand that the goals of the statewide campaign are as follows:

- Inform parents about what quality early child care looks like
- Inform the public, including community leaders and business owners/management, of the benefits of having quality child care in their communities
- Illustrate how enrollment in high-quality early care programs prepares children for school and life
- Expand the use of subsidized child care, or vouchers, in

high-quality settings

- Encourage and support provider participation in Better Beginnings

### **EVALUATION INFORMATION 1.3 DESCRIBE HOW YOU WILL MEASURE THE SUCCESS OF THE PROJECT.**

#### **OUR SUCCESS IS ONLY POSSIBLE THROUGH YOUR SUCCESS**

One of our firm's deeply held beliefs is that we are only successful when our clients are successful, and we know that our client's performance is a reflection of the quality and value of our work. Because of these beliefs, we strive to make excellence a habit with hard results to prove it—something you can rely on when working with the Emergent Method team. As such, we will measure the success of the project in both quantitative measures and qualitative measures:

- **Quantitative:** Engagement and reach/impression analytics on web and social media, outreach event participation rates, surveys, email marketing campaign analytics, etc.
- **Qualitative:** Positive media coverage, social media sentiment, program participant feedback, etc.

In summary, our knowledge of early childhood education programs and deep outreach experience set us apart from traditional marketing or advertising firms in that we have an in-depth understanding of target audiences, programming, and policies through our related project experience. **In other words, our team not only knows how to communicate but speaks your language.** Our experience and skills are directly aligned with the scope of work DCCECE seeks through this engagement, and we look forward to working together.



# **Technical Approach to Scope of Work / Viable Implementation Plan**

# 02 / TECHNICAL APPROACH TO SCOPE OF WORK/VIABLE IMPLEMENTATION PLAN

## EVALUATION INFORMATION 2.1 HOW DO YOU PLAN TO MEET THE REQUIREMENTS OUTLINED IN THE SCOPE OF WORK?

Through our integrated team of communication and public relations professionals, graphic designers, digital content producers, writers and editors, quantitative and qualitative researchers, grassroots outreach and engagement specialists, and many others, we develop compelling strategies, messaging, and support systems to facilitate meaningful change and impact. In line with the scope of work requested, our focus for this campaign lies in being collaborative, inclusive, informative, community-centered, and outcomes-driven during all phases to implement the statewide marketing and outreach campaign in support of expanding the accessibility and availability of high-quality early care and education programs across Arkansas.

Our recommended approach for planning and facilitating a public marketing and outreach campaign associated with the Division of Child Care and Early Childhood Education (DCCECE) Quality Rating and Improvement System, or Better Beginnings, is structured across three phases.

- Phase 1 – Project Kickoff
- Phase 2 – Outreach Plan Strategy
- Phase 3 – Implementation

## PHASE 1 | PROJECT KICKOFF

We will hold a project kickoff meeting with DCCECE leadership immediately upon contract execution. Prior to this meeting, we will submit a detailed information and data request to the designated Better Beginnings project manager to help our team understand Better Beginning's current status and areas of focus. This request may include but is not limited to:

- Status of planning documents.
- Existing stakeholder and community contact lists.
- Previous or recommended outreach strategies or tactics.
- Overview of current programs and initiatives.
- Recent statewide trends in early childhood education enrollment and relevant demographics.
- Current brand standards.
- Previous marketing plans, materials, expenditures, and budgets (if applicable).

- Recent internal or external surveys, associated reports, or data.
- Website status, needs, and any existing analytics (bounce rate, pages per session, keyword traffic, etc.).

In addition to discussing the current status of Better Beginnings, we will discuss a cadence for regular program check-ins and finalize a timeline for both the development and implementation of the campaign.

## EVALUATION INFORMATION 2.2 PLEASE PROVIDE A DETAILED AND CREATIVE MARKETING PLAN THAT PROMOTES BETTER BEGINNINGS AND ADDRESSES THE FOLLOWING:

- A. DESIGNING AND PRODUCING PROMOTIONAL MATERIALS
- B. MANAGING MEDIA CAMPAIGN
- C. CONDUCTING EDUCATION OUTREACH
- D. MAXIMIZING PROMOTIONAL OPPORTUNITIES

## PHASE 2 | OUTREACH PLAN STRATEGY

We will work with DCCECE leadership to craft a clear, targeted, and multi-faceted statewide outreach plan that meets the goals of DCCECE: to inform both parents and the public about what quality early childhood care looks like and the benefits it brings children and the surrounding community, expand the use of subsidized childcare (vouchers), and encourage support and participation in Better Beginnings initiatives.

## FRAMEWORK

By analyzing the information provided during the kickoff meeting and our subsequent research, we will develop a messaging framework on the importance of high-quality early care and education programs, targeting primarily parents, childcare providers, community leaders, and business leaders. Messaging will include language appropriate to the target audience's vernacular and will address the benefits of having quality childcare and education in communities. The strategy will cover the following at a minimum:

- Breakdown of audience demographics and locations.
- Clear objectives for outreach.
- Key messages and communication channels (including PR, direct outreach, and digital marketing channels).
- Types of communication materials to be developed and how

they will be used.

- Opportunities for leveraging digital communications to enhance outreach and vice versa.
- Rough timeline for the outreach campaign.
- Organic social media strategy.
- Opportunities to build upon local community involvement and buy-in.

## ESTABLISHING AUDIENCES AND PARTNERS

During this phase, our team will conduct research and outreach to develop an exhaustive list of the targeted audience as well as to identify potential partners for collaboration that may assist with conducting/supporting outreach to parents, families, community and business leaders, and providers of early care and education. While there is no silver-bullet approach to reaching target audiences, our experience leading public outreach and engagement efforts demonstrates that a key is a multi-faceted approach that ensures individuals receive program messaging from multiple sources, taking into account demographics and other specific needs of target communities while keeping agency goals at the forefront of our approach. By understanding target audiences and potential partners for collaboration, our goal for this phase is to build relationships that can be leveraged to facilitate future community outreach and engagement events.

## BRANDED MATERIALS DEVELOPMENT

Guided by the framework and target audience approach, our project team will begin message creation, content development, and deployment strategies. To this end, we will work with leadership to develop a toolkit of communications and marketing collateral, including but not limited to, a digital flyer, poster, fact sheet, and graphics. The toolkit will be entirely digital and available for download from the Better Beginnings website, making these types of educational tools easily accessible at any time to anyone who wishes to connect their community or audience to more information. Once downloaded, individuals can print, email, or post to social media using the visuals and written content included within the toolkit. Graphics included will be sized to use on popular platforms like Instagram, Facebook, and Twitter, and will include simple, streamlined images as well as more education-oriented images. In addition to the toolkit, we will develop items needed for events, such as signage, backdrops, and tablecloths.

**We recognize that all materials must be reviewed and approved by DHS before they are published. Further, we acknowledge that all documents, designs, specifications, graphics, and other outreach content will become the property of DHS. We will provide all original, raw, or native design/data files in a format**

**determined, and approved, by DHS for use, reproduction, and/or revision.**

## MEDIA/MARKETING MATERIALS DEVELOPMENT AND MANAGEMENT

Our approach focuses on leveraging web, social media, digital marketing, video production, and media engagement to strengthen creative campaigns and messaging that support the agency, as well as to complement and enhance traditional forms of outreach and facilitate two-way communication with target audiences. Our team will manage the marketing budget, ensuring that funds are spent appropriately and effectively.

## WEBSITE MANAGEMENT

Our approach to providing comprehensive website services is based on the needs of the agency. Whether it be a full-scale design and build, an existing website overhaul, or minor maintenance needs, we have what it takes to get the job done. Our team combines creative talent with technical skills, allowing us to thread the needle between developing traditional informative state agency websites and attractive, interactive, public-facing sites made for two-way communication. Unlike many other firms, not only are our web services provided in-house, but like the rest of our team, this specialized group has direct experience working in early childhood care and education environments and understands the content, purpose, and goals of the programs we support.

For our team, effective website functionality and communications are based on a series of requirements:

- **User-Centered** – We design websites with one person in mind: the user. We anticipate the specific needs and behaviors of our audiences and build content based on this.
- **Integrated** – A functional website integrates tools for useful interaction, such as signing up for newsletters, filling out forms and contacting the program team.
- **Responsive** – A responsive website is optimized for various web-browsing platforms, from mobile devices to desktop computers. Our team uses detailed analytics to inform the user experience and content we publish, not only through the website, but through other digital channels including social media and email campaigns.
- **Clear** – Our talented team of designers, developers, and content creators place a high priority on clarity of information. From graphics to narratives to code, we value clear and comprehensible communication. This is illustrated in our previous projects and contributes to our success in reaching broad audiences.

A great website does not just serve as a static reference point for program information. In this increasingly digital world, users expect to find the most up-to-date information by visiting an entity's website—and they expect it instantaneously. That is why our team places high importance on continually working to strategically develop, review, and post content on program websites as needs and messages evolve.

Our website content strategy is usually integrated with an accompanying marketing, social media, and traditional outreach strategy to create multiple touchpoints with the end user and drive visitors to the website. We make updates within hours, sometimes minutes, of receiving them and are ready with recommendations whenever a new initiative or program requires a new landing page or website component.

## **SOCIAL MEDIA MANAGEMENT**

More than ever, people today are turning to social media not just for networking but as a source of news, education, and entertainment. We recognize this and believe in the importance of having a strong, professional presence on social media to engage audiences, foster two-way communication, and remain relevant. Our team has multiple social media experts who have developed and managed accounts for a variety of clients, from private businesses to large public agencies, including various social media channels for multiple large-scale recovery programs. We understand the nuances of these different platforms and know what types of content work best for each, and we will use social media as an effective tool to promote program news and updates, highlight resources and relevant information, educate audiences about Better Beginnings, and encourage engagement. In addition, our team is also familiar with using social media to promote and live stream meetings and events, which expands audience reach and awareness, and is prepared to leverage this functionality as a potential strategy in Arkansas.

## **VIDEO CONTENT DEVELOPMENT AND PRODUCTION**

Our team understands the importance of developing video materials to be shown during community outreach events and to be used as useful tools for early-care professionals. Our approach to video content development is to create innovative video and audio experiences, combined with creative marketing strategies, to describe the Better Beginnings campaign, its initiatives and programs, as well as resources available to target audiences.

Using branded and media materials previously developed, and with guidance from DCCECE leadership, we will draft and circulate a proposed script outline. Based on previous conversations, this script will be a more general bulleted outline that summarizes the material and key points that should be made within the video, instead of an iterative traditional script. Once DCCECE leadership has reviewed and approved individual scripts, our team will record the videos, which will include the audio script, as well as accompanying visuals. Once produced, the videos will be sent to DCCECE leadership for review and approval, and any edits will be integrated into the final version.

## **PAID MEDIA**

Our team takes a holistic approach to getting results for our clients and incorporates a broad mix of integrated

channels to develop robust and comprehensive marketing strategies. We are experienced in media planning and buying for all channels and tactics, including digital/online, such as social, search, display, video, audio, content/ native, mobile, and beacon, as well as traditional/offline, such as television, radio, print, outdoor, and experiential. In order to be good stewards of taxpayer dollars, we recommend evaluating the effectiveness of an earned media strategy in combination with other outreach tactics. Seizing opportunities for earned media coverage across all media platforms is an effective strategy for reaching broad audiences. Supporting earned media through collaboration with stakeholder networks to disseminate information to their respective constituencies and customers further amplifies the reach of program messaging. As we evaluate the effectiveness of these initial strategies in catalyzing awareness of and interest in the campaign, we will determine the amount of paid media utilization that is needed, as well as the best media to use.

## **EARNED MEDIA**

Emergent Method has spearheaded robust email campaigns, implemented effective earned media strategies, planned and facilitated public events and meetings, and utilized traditional methods of direct mail and call-out initiatives to ensure that all audiences remain informed. At key points throughout the campaign, our team will develop and distribute press releases and media advisories to leverage earned media exposure to drive messaging and participation in outreach efforts. In addition, our team will look for opportunities for our outreach specialists and/or partners and champions to appear on air to discuss diabetes in target communities over TV, streaming channels, and radio waves.

## **MARKETING AND OUTREACH APPROACH AND CALENDAR**

Leveraging a diverse array of communication methods is vital to reaching target audiences. We have developed a successful formula of mixing digital and traditional communication strategies with grassroots outreach tactics and disseminating messaging with sophisticated breadth and depth that allows us to reach target populations. This includes traditional broadcast media (radio and television), digital and social media (social media and web-based digital video), print marketing materials, and creative non-traditional communications strategies, such as microtargeted text-based messages and using QR codes on printed material to link people directly to information and resources via smartphones. Our team will leverage relationships with media, stakeholders, and community partners to guide this process. We will work with DCCECE to coordinate and execute the production and placement of paid media ads and produce print materials.

Our approach to providing comprehensive website services is based on the needs of the agency. Website maintenance involves a variety of tasks to keep the website running smoothly and effectively, including regular updates to content, design elements, and software, monitoring and resolving technical issues, and ensuring the site is accessible and secure for visitors.



To increase web traffic and improve the website's online presence, strategies can include optimizing the site for search engines (SEO), regularly posting engaging and relevant content, utilizing social media to drive traffic to the site, implementing advertising and marketing campaigns, and gathering and analyzing data to continually evaluate and improve the website's performance. Our team has a proven track record of success in website maintenance and online presence management, with a history of successfully increasing web traffic and improving online engagement for our clients.

Beyond communicating the Better Beginnings initiatives more broadly, the goal is to ensure parents and caregivers recognize the relevance and importance of quality childhood care and education and ultimately subscribe to the Better Beginnings initiatives. Community outreach tactics must be appropriate for the audience and will be implemented through a number of mediums and methods, recognizing that access to technology and digital media may be limited in some areas.

Outreach tactics that encourage higher levels of participation include:

- Coordination and collaboration with government agencies and programs.
- Distribution and display of materials at highly visited community areas, including public libraries.
- Equipping elected officials are equipped with program information to share with constituents.
- Stakeholder engagement—school principals, civic leaders, local advocates, and local business leaders.

As our team finalizes the Quality Early Care and Education Outreach Plan, we will build out a detailed outreach calendar, covering the Who, What, When, and Where for every planned activity and event.

**Deliverables:** *Quality Care and Education Outreach Plan, Communications Toolkit, and Outreach Calendar*

## EVALUATION INFORMATION 2.3 INCLUDE IMPLEMENTATION PLAN

### PHASE 3 | IMPLEMENTATION

Following the approval of the Quality Care and Education Outreach Plan, the next step is implementation and ongoing support. As outlined in detail throughout this proposal, we prioritize open and consistent lines of communication and will continue to have regular check-ins with the project team throughout the deployment of the Quality Care and Education Outreach Plan. Further, as our team touches more and more individuals among target communities, we will gather feedback on digital and print materials and campaign branding. We will provide this feedback for ongoing refinement of materials, and we will

compile testimonials or success stories for use in additional communications.

Our team is committed to providing ongoing support to DCCECE as needed, and we see this as a role we will be able to play naturally as we move from a strategy and planning phase to an implementation phase.



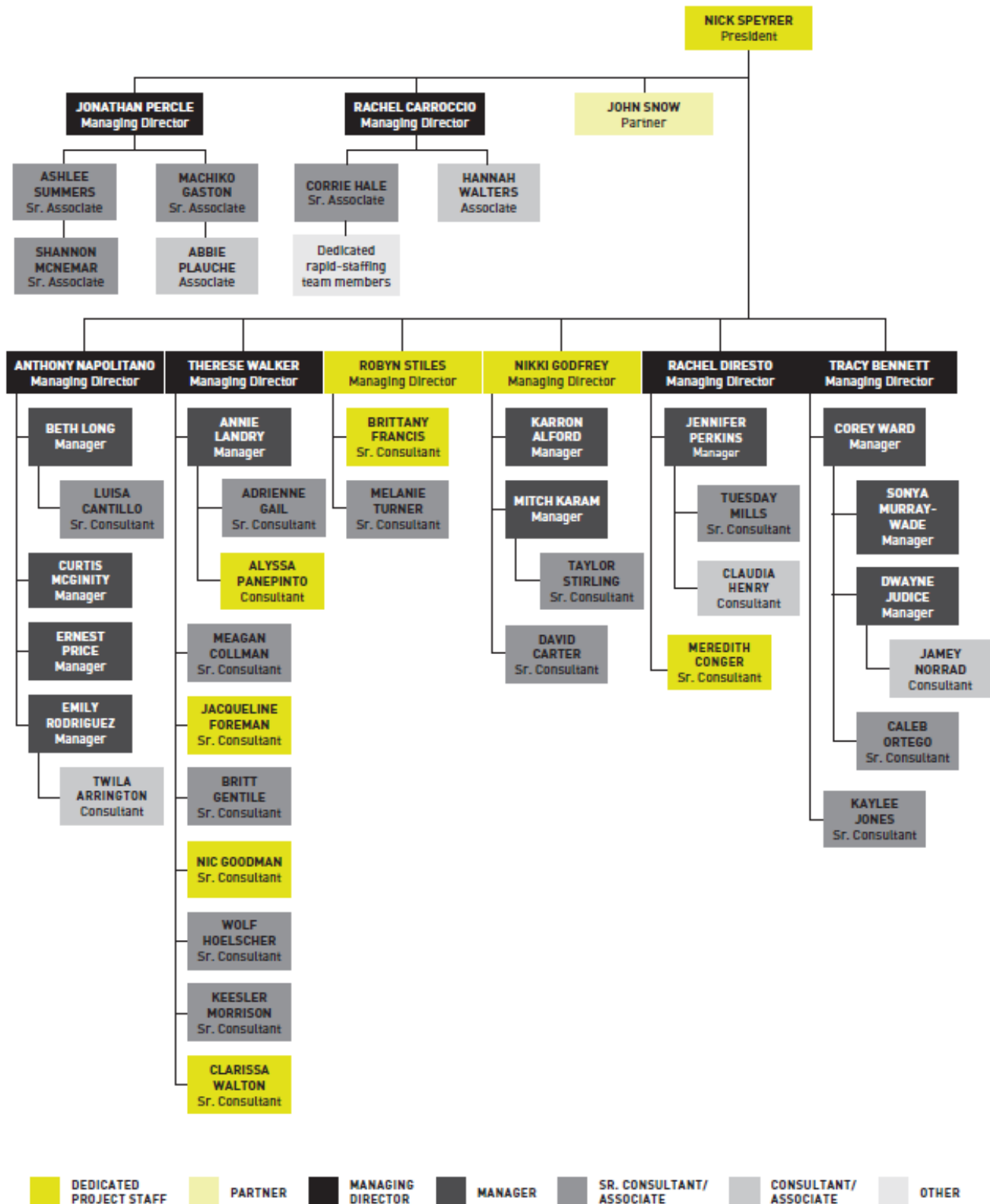
# **Project Organization, Staffing, and Experience**

## ABOUT EMERGENT METHOD

**EMERGENT METHOD**  
CLIENT, PROJECT, AND EMPLOYEE REACH

**200+** EMPLOYEES  
**300+** CLIENTS

**EVALUATION INFORMATION 3.1** PLEASE PROVIDE AN OVERALL ORGANIZATIONAL CHART AND A PROJECT-SPECIFIC ORGANIZATION CHART SHOWING PROPOSED STAFF BY JOB TITLE AND LINES OF SUPERVISION SUFFICIENT TO MEET OBJECTIVES.



### EVALUATION INFORMATION 3.2 PROVIDE RESUMES AND EXPERIENCE FOR KEY STAFF THAT WILL PROVIDE SERVICES UNDER THE CONTRACT.

Our proposed project team for this effort is described below. If awarded through this RFP, Emergent Method is prepared to seamlessly develop and facilitate the Better Beginnings education outreach campaign, allocating additional staff members to meet the needs of the program if necessary.

Full resumes for each referenced team member are included in **Attachment A**.

NAME	POSITION
Dr. Nikki Godfrey	Project Director
Dr. Robyn Stiles	Project Manager
Dr. Brittany Francis	Project Coordinator
Meredith Meliet	Project Coordinator
Alyssa Panepinto	Social Media Specialist
Nic Goodman	Web Developer
Jacqueline Foreman	Designer
Clarissa Walton	Designer

- **Dr. Nikki Godfrey**, who will serve as project director for this effort, is a strategic communication professional with extensive experience in outreach and engagement, large-scale event planning, and strategic planning. Nikki is responsible for leading and supporting various client engagements that leverage her significant communication and leadership expertise and experience leading and managing complex projects that often involve diverse audiences and creative outreach and engagement strategies.

- **Dr. Robyn Stiles**, serving as project manager for this effort, leads our firm's research discipline and has extensive experience working in both early childhood education and marketing and outreach. She recently led a significant analysis and planning effort focused on increasing student enrollment, recruitment, and retention for a university's honors college. Robyn has also led research efforts in support of expanding statewide childcare subsidy programs and efforts that involve capturing thousands of distinct datapoints and incorporating resulting analyses into strategic planning efforts.

- **Dr. Brittany Francis** will serve as a project coordinator for this effort. Brittany is an experienced communication and strategy professional with 15 years of experience in public relations, media relations, social media management, speech writing, content development, project management, outreach and engagement, and

- education policy. As a senior consultant at Emergent Method, she works with several of the firm's public and private sector clients to improve organizational performance, communications, and programs and initiatives.

- **Meredith Meliet** will serve as a project coordinator for this effort. Meredith is a strategic communication professional skilled in developing and implementing outreach and engagement, public relations, and communication strategy – primarily for public sector clients and agencies. She joined Emergent Method in 2022 after most recently leading communications for a local government agency. Her role supports many clients within the firm's public sector and disaster recovery disciplines through content development, social media strategy, stakeholder engagement, public outreach, and crisis communication.

- **Alyssa Panepinto**, who will serve as a social media specialist on this project, is a communication professional with expertise in creating content and translating it across mediums to develop comprehensive, tactical campaigns. She has a background in social media content development and management, speechwriting, copyediting, and media relations. In her role at Emergent Method, Alyssa supports a wide range of client work related to strategic communication, including content development, crisis communication, marketing, and social media management.

- **Nic Goodman** will serve as a web developer for this effort. Nic is a professionally trained front-end web developer, UX/UI designer, and graphic designer. He joined Emergent Method as a senior consultant in 2021 with over 10 years of experience. In this role, he supports client projects and efforts through creative design for print and web content, web design and development, and related technical support. As an experienced front-end developer, Nic's knowledge of HTML/CSS and modern JavaScript frameworks enables him to produce cutting-edge web applications and spearhead the design process.

- **Jacqueline Foreman**, who will serve as a designer for this engagement, is an experienced graphic design professional with a background in studio arts and social media branding. Jacqueline supports Emergent Method's team and clients through a variety of visual design developments. Jacqueline works on several branding projects, using creative approaches to visual design campaigns and communication efforts.

- **Clarissa Walton**, serving as a designer for this project, joined Emergent Method in 2021 as a consultant specializing in graphic design and development of creative solutions for clients. An experienced designer, Clarissa works to establish unique branding and creative designs using thoughtful approaches to visual design and communications. Prior to joining Emergent Method, Clarissa served as the marketing coordinator for Harrison, Walker and Harper where she led the firm's design function and developed numerous print and digital marketing materials.

## EXPERIENCE OVERVIEW

Emergent Method is a management and communication consulting firm focused on helping companies and organizations innovate, grow, improve their performance, and achieve their missions. Our mission is to be a team of problem solvers from diverse backgrounds dedicated to helping clients provide unique, equitable, and valuable experiences to their customers, employees, and stakeholders. Clients come to Emergent Method when they have a spark or an idea, or when they have a complex problem. Together, our consultants work to understand the situation, create a smart strategy, and implement a solution that has a significant, positive impact on all populations. Strategic plans, policies, processes, programs, organizations, websites, communications, outreach, and engagement strategies—the deliverable can take on many forms, but the process always starts by understanding the people affected and the stakeholders involved, resulting in true innovation.

Our team currently leads the Community Outreach Plan for Sabine Parish’s Early Education Department, where we developed and are now implementing the comprehensive communication plan and outreach strategy. Further, our team is leading the Louisiana Department of Education’s Steve Carter Tutoring Program, where we have developed a community outreach plan that capitalizes on grassroots methods to help achieve program goals.

Additionally, our team currently leads several outreach and communication initiatives for statewide disaster recovery and mitigation programs such as the Restore Louisiana Homeowner Assistance Program and the North Carolina ReBuild Homeowner Recovery Program – both of which involve public outreach, education, and training for HUD CDBG grant programs.

**EVALUATION INFORMATION 3.3 PROVIDE THREE (3) CASE STUDIES WHICH EXEMPLIFY WORK SIMILAR TO THAT DESCRIBED IN THE AGENCY RFP. A CASE STUDY SHOULD IDENTIFY THE CLIENT, CONTAIN A STATEMENT ABOUT THE SCOPE OF WORK AND PROVIDE INSIGHT INTO HOW THE CAMPAIGN WAS DEVELOPED AND IMPLEMENTED.**

Our experiences are both broad and diverse, with projects and client work spanning dozens of sectors and geographies. Our firm has over five (5) years of experience in developing and deploying multi-faceted marketing campaigns related to early childhood. The project descriptions below outline some of our prior or ongoing engagements with relevant services and scopes of work to those the state seeks through this RFP.

## SUMMARY OF RELEVANT PROJECTS

CLIENT	TIMELINE	SERVICES PROVIDED
Baton Rouge City-Parish Department of Environmental Services	2015 – Present	Strategic Communication, Stakeholder and Community Outreach, and Content Development
Sabine Parish Early Education Department, Community Outreach Plan	June 2022 – December 2022	Strategic Planning, Strategic Communication, Community and Stakeholder Outreach, and Content Development
Louisiana Department of Education (LDOE), Steve Carter Tutoring Program	July 2022 – Present	Strategic Communication, Stakeholder and Community Outreach, and Content Development
Natchitoches Parish Early Childhood Network	October 2021 – June 2022	Strategic Communication, Stakeholder and Community Outreach, and Content Development
Louisiana Department of Health, Well-Ahead Campaign	September 2020 – June 2022	Strategic Planning, Research, Strategic Communication, Stakeholder and Community Outreach, and Content Development
Louisiana Office of Community Development, Restore Louisiana Homeowner Assistance Program	April 2017 – Present	Strategic Planning, Content Development, Community and Stakeholder Outreach, Policy and Process Development, Quality Control, and Training and Facilitation
North Carolina Office of Recovery and Resiliency, ReBuild NC	March 2020 – Present	Strategic Planning, Content Development, Community and Stakeholder Outreach, Policy and Process Development, Quality Control, and Training and Facilitation
Oregon Housing and Community Services Department (OHCS), Homeowner Assistance Fund	December 2021 – Present	Strategic Planning, Marketing, Content Development, and Community and Stakeholder Outreach
Bridge Center, Tax Campaign	August 2018 – December 2018	Strategic Communication, Stakeholder and Community Outreach, and Content Development

## PROJECT DESCRIPTIONS

### BATON ROUGE CITY-PARISH DEPARTMENT OF ENVIRONMENTAL SERVICES

**Services Provided:** *Strategic Communication, Stakeholder and Community Outreach, and Content Development*

**Timeframe:** 2015 – Present



*Example outreach materials from the Department of Environmental Services*

Over the past eight years, Emergent Method has consulted with the City of Baton Rouge/Parish of East Baton Rouge Department of Environmental Services to develop and manage numerous outreach programs focused on achieving compliance with public outreach components of the U.S. Environmental Protection Agency's Consent Decree under which the City-Parish has operated for years. These initiatives include the DES School Outreach Program, which engages thousands of students throughout East Baton Rouge Parish annually in mitigating adverse impacts to the City-Parish wastewater system, as well as other efforts to educate and engage City-Parish employees, residents, students, and stakeholder groups on wastewater, environmental, and sustainability functions, topics, and practices.

The DES School Outreach Program consisted of several smaller programs and initiatives, all of which Emergent Method provided outreach services and overall program support such as:

- Convened the School Outreach Committee (SOC), including updating committee membership as necessary, and engaged DES employees to help with future outreach efforts.
- Built upon and expanded the number of school partnerships to maximize DES' reach and impact, including finalization of the full school year model for school outreach based on previous program results and lessons learned.

- Created a packet of resources and activities that were distributed to environmental science teachers across East Baton Rouge Parish to promote DES and educate students on the department through experiential learning.
- Hosted students and teachers for tours at the Wastewater Treatment Plant or Recycling Facility.
- Hosted the Annual Earth Day Poster Competitions focused on educating teachers and students on critical environmental and sustainability issues in East Baton Rouge Parish
- Worked with school system employees to coordinate the roll-out of a parish-wide school recycling program based on the best practices of the recycling pilot program.
- Coordinated educationally focused competitions among schools and students designed to increase awareness and promote positive behaviors in how students, their parents, and the public engage with key DES services and infrastructure.

Additionally, we have initiated a number of public outreach campaigns to support the agency's environmental sustainability initiatives, such as reinvigorating the City-Parish's biannual household hazardous materials collection day through strategic communication and outreach – more than doubling residential participation compared to prior years. We have also implemented similar campaigns and measures to increase local recycling rates, address waste diversion metrics at the City-Parish landfill, support efficient debris removal operations following the 2016 floods, reduce sanitary sewer overflows associated with the East Baton Rouge Parish wastewater system, and more.



## SABINE PARISH EARLY EDUCATION DEPARTMENT, COMMUNITY OUTREACH PLAN

**Services Provided:** Strategic Planning, Strategic Communication, Community and Stakeholder Outreach, and Content Development

**Timeframe:** June 2022 – December 2022



*Example outreach materials from the Sabine Parish Early Education Department's Community Outreach Plan*

Sabine Parish was one of several grantees selected by the Louisiana Department of Education to receive a Community Supply Building and Access (CSBAE) grant in 2021. As a grantee, the parish's early education department was responsible for designing, implementing, and evaluating community-based strategies for increasing the supply of and access to quality early childhood care and education. Sabine Parish Early Education Department engaged the services of Emergent Method to help guide the development of a comprehensive communication plan and outreach strategy outlining Sabine Parish Early Education Department's expanded access to quality early childhood care.

Leveraging extensive experience in public education and early childhood spaces, as well as demonstrated experience in community-based outreach and strategic planning for public organizations, our team of communication and engagement professionals crafted a clear, targeted, and multi-faceted campaign to effectively solidify the case for early childhood education and to highlight the available financial support. Employed strategies were sensitive to and responsive to the needs of the Sabine community and addressed feedback received from community surveys. Utilizing a successful mix of digital and traditional communications, we were able to reach a vast array of eligible populations, including those with limited access to technology. Our approach included email, social media, and web-based tactics, as well as grassroots, organic communication via a communication toolkit featuring talking points, printable informational flyers, posters, and graphic elements and social content, which were all shareable across stakeholder and partner social media accounts and with media outlets.

Beyond communicating and introducing the program more broadly, our collective goal was to ensure long-term, sustainable growth for the Sabine Parish Early Education Department. To encourage initial and continued participation, our engagement experts successfully executed an outreach plan that included collaboration with hospitals, clinics, pediatricians, obstetricians, and medical organizations; the planning and facilitation of organized open house application completion events; the creation, distribution, and display of outreach materials in highly visited community areas, including public libraries; and the establishment of partnerships with domestic violence shelters, food banks, churches, and barber and beauty shops as well as with stakeholders including school principals, civic leaders, local advocates, elected officials, and local business leaders.

## LOUISIANA DEPARTMENT OF EDUCATION (LDOE), STEVE CARTER TUTORING PROGRAM

**Services Provided:** Strategic Communication, Stakeholder and Community Outreach, and Content Development

**Timeframe:** July 2020 – Present



*Example outreach materials from the Steve Carter Tutoring Outreach Plan*

In July 2020, the Louisiana Department of Education (LDOE) was awarded a significant grant through the Education Stabilization Fund Rethinking Education Models (ESF-REM). The grant, intended to provide expanded access to remote learning tools and resources, including technology and connectivity, funded LDOE's Real-time Early Access to Literacy (REAL) program. The REAL program provides individualized support for students in pre-K through grade 3 to make progress in their literacy development, focusing on support for virtual learning. In May of 2022, LDOE proposed changes to the REAL program in order to increase student participation and streamline student registration, student eligibility, tutor procurement, and invoicing processes. Of these changes, LDOE created the Steve Carter Tutoring Program to provide literacy tutoring for students in Louisiana Public Schools whose test scores demonstrate a need for assistance in literacy education.

LDOE recognized the need to execute a thorough communication and outreach program to educate, engage, and inform school systems, schools, teachers, families, and stakeholders about the Steve Carter Tutoring Program. As such, LDOE engaged Emergent Method to support the communication and outreach campaign for the program.

Our first steps in this process were to work with the LDOE Office of Educator Development leadership to craft a clear, targeted, and multi-faceted communication campaign to effectively communicate program goals and provide resources to school administrators, students and parents, and stakeholders by identifying key audiences and understanding how each best consumes and responds to messages. We then developed a successful formula for mixing digital and traditional communication strategies

and disseminating messaging with sophisticated breadth and depth that allows us to reach eligible populations.

Our team leveraged relationships with media, elected officials, stakeholders, and community partners to effectively inform audiences about the program, and developed a plan that utilizes organic, earned, and paid media. Additionally, we developed a comprehensive communications toolkit with easy-to-follow and utilize information about the program. The toolkit featured talking points, printable informational flyers, posters, postcards, graphic elements that were embedded in partner/stakeholder communications, as well as social media graphics and short digital videos that were shared across stakeholders' respective social media accounts.

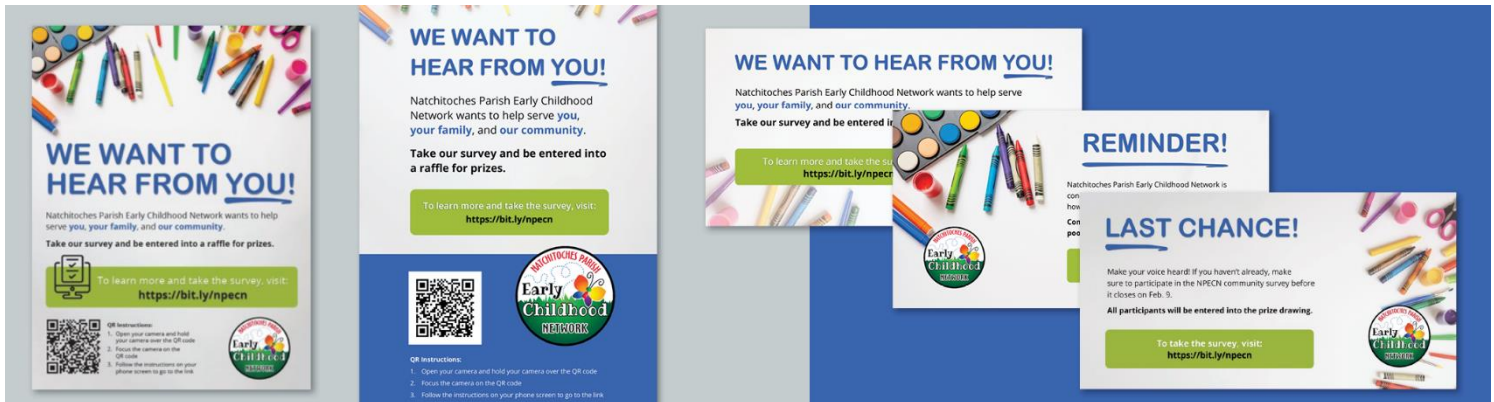
Following the completion of the communication campaign, we worked with program leadership to develop a thorough community outreach plan that capitalizes on grassroots methods to help achieve program goals. This plan consisted of thoughtful community outreach strategies that are being implemented through several mediums and methods, as we recognize that access to technology and digital media may be limited in some areas.

The communication campaign and community outreach plan were approved and finalized by program leadership in September 2022. Our firm is currently in the campaign and outreach execution phase with a targeted end date of June 30, 2023.

## NATCHITOCHES PARISH EARLY CHILDHOOD NETWORK

**Services Provided:** *Strategic Communication, Stakeholder and Community Outreach, and Content Development*

**Timeframe:** *October 2021 – June 2022*



*Example outreach materials from the Natchitoches Parish Early Childhood Network Outreach Plan*

The Natchitoches Parish School Board received a \$100,000 grant from the Louisiana Department of Education through the Louisiana Board of Elementary and Secondary Education (BESE) to pilot new strategies to increase access to and improve the quality of publicly funded early childhood care and education. Through its Ready Start Network (RSN), the Natchitoches Parish Early Childhood Network (NPECN) began developing new local governance structures, assessing local demand for early care and education, providing resources and training to teachers to improve classroom quality, implementing fundraising strategies, and sharing their findings with state leaders to inform future policymaking.

With an articulated vision to work together as a community so that children will grow, learn, and reach their full potential, and a mission to ensure the Natchitoches community understands and supports a system of high-quality and sustainable early childhood education to develop a foundation for life-long learning, NPECN engaged Emergent Method to implement a communications campaign that reinforces the understanding and importance of early education.

As a part of project kick-off, we worked with NPECN leadership to gain insight into the status of planning documents and previously utilized practices for communicating the Ready Start Natchitoches campaign. Over the next several months, we conducted a series of meetings with stakeholders identified by NPECN to gain context, strategies, feedback, and priorities of focus surrounding the project. We then conducted and distributed a survey to various stakeholders, that generated more than 100 unique survey responses. Based on our analysis of interviews and surveys, we worked with NPECN leadership to communications campaign that consisted of email campaign content, social media

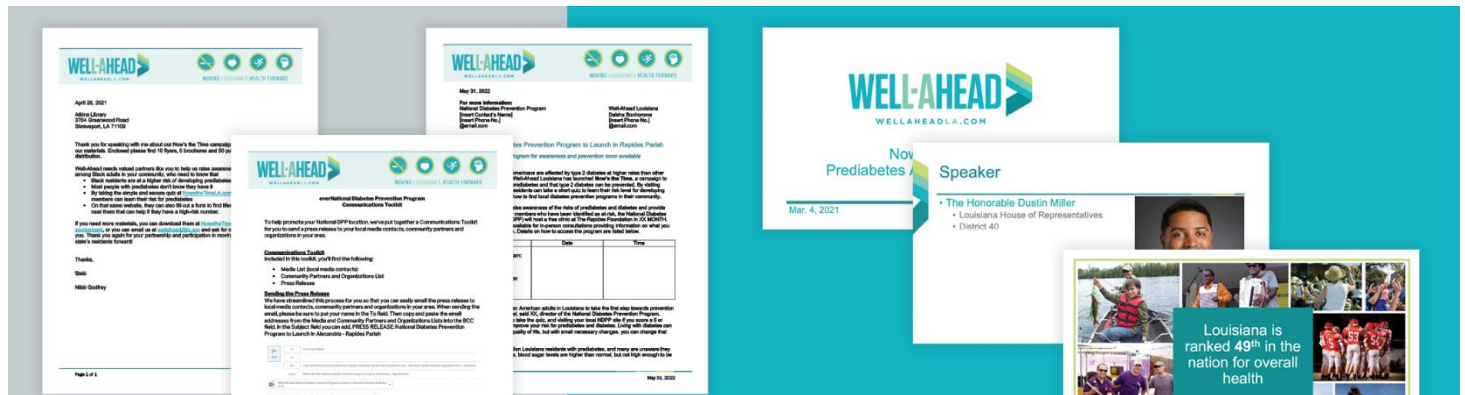
content, website content, talking points, informational flyers and posters, and a framework for conducting town hall meetings.

During the development of the communications campaign, NPECN recognized the need for streamlined instructional videos about how to apply to public school pre-k programs, Type II childcare centers, and Head Start/Early Head Start programs. As such, NPECN further engaged Emergent Method to develop and produce three application support videos that can now be viewed on their website, <https://teachingtomorrownow.com/>.

## LOUISIANA DEPARTMENT OF HEALTH, WELL-AHEAD CAMPAIGN

**Services Provided:** Strategic Planning, Research, Strategic Communication, Stakeholder and Community Outreach, and Content Development

**Timeframe:** September 2020 – June 2022



Example outreach materials from the Louisiana Department of Health's Well-Ahead Campaign

As a subcontractor to Gatorworks, our firm performed strategic planning, research, and outreach services, to assist in the development and implementation of the Well-Ahead campaign. The purpose of the Well-Ahead campaign was to educate Louisianians on prediabetes and type 2 diabetes, targeting primarily rural African American populations in regions 4 and 7 (Lafayette and Shreveport areas). As a part of the discovery phase of this project, we developed an exhaustive list of potential partners and champions, such as faith-based leaders, community organizations, healthcare providers, media outlets, local businesses, etc., to support the Well-Ahead campaign. Once these entities were identified, we established contact and coordinated with them as appropriate to discuss the campaign and coordinate potential outreach efforts. Following these connections, we developed a detailed outreach calendar for the Well-Ahead program, covering the Who, What, When, and Where for every planned activity and event.

The Strategic Communications and Outreach initiative for the Well-Ahead Campaign was coined "Now's the Time". The Now's the Time initiative was conducted with a grassroots strategy with the goal of encouraging residents to take the prediabetes risk quiz and connect at-risk residents (risk score of 5 or higher) to the National Diabetes Prevention Program in their community by completing an online form. NDPP site staff members were provided with a personalized communications toolkit that empowered and equipped them to garner media coverage and local support from community partners. Each communications toolkit included the following: Step-by-Step Instructions, Media List, Community Partners and Organizations List, and Press Releases. In addition, a team was deployed in each community to attend existing

community events and door-to-door visits as a way to reach residents and provide them with the assistance and tools needed to take the quiz and if necessary, visit their NDPP.



## LOUISIANA OFFICE OF COMMUNITY DEVELOPMENT, RESTORE LOUISIANA HOMEOWNER ASSISTANCE PROGRAM

**Services Provided:** Strategic Planning, Content Development, Community and Stakeholder Outreach, Policy and Process Development, Quality Control, and Training and Facilitation

**Timeframe:** April 2017 – Present



*Example outreach materials from the Restore Louisiana Homeowner Assistance Program*

Our firm led all public outreach, applicant relations, and communication efforts for the 2016 Restore Louisiana Homeowner Assistance Program, a \$1.3 billion CDBG housing program established by the state of Louisiana in response to widespread flooding that devastated nearly 90,000 homeowners in 51 parishes in 2016. We designed and built the initial outreach and marketing campaign to target potential program applicants, focusing geographically on disaster-declared parishes across the state and integrating available data to best reach potential applicants as quickly as possible. Beyond our initial scope of work, many team members now employed at Emergent Method supported the program in additional functions that include policy and procedure development in the PMO, training, appeals management, and eligibility determination.

The Louisiana Office of Community Development subsequently engaged us to lead all communications and outreach for the next iteration of the Restore Louisiana program for Hurricanes Laura (2020), Delta (2020), and Ida (2021), following an initial federal allocation from the U.S. Dept. of Housing and Urban Development in October 2021. Our team not only brings institutional knowledge of CDBG-DR programs and experience navigating the nuances that come with executing these programs, but also provides a full-service team that manages traditional outreach initiatives while also supporting non-traditional efforts for a communications consultant, such as action plan development, applicant relations, and policy interpretation. After being an integral member of the Restore Louisiana 2016 team, Emergent Method was brought on at project onset, allowing the team to fully integrate from the beginning. The Emergent Method team

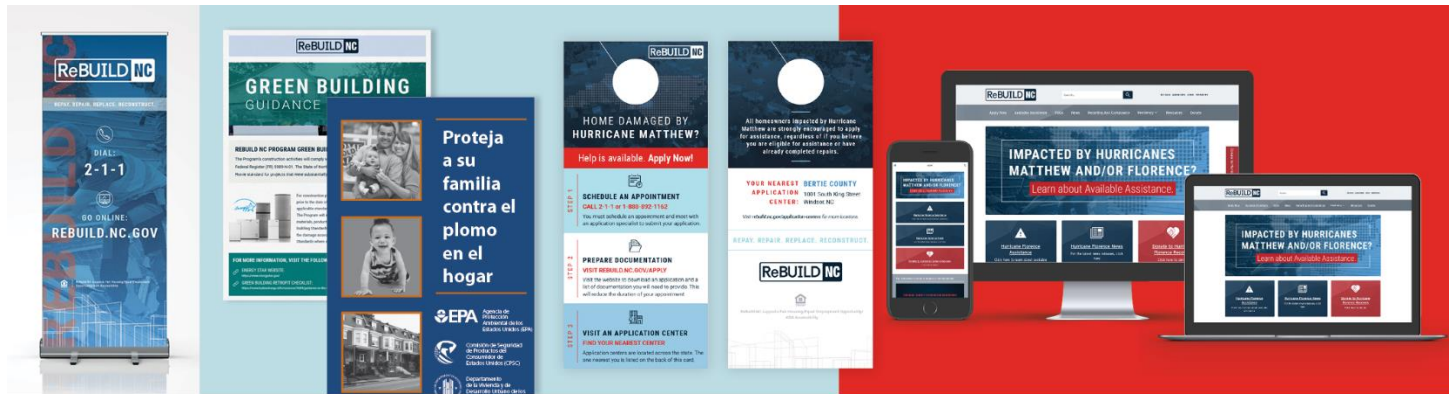
is instrumental every step of the way to ensure awareness, understanding, and accessibility of the program for those in need.

Since October 2021 when HUD announced the \$1.3 billion CDBG-DR allocation for the state of Louisiana, we have organized, facilitated, and provided materials for local leaders' briefings, webinars with residents and stakeholders, as well as official public hearings as part of the action plan public comment period. During the drafting of the state's action plan, we managed the master document, developing content and working side-by-side with program managers to inform on policy language and content. Our team also worked to draft and maintain the final action plan language in the federal portal as well as in the designed public-facing document in a timely and efficient manner.

## NORTH CAROLINA OFFICE OF RECOVERY AND RESILIENCY, REBUILD NC

**Services Provided:** Strategic Planning, Content Development, Community and Stakeholder Outreach, Policy and Process Development, Quality Control, and Training and Facilitation

**Timeframe:** March 2020 – Present



*Example outreach materials from the ReBuild NC Homeowner Recovery Program*

Utilizing \$778 million in CDBG-DR funds for Hurricane Florence and Hurricane Matthew recovery, the ReBuild NC program helps homeowners repair, reconstruct, and/or elevate homes damaged by either storm. The program is administered by the North Carolina Office of Recovery and Resiliency (NCORR), as part of its comprehensive plan to distribute CDBG-DR funds throughout North Carolina's hardest-hit communities, especially those with low to moderate incomes. After being engaged in 2019 to execute marketing and outreach efforts for the program, we then expanded our role from 2020-2022 to support the program in nearly every facet including overall program management, communications and outreach, training, QA/QC, policy and process development, and grantee support for HUD monitoring, which resulted in zero findings and praise from HUD on the sophistication of policies written and organization of the documents and system of record. Our firm is still engaged with NCORR where we are providing ongoing QA/QC services to the office and program.

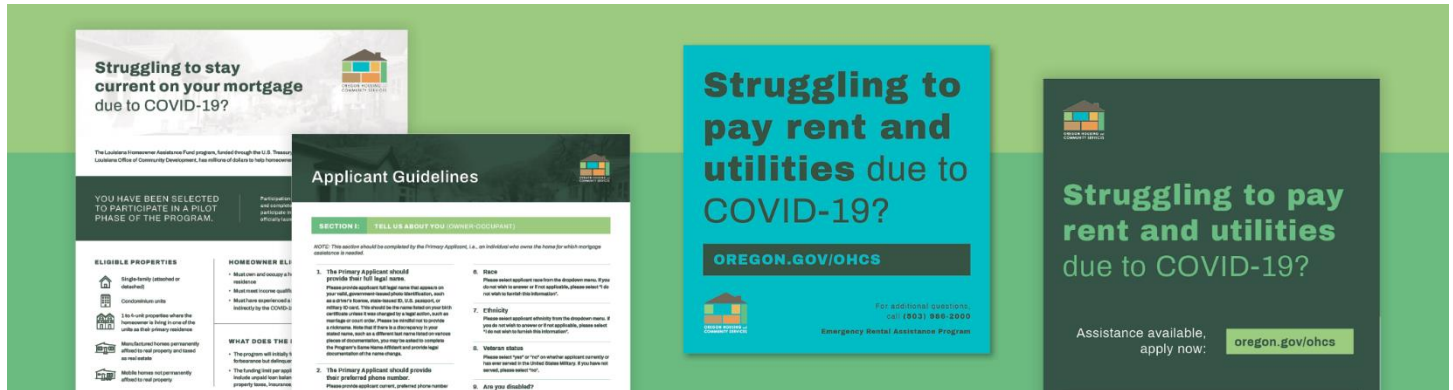
Over the course of our work on this project, we achieved the following:

- Designed the original rebuild.nc.gov website, with a user-based design to create an individual user experience, streamline access to information, and improve accessibility. This resulted in a 309% increase in website pageviews from the previous year, 10,842 clicks on the English online application and 2,113 clicks on the Spanish application, prompting a total of 5,580 applications to the program.
- Designed and launched a four-week, comprehensive training program to successfully onboard over 200 staff, including required training (e.g., Anti-Fraud Waste and Abuse, Conflict of Interest).
- Coordinated and executed multiday outreach events in 12 counties across coastal North Carolina, totaling 45 days of outreach and 251 completed appointments. The team also conducted short-term outreach strategies for upcoming events, which included sending 169,657 outreach emails and 12,095 text messages to potential applicants and social posts and digital advertisements that solicited 603,490 impressions within target areas ahead of each event.
- Developed a robust applicant engagement strategy for the second phase of the program, repositioned as the combined CDBG-DR assistance program for Hurricanes Matthew and Florence. The campaign resulted in a 309% increase in website pageviews from the previous one-year period and generated 85% of the Homeowner Recovery Program pageviews.
- Maintaining strong media relations focus on transparent, proactive communications, leveraging the lessons learned from other programs.
- Performing document management for related collateral, including 110 program forms, 96 letters to applicants or related parties, 21 job aids for program staff, and 17 flyers to inform applicants about various aspects of the program.

## OREGON HOUSING AND COMMUNITY SERVICES DEPARTMENT (OHCS), HOMEOWNER ASSISTANCE FUND

**Services Provided:** Strategic Planning, Marketing, Content Development, and Community and Stakeholder Outreach

**Timeframe:** December 2021 – Present



*Example outreach materials from the Oregon Homeowner Assistance Program*

Emergent Method supports marketing, community and stakeholder outreach, and communication initiatives for the Oregon Housing and Community Services Department (OHCS) to manage the Homeowner Assistance Fund, a \$90 million program that serves homeowners facing financial hardship due to COVID-19. With its first CDBG-DR funding allocation, the state of Oregon sought an experienced team, well-versed in the disaster recovery space who could execute communications and outreach initiatives for the state and serve as a guide regarding best practices and lessons learned from similar programs executed nationwide. Emergent Method was brought on at the beginning of 2022 to manage outreach and engagement for the state's Emergency Rental Assistance Program, Homeowner Assistance Program, and Wildfire Recovery Program.

Project highlights include the following:

- Developed a comprehensive strategic communications and marketing plan based on stakeholder outreach, as well as insights and best practices.
- Designed, built, and launched the program website and corresponding social media tools.
- Deployed targeted campaigns using a database of potential applicants.
- Hosted in-person and virtual town hall events to educate potential applicants about eligibility criteria and how to apply.
- Organized and facilitated required public hearings as a part of the Action Plan comment period,
- Developed and distributed presentations, informational videos, program flyers, posters, and other marketing materials.



## BRIDGE CENTER, TAX CAMPAIGN

**Services Provided:** *Strategic Communication, Stakeholder and Community Outreach, and Content Development*

**Timeframe:** *August 2018 – December 2018*



*Example Vote Yes for Mental Health – Toolkit Draft Visual Asset*

Emergent Method was engaged by the Louisiana Bridge Center to support the second ballot tax proposition to fund the crisis intervention center. We worked closely with key community stakeholders and elected officials to build support for the measure and the services it would provide by developing an overarching public relations campaign, strategy, and messaging; creating and coordinating a speaker's bureau; and leading media outreach in the form of editorial meetings as well as TV and radio guest spots. Additionally, our team maintained the Bridge Center's social media accounts and conducted outreach to stakeholder groups throughout the parish to amplify the importance of the proposed proposition. In December 2018, East Baton Rouge Parish voters overwhelmingly passed the tax measure with 68% support.



# Management Plan

# 04 / MANAGEMENT PLAN

## **EVALUATION INFORMATION 4.1 PLEASE DESCRIBE ABILITY TO MANAGE AND CONTROL PROJECTS ACTIVITIES, REPORT PROGRESS, AND COORDINATE WITH DHS.**

The key to accomplishing the objectives of the agency lies in our approach to project management. Our team does not subscribe to a typical agency mentality regarding project management. Our designated project team will thoughtfully and meticulously coordinate efforts to develop the Quality Care and Education Outreach Plan. A crucial component of this effort will be working alongside DCCCE leadership and staff in order to execute outreach and education efforts. We intend to facilitate this by hosting regular team meetings, providing the opportunity for collaboration, strategy development, situational awareness, and accountability. Based on project needs, we will set an appropriate meeting cadence—biweekly, weekly, daily, or as needed. Our team will develop agendas to distribute ahead of each meeting, document key action items and decisions during the meeting, and circulate these with the team after each meeting to maintain momentum and progress. What stands out about our management approach is that we will embed our team members within the project team, becoming extensions of DCCCE staff.

## **EVALUATION INFORMATION 4.2 WHAT IS YOUR METHOD FOR COLLECTING, TRACKING, AND REPORTING DATA THAT IS RELEVANT TO THE PROJECT AND DCCCE REQUESTS?**

Transparent reporting is equally as important as open communication and collaboration. We understand that leadership and decision-making relies on accurate reporting of campaign metrics. This is why we take a no-surprises approach. We will work side-by-side with agency leadership to keep an ongoing dialogue about campaign activity and address concerns or potential obstacles to outreach efforts as they arise.

Quality evaluation and performance assessment are rooted in data collection processes, measurable targets and outcomes, and the analysis of data collected. Data collection and analysis will happen with consistency and fidelity. Data will be easily collected and housed in an orderly way, and summarized according to common definitions and differentiating characteristics. By analyzing outreach data and metrics, we will be able to understand the effectiveness of outreach tactics, and recommend new tactics or methods if needed.

Our team is committed to providing monthly progress reports and invoices by the 15th of each month during the contract term.

Additionally, we acknowledge the need for the annual report and commit to providing this report to DHS by August 15th of each year during the contract term.

## **EVALUATION INFORMATION 4.3 PROVIDE VENDOR'S FINANCIAL STATEMENTS AND MOST RECENT AUDIT OR PROVIDE ELECTRONIC ACCESS TO SAME.**

Emergent Method has supplied all required financial documentation in the Financial Documents folder for RFP submission. We ask that this information, where possible, remain confidential, not released for public consumption, and not subject to posting and media requests.

Our financials are not subject to audit; however, they come with certifications and letters demonstrating financial strength.



# **Appendix A:**

# **Resumes**



## NIKKI GODFREY, PH.D.

20 YEARS OF EXPERIENCE

### PROJECT DIRECTOR

Nikki Godfrey has vast experience in strategic communication spanning the private sector and higher education. Nikki is an expert at creating and implementing targeted campaigns to engage specific audiences and has the capability to manage, lead, and collaborate with teams with diverse skillsets. Nikki works with clients in the public and private sector to create compelling marketing strategies, provide data-driven insights, and advance their organizational capacity.

### HIGHLIGHTS

Experience in strategic communication, leadership, event management, budget and statistical analysis, production development, and management

Skilled in enhancing messaging, increasing understanding complex data, and developing marketing campaigns

### EDUCATION

Doctor of Philosophy, Educational Leadership, and Research  
Louisiana State University

Master of Science, Broadcast Journalism  
Syracuse University

BA, Mass Communication  
Southern University and A&M College

### EMPLOYMENT

Emergent Method (2021 – Present)

Louisiana Board of Regents (2016 – 2021)

Louisiana State University (2012 – Present)

### TECHNICAL EXPERIENCE

- Strategic Communications
- Public Outreach & Stakeholder Engagement
- Media Relations
- Content Development

### RELEVANT PROJECT EXPERIENCE

EMERGENT METHOD, FEBRUARY 2021 – PRESENT

Managed the development of a five-year strategic plan for the Louisiana Department of Education's Division of Early Childhood, including stakeholder interviews, staff retreats, and leadership meetings. Managed the logistics and facilitated operations for the 2022 LDOE early childhood statewide conference to successfully provide an enriching and educational experience featuring dynamic speakers and engaging content with the purpose of "connecting the dots" among families, early childcare providers, education services, and opportunities in Louisiana communities across the Early Childhood Community Network and beyond.

ASSISTANT COMMISSIONER FOR PUBLIC AFFAIRS, LOUISIANA BOARD OF REGENTS, OCTOBER 2016 – FEBRUARY 2021

Planned and administered media strategies by initiating, developing, and maintaining local and national media and public contacts for disseminating information. Liaised with Louisiana's four postsecondary education systems and administrators to ensure open, timely communication. Researched and wrote speeches, news releases and position papers on specific topics. Prepared board meeting summaries, media advisories and public service announcements. Planned and conducted press conferences. Coordinated digital media to achieve optimal messaging metrics. Supervised the creative process for all marketing materials and promotional pieces. Worked closely and cooperatively with legislative, workforce, and policy divisions to develop and implement communication strategies related to public policy issues and legislative positions. Led the State's higher education public affairs council. Served as an advisor to the Louisiana Council of Student Body Presidents.

DIRECTOR OF PROMOTIONS & EVENT MANAGEMENT, LOUISIANA STATE UNIVERSITY, APRIL 2012 – OCTOBER 2016

Provided leadership, professional expertise, and direction in the planning and execution of high-quality events and functions to attract patrons to the LSU Student Union. Managed the advancement of policies and strategies by conveying mission, vision, and policies internally and externally. Developed and executed communications and media relations strategies. Represented Auxiliary Services before various campus and community groups. Interacted with the University community to foster initiatives that maximized the use of the Union and all Auxiliary Services' entities. Developed, controlled, and administered the annual Auxiliary Services' operational budgets to ensure prudent management. Established and maintained an internal controls system, which included: separation of duties, appropriate authorization and approval mechanisms, safekeeping of assets, and review and reconciliation of records. Coordinated Union activities to coincide with major campus-wide programs.

MANAGING DIRECTOR,



## ROBYN STILES, PH.D.

11 YEARS OF EXPERIENCE

### PROJECT MANAGER

An experienced consultant with expertise rooted in data analysis, qualitative and quantitative public policy research, data-driven strategic planning, leadership development, and executive coaching. Leads initiatives involving strategic planning, policy and data research, and leadership and development services. Managed various data-driven projects for clients including national PACs, state-wide campaigns and business and political advocacy groups.

### HIGHLIGHTS

Specializes in projects with data analysis, policy research and project management

Works with public sector organizations conducting internal employee engagement and constituent satisfaction assessments

Experience with federal disaster relief program communications and policy, stakeholder relations management, and program process development

Extensive experience with targeted communication campaigns, strategic messaging, and logistics management

### EDUCATION

Doctor of Philosophy, Mass  
Communication and Public Affairs  
Louisiana State University

Master of Professional Studies,  
Political Management  
George Washington University

Bachelor of Arts, Political Science  
University of California, Berkeley

### EMPLOYMENT

Emergent Method (2018-Present)

Stiles Consulting, LLC (2018)

I-360 (2017)

### RELEVANT PROJECT EXPERIENCE

CONSULTANT, REBUILD NORTH CAROLINA PROGRAM, NORTH CAROLINA OFFICE OF RECOVERY AND RESILIENCY, RALEIGH, NORTH CAROLINA (AUGUST 2018-AUGUST 2022)

Leads the applicant engagement function on the ReBuild North Carolina project, including management of program recruitment and outreach efforts to potential applicants, as well as the program's communication with current applicant throughout their time in the program. Responsibilities include preparation of targeted outreach campaign to recruit program applicants, development and monitoring of key KPIs to drive optimization of communication strategies, and longer-term strategic planning of program communication procedures. Additional experience includes municipal proposition messaging campaign and audit of state-funded business development resources.

READERSHIP STUDY, THE ADVOCATE NEWSPAPER, OCTOBER 2020-APRIL 2021

Conducted readership survey to better understand the needs and content preferences related to existing digital and print subscribers, and non-subscriber readers. Utilized a convenience sample to better align digital and print content with readers' needs, desires, and preferences. Survey (N = 1,008) included general reader satisfaction questions related to content, editorials, and accessibility of the media outlet, as well as section-specific

Eberle Communications Group (2013-2016)

Media Research Center (2012-2013)

preferences, and basic demographic questions, and a comprehensive fielding plan that utilized email, app push notifications, banner text, and social media content. Survey findings were presented to organizational leadership and used to inform strategic decisions related to column and content publications.

#### TECHNICAL EXPERIENCE

- Stata
- SPSS
- Qualtrics
- SQL
- HTML
- CSS
- various CRM database software
- Hogan Leadership Assessment certification

#### MARKET RATE SURVEY, LOUISIANA DEPARTMENT OF EDUCATION, NOVEMBER 2019-MARCH 2021

Led the development, fielding, and analysis of the federally mandated Market Rate Survey for the LDOE Office of Early Childhood Operations to analyzing price charged by child care providers in the priced market. Research included the development and fielding of two surveys to child care providers statewide (N = 810), with questions related to center characteristics, services offered, prices charged, identification of challenges related to continued operations during COVID-19, and six virtual focus groups to identify the true cost of providing quality care. These findings were ultimately used to increase the level of state-subsidized child care assistance provided to low-income families statewide, increasing their accessibility to high quality care.

#### EMPLOYEE ENGAGEMENT STUDY, CITY OF ALEXANDRIA, LOUISIANA, AUGUST 2019-MAY 2020

Led the development, fielding, and analysis of an organization-wide employee engagement research study for the City of Alexandria to identify and offer recommendations related to morale and culture. This included engaging with division heads to better understand existing processes and division-level nuances, development and fielding of a city-wide employee survey (N = 435) to benchmark engagement across 12 industry-standard criteria and gather information related to thematic challenges and strengths related to the employee experience, and five employee focus groups used to gather in-depth information on themes identified through the survey. Recommendations were crafted around compensation and benefits, staffing, professional development and employee investment, performance management, equipment and tools, and communication, and offered with a timeline for implementation.





## BRITTANY FRANCIS, PH.D.

15 YEARS OF EXPERIENCE

### PROJECT COORDINATOR

Brittany Francis is an experienced communication and strategy professional with 15 years of experience in public relations, media relations, social media management, speech writing, content development, project management, outreach and engagement, and education policy. As a senior consultant at Emergent Method, she works with several of the firm's public and private sector clients to improve organizational performance, communications, and programs and initiatives.

### HIGHLIGHTS

Experienced in leading communication and media relations support for state agencies, national nonprofits, and firms in the public and private sector

Expertise in leading public outreach and community engagement efforts for large-scale projects

Skilled in executing communication strategies that foster engagement and support from media, legislators, policymakers, and stakeholders

### EDUCATION

Doctor of Philosophy, Public Policy  
Southern University and A&M College

Master of Arts, Public Relations  
Kent State University

Bachelor of Arts, Broadcast Journalism  
Georgia State University

### EMPLOYMENT

Emergent Method (2022-Present)

Complete College America (2022)

Louisiana Board of Regents (2016-2021)

Louisiana Community & Technical  
College System (2016)

Southern University and A&M  
College (2015)

### TECHNICAL EXPERIENCE

- Content Development
- Outreach & Engagement
- Public Relations
- Media Relations

### RELEVANT PROJECT EXPERIENCE

#### COMMUNICATIONS SPECIALIST, LOUISIANA HOUSING CORPORATION, NOVEMBER 2022 - PRESENT

Led the development, fielding, and analysis of the federally mandated Market Rate Survey  
Developed a comprehensive content marketing strategy to promote the Louisiana Housing Corporation's programs and services to its target audiences. Responsible for planning, writing, and designing content for newsletters, blogs, whitepapers, journal entries, social media, email campaigns, the LHC website, brochures, promotional flyers, push cards, reports, presentations, and more.

#### EVENT COORDINATOR, BATON ROUGE AREA CHAMBER, AUGUST 2022 - PRESENT

Provided onsite registration support for the Baton Rouge Area Chamber's (BRAC) economic inclusion symposium. Communicated and confirmed event details with vendors, including A/V, parking attendants, florists, and sponsors. Worked with BRAC to identify and secure necessary BRAC staff to provide day-of support (e.g., sign-in, table prep, seating, etc.). Served as onsite event coordinator for the day of the symposium. The inaugural event welcomed more than 25 vendors and nearly 300 registered attendees.

#### COMMUNICATIONS DIRECTOR, COMPLETE COLLEGE AMERICA, JANUARY 2022 - AUGUST 2022

Advised senior leaders and staff members on communication and outreach strategy for multiple campaigns and events. Protected the CCA brand through managing core messaging and visual identity, in addition to leading media relations and outreach. Authored the organization's written communication materials, including press releases, public statements, op-eds and blog posts, research reports, policy briefs, and pitch decks. Led stakeholder engagement efforts through providing project reports for funding partners, organizational leadership, and the Board of Directors.

#### PUBLIC INFORMATION & COMMUNICATIONS DIRECTOR, LOUISIANA BOARD OF REGENTS, DECEMBER 2016 - DECEMBER 2021

Developed and executed multi-faceted communication campaigns to establish awareness of policies, higher education initiatives, and programming amongst institutions and with stakeholders while leveraging the brand promise of the Board of Regents. Authored content for internal communication, press releases, newsletters, media advisories and public service announcements, speeches and talking points, fact sheets, and various social media channels. Led the development of presentations containing statistical analysis on behalf of the Commissioner of Higher Education.



## MEREDITH MELIET

8 YEARS OF EXPERIENCE

### PROJECT COORDINATOR

Meredith Meliet is an experienced consultant with expertise in strategic communication strategy, outreach and engagement, and media relations. In her role as a consultant at Emergent Method, Meredith supports many clients within the firm's public sector and disaster recovery disciplines through content development, social media strategy, stakeholder engagement, public outreach and crisis communication. Meredith has worked with a wide range of clients, including local government agencies, statewide recovery programs and industrial corporations. She has developed long-term public relations strategy for a Fortune 5 company and handles all key communications and coordination for the client.

### HIGHLIGHTS

Experience managing complex public relations campaigns align and educate stakeholders on project initiatives

Expertise in developing and executing long-term publicity campaigns

In-depth understanding of identifying target audience and creating messaging to cater to specific groups through a variety of mediums

### EDUCATION

Bachelor of Arts, Interdisciplinary Studies, Communication

### EMPLOYMENT

Emergent Method (2022-Present)

St. James Parish Government (2020-2022)

Visit Baton Rouge (2019-2020)

### TECHNICAL EXPERIENCE

- Government Communication
- Strategic Communication
- Outreach and Engagement
- Campaign Planning and Organization
- Content Development and Strategy

### RELEVANT PROJECT EXPERIENCE

COMMUNICATIONS TEAM MEMBER, RESTORE LOUISIANA PROGRAM, HURRICANE RECOVERY, JANUARY 2022 - PRESENT

Develops content for social media advertising campaigns and public communications strategy including increasing engagement among target audiences such as stakeholders, state officials and potential applicants.

COMMUNICATIONS LEAD, INDUSTRIAL FACILITY, JANUARY 2022 - PRESENT

Serves as the project lead for a Fortune 5 industrial client overseeing the implementation of strategic goals including developing public relations campaigns, advertising and media relations efforts. Developed the core strategy to improve public sentiment, and gain positive media coverage over the course of a six month advertising time-span. Serves as company point of contact and provides advisement on media inquiries. Works directly with corporate communications team to develop social media content, video series advertising and ad placements.

PUBLIC INFORMATION OFFICER, ST. JAMES PARISH GOVERNMENT, OCTOBER 2020 - JANUARY 2022

Managed all aspects of external communication between parish government, the public and community stakeholders. Oversaw the management of the parish government's website including leading a full redesign and strategic update in 2021. Management of entity public records requests including implementation of software to streamline and record process. Wrote and distributed media advisories, press releases and served as the liaison between parish government and the media. Developed talking points, speeches and strategic communication from the Parish President, Council and other parish officials. Created parish's first ever capital improvement plan which defines, maps and ranks all strategic projects over a three year timeline. Developed and executed the parish's emergency communications plan during natural disasters including Hurricane Ida..

COMMUNICATIONS SPECIALIST, VISIT BATON ROUGE, JULY 2019 - OCTOBER 2020

Researched and developed high-pay off and creative story ideas for media, travel writers and bloggers. Served as company liaison for both local and national news agencies. Managed company-wide public relations including writing, developing and disseminating press releases and media advisories. Developed the company's first ever public relations plan and worked to create strategic advertising campaigns and securing placements in publications across the world.



## ALYSSA PANEPINTO

4 YEARS OF EXPERIENCE

### SOCIAL MEDIA SPECIALIST

Alyssa Panepinto is an experienced communication professional with a background in social media content development and management, speechwriting, copyediting, and media relations. In her role as a consultant at Emergent Method, Alyssa focuses on supporting several public sector clients, including local municipalities and state agencies, in implementing comprehensive communication strategies through content development, social media strategy and management, marketing, and crisis communication.

#### HIGHLIGHTS

Experienced in crafting tactical communications strategies and campaigns across mediums

Skilled in managing social media platforms and composing successful content creation

Proficient in developing messaging themes and translating them across verbal, visual, and written communication

#### EDUCATION

Bachelor of Arts, Mass Communication  
Louisiana State University

#### EMPLOYMENT

Emergent Method (2022-Present)  
City of Baton Rouge/East Baton Rouge (2019-2022)

#### TECHNICAL EXPERIENCE

- AP Style
- Copyediting
- Copywriting
- Crisis Communication
- Proofreading
- Presentation Development
- Social Media Management

#### RELEVANT PROJECT EXPERIENCE

OUTREACH AND ENGAGEMENT COORDINATOR, LOUISIANA HOUSING CORPORATION, BATON ROUGE, LOUISIANA, NOVEMBER 2022 – PRESENT

Supports strategic marketing and communications for the Louisiana Housing Corporation. Develops social media campaigns, including video content, graphics, and copy, to increase the public's engagement with homeowner assistance programs. Authors talking points and video scripts for the executive director. Drafts public-facing written communication on behalf of the department, including press releases, flyers, website content, and newsletters.

OUTREACH AND ENGAGEMENT LEAD, HIGHWAY 30 COALITION, ASCENSION PARISH GOVERNMENT, GONZALES, LOUISIANA, MARCH 2022 – PRESENT

Manages the communication and outreach strategy for the Highway 30 Coalition, highlighting the need for roadway expansion within Louisiana's largest industrial corridor. Creates and oversees the planning and execution of robust stakeholder outreach efforts, including coordinating coalition members. Develops content for all outreach materials, including one-sheets, posters, newsletters, presentations, and social media platforms.

COMMUNICATIONS SPECIALIST, DEPARTMENT OF INFORMATION SERVICES, CITY OF BATON ROUGE / PARISH OF EAST BATON ROUGE, BATON ROUGE, LOUISIANA, MARCH 2022 – PRESENT

Supports the Department of Information Services community outreach and engagement efforts. Develops social media campaigns to increase the public's engagement with the department's comprehensive open data repository. Authors public-facing written communication on behalf of the department, including press releases, talking points, and successful nominations for awards on the national level.

COMMUNICATIONS SPECIALIST, OFFICE OF THE MAYOR-PRESIDENT, CITY OF BATON ROUGE, BATON ROUGE, LOUISIANA, OCTOBER 2019 – MARCH 2022

Managed all social media accounts on behalf of the Mayor-President and The City of Baton Rouge, photography, copywriting, and content scheduling. Authored all scripts, talking points, and speeches given by the Mayor-President, including the annual State of the City Address. Led the development of press releases, media alerts, newsletters, and various written communications. Engaged directly with department heads, elected officials, and external stakeholders to prepare strategic communications on behalf of the Mayor-President and the City of Baton Rouge. Served as Emergency Operations staff and led internal and external communications during the initial response to the COVID-19 pandemic, flood and freeze events, and hurricane season.



## NIC GOODMAN

10 YEARS OF EXPERIENCE

### WEB DEVELOPER

Nic Goodman is a professionally trained front-end web developer, UX/UI designer, and graphic designer. He joined Emergent Method as a senior consultant in 2021 with over 10 years of experience. In this role, he supports client projects and efforts through creative design for print and web content, web design and development, and related technical support. As an experienced front-end developer, Nic's knowledge of HTML/CSS and modern JavaScript frameworks enables him to produce cutting-edge web applications and spearhead the design process.

### HIGHLIGHTS

Experience in designing, developing and deploying bespoke web experiences for organizations big and small

Experience with graphic design projects ranging from visual communication pieces to branding and identity projects

Ability to engage in a creative team setting and collaborate with clients and stakeholders

### EDUCATION

Bachelor of Arts, MultiMedia Arts and Sciences

University of North Carolina Asheville

### EMPLOYMENT

Emergent Method (2021-Present)

Ninebar (2012-2021)

Henco Reprographics (2011-2016)

### TECHNICAL EXPERIENCE

- Web development
- UX/UI design
- Graphic design
- Adobe Creative Suite
- HTML, CSS, JavaScript, and other related web technologies and frameworks

### RELEVANT PROJECT EXPERIENCE

FOUNDER, CREATIVE DIRECTOR, & SENIOR DEVELOPER, NINEBAR, ASHEVILLE, NC, APRIL 2014 - JUNE 2021

Spearheaded the branding and creative custom designs for numerous clients. Responsible for UX/UI design prototyping process and translating that into a product. Responsible for growing company's services portfolio to include large, custom coded CMS driven web experiences.

GRAPHIC DESIGNER & PRINT OPERATOR, HENCO REPROGRAPHICS, ASHEVILLE, NC, JUNE 2011 - JULY 2016

Worked directly with customers to develop custom content. Assisted and worked with customers through the design process, from conception and proofing to production and delivery. Operated a wide variety of print production equipment. Provided on site installation services for customer projects

## HIGHLIGHTS

Experience in a variety of graphic design software and elements

Experience in photography and editing

Adept at working with a wide variety of people

## EDUCATION

BFA, Studio Art, Graphic Design  
Concentration

Louisiana State University

## EMPLOYMENT

Emergent Method (2022-Present)

IDM (2022-2022)

Lamar Advertising (2016-2022)

## TECHNICAL EXPERIENCE

- Social Media Branding
- Microsoft Suite
- Adobe Illustrator, Photoshop, InDesign, AfterEffects, XD
- Sketch
- Prototyping
- Google Workspace
- Square Space

# JACQUELINE FOREMAN

6 YEARS OF EXPERIENCE

## DESIGNER

Jacqueline Foreman is an experienced graphic design professional with a background in studio arts and social media branding. Jacqueline supports Emergent Method's team and clients through a variety of visual design developments. Jacqueline works on several branding projects, using creative approaches to visual design campaigns and communication efforts.

## RELEVANT PROJECT EXPERIENCE

GRAPHIC DESIGNER, EMERGENT METHOD, LOUISIANA, NOVEMBER 2022 - PRESENT

Works to design and establish unique branding for both the firm and clients through visual design and communication efforts. Demonstrates critical thinking and craft skills to create and develop deliverables for clients to ensure a great user experience.

SENIOR VISUAL DESIGNER, IBM, BATON ROUGE, 2022

Worked closely with designers, researchers and developers to create visual designs and pages. Worked within brand guidelines to create layouts that reinforced a brand's style or voice through visual touch points. Her projects included the full spectrum of design, including user research, research analysis, information architectures, user flows, personas, wire frames, mockups and prototypes.

NATIONAL SALES GRAPHIC DESIGNER, LAMAR ADVERTISING, BATON ROUGE, 2019-2022

Created and executed various projects such as one-sheets, presentations, branded collateral and out-of-the-box campaign pitches for national clients. Communicated daily with multiple account managers and executives, brainstorming projects and new ideas for clients.

TRANSIT + AIRPORT GRAPHIC DESIGNER, LAMAR ADVERTISING, BATON ROUGE, 2017-2019

Designed conceptual art pieces to aid with the selling of Transit and Airport inventory in local markets. Maintained templates and processes, keeping them up to date by incorporating new tools such as libraries and smart object for templates and mockups. Created animated holiday graphics for various social media platforms.



# CLARISSA WALTON

7 YEARS OF EXPERIENCE

## DESIGNER

Clarissa Walton specializes in graphic design and development of creative solutions for clients. An experienced designer, Clarissa works to establish unique branding and creative communication strategies using thoughtful approaches to visual design and communications. With her understanding of the importance of creative effective and consistent messaging, Clarissa is adept at developing cohesive designs and language across all marketing and business documents for each client. Clarissa uses her extensive knowledge of Adobe programs, graphic design practices, and marketing experience to create functional and appealing visuals ranging from brand identities to comprehensive marketing toolkits.

## HIGHLIGHTS

Multi-disciplinary communications professional with experience developing communications strategies, writing content, and designing print and digital materials for a variety of clients and industries

Creative expertise in layout and design, communication messaging, and integrating websites for large-scale programs and organizations

Ability to interface with multiple creative professionals to ensure efficient and effective collaboration related to outreach and communications

## EDUCATION

Master of Science, Agricultural Communications

Oklahoma State University

Bachelor of Science, Agricultural Communications

Oklahoma State University

## EMPLOYMENT

Emergent Method (2021-Present)

Harrison, Walker & Harper (2019-2021)

Central Electric Cooperative (2017-2019)

## TECHNICAL EXPERIENCE

- Graphic design
- Adobe Creative Suite
- AP Style
- Copyediting
- Google Analytics and Data Studio
- Branding
- Website Design

## RELEVANT PROJECT EXPERIENCE

DESIGNER, RESTORE LOUISIANA HOMEOWNER ASSISTANCE PROGRAM, 2021 – PRESENT

Designed a wide-range of communication graphics for the Restore Louisiana Homeowner Assistance Program. This program allows homeowners to submit program application to receive federal assistance for flood-damaged homes. Created templates, social media graphics, flyers, policy documents and supporting graphics for outreach efforts.

DESIGNER, LOUISIANA OFFICE OF COMMUNITY DEVELOPMENT, HOMEOWNER ASSISTANCE FUND AND EMERGENCY RENTAL ASSISTANCE PROGRAM, 2021 – PRESENT

Designed branded communication visuals for the Louisiana Homeowner Assistance Fund and Emergency Rental Assistance Program, administered by the Louisiana Office of Community Development. This program focuses on helping both Louisiana homeowners and renters who are struggling to pay mortgage or rent due to financial impacts of COVID-19. Created cohesive branded templates, social media graphics, flyers, policy documents and supporting graphics for outreach efforts.

DESIGNER, LOUISIANA DEPARTMENT OF EDUCATION EARLY CHILDHOOD, 2021 – PRESENT

Supported the creation of print and digital graphics for the 2022 Louisiana Department of Education's Division of Early Childhood Conference, which provides opportunities for education and training to childcare providers, family home providers, head start, schools, parents, other state agencies and community leaders. Designed flyers, website graphics, social media graphics, signage, manuals, maps, and badges

MARKETING COORDINATOR, HARRISON, WALKER & HARPER/ GLOBAL INNOVATION PLATFORM, PARIS, TEXAS, FEBRUARY 2019 – 2021

Responsible for design and development of all print and digital marketing material for a subsidiary company, Global Innovation Platform. Provides graphic designs for HWH invitations, websites, packaging, signage and other materials.

MARKETING & COMMUNICATIONS SPECIALIST, CENTRAL ELECTRIC COOPERATIVE, STILLWATER, OKLAHOMA, SEPTEMBER 2017 – JANUARY 2019

Designed various marketing pieces for digital signs, TV displays, social media, print layouts, presentations, publications and more. Managed social media networks to communicate and market information to members and the community.