



Request for Proposal

Detroit Drives Degrees Community College Collaborative (D3C3) Impact Storytelling Campaign

Prepared: March 2026



TABLE OF CONTENTS

- 1. Overview3
- 2. Purpose & Core Objectives 3
- 3. Scope of Work4
 - 3.1.Phase I Impact Narrative & Evidence Campaign.....4
 - 3.2.D3C3 2.0 Positioning & Transition Strategy.....4
 - 3.3.Media & Visibility Strategy.....4
 - 3.4.Performance Metrics & Reporting.....5
- 4. Desired Qualifications 5
- 5. Budget5
- 6. Submission Timeline & Review Process5
 - 6.1.RFP Schedule.....5
 - 6.2.Proposal Submission Requirements.....5
 - 6.3.Review & Selection Process.....5
- 7. Vendor Information.....6
 - 7.1.Vendor Organization.....6
 - 7.2. Key Staff Qualifications and Experience.....6
 - 7.3.References.....6
 - 7.4.Diversity.....6
- 8. Proposal Response Format.....6
 - 8.1.General.....6
 - 8.2.Technical Response.....7
 - 8.3.Cost Proposal.....7
- 9. Method of Evaluation and Award.....7
 - 9.1.Evaluation Criteria.....7
 - 9.2.Discussions and Best and Final Offers.....7



1. OVERVIEW

The Detroit Regional Chamber, serving as the anchor organization for the Detroit Drives Degrees Community College Collaborative (D3C3), seeks a strategic communications partner to create and execute an impact storytelling campaign highlight the program's success and impact in as it transitions from its initial three-year launch (Phase I) to a new three-year growth and refinement stage (Phase II or D3C3 2.0).

The primary objective of this engagement is to clearly demonstrate, with compelling evidence and storytelling, that Phase I of D3C3 delivered measurable, systems-level impact.

Between 2023–2026, D3C3 supported institutional transformation across Southeast Michigan community colleges aligned with the [Community College Research Center's More Essential Than Ever Five Frontiers framework](#). Phase I investments enabled significant personnel restructuring, advising redesign, pathway alignment, dual enrollment expansion, and integration of student supports to increase access, success, and graduation rates at seven partner community colleges in Southeast Michigan.

As D3C3 prepares for the next phase, it is essential that stakeholders, including funders, policymakers, employers, and institutional leaders, clearly understand:

- What changed because of D3C3
- What measurable gains were achieved
- How systems and roles have been embedded within the partner institutions
- Why continued investment will accelerate outcomes

This communications engagement is designed to ensure that Phase I success is visible, documented, and strategically positioned to build momentum for D3C3 2.0.

2. PURPOSE & CORE OBJECTIVES

The selected partner will be responsible for developing and executing a communications strategy that:

1. Documents and elevates measurable D3C3 outcomes.
2. Translates complex institutional reforms into clear, compelling impact stories through infographics and other modes.
3. Demonstrates return on investment from D3C3 funding.
4. Builds confidence and urgency for sustained investment.
5. Maintains momentum within colleges for sustained systems level changes.



This is not a general awareness campaign. It is a strategic impact amplification effort for a targeted audience focused on proving and elevating success of the program.

3. SCOPE OF WORK

3.1.Phase I Impact Narrative & Evidence Campaign (Primary Priority)

Develop and execute a structured campaign that clearly demonstrates the success of D3C3 Phase I. Deliverables should include:

- A cohesive Phase I impact narrative framework and communications plan
- A documented summary of measurable outcomes across institutions
- An impact brief or executive summary suitable for funders and policymakers
- Case studies highlighting institutional transformation
- Student and employer stories tied directly to systems changes
- Clear articulation of how investments led to sustainable change
- Fully designed impact tool kit with infographics and other materials to tell the complex D3C3 story and impact in digestible ways for both digital and social media platforms

The partner will work closely with D3C3 leadership to translate evaluation data, institutional reports, and implementation milestones into accessible, persuasive communications materials.

3.2.D3C3 2.0 Positioning & Transition Strategy

Building directly on Phase I success, develop messaging that:

- Frames Phase II as a continuation and deepening of proven reforms
- Highlights embedded systems and sustainability
- Positions D3C3 as a regional and statewide model
- Connects Phase I impact to future measurable acceleration

Deliverables may include:

- D3C3 2.0 messaging framework
- Stakeholder talking points (funders, policymakers, employers)
- Updated content for existing website and presentation
- Alignment language connecting D3C3 to Michigan's 60x30 attainment goal

3.3.Media & Visibility Strategy

Support earned media and public visibility efforts that spotlight Phase I outcomes, where possible including:

- Media pitching of milestone achievements
- Op-ed drafting and placement
- Strategic placement of impact stories



- Elevation of college-level wins within a regional narrative

3.4. Performance Metrics & Reporting

The selected partner must propose measurable outcomes for this engagement, which may include:

- Media placements secured
- Stakeholder reach and engagement
- Growth in digital engagement metrics
- Distribution of impact materials to key audiences
- Evidence of increased visibility among target audiences

A final summary report documenting impact and results will be required at the conclusion of the contract.

4. DESIRED QUALIFICATIONS

We seek a partner with:

- Experience translating institutional reform into compelling impact narratives
- Demonstrated success supporting philanthropic-funded initiatives
- Expertise in education, workforce, or systems-change communications
- Strong media relations capabilities
- Experience working across multiple institutions or collaborative initiatives

5. BUDGET

Up to \$70,000 total for the contract period (March–September 2026). Proposals should include:

- Detailed scope and approach
- Timeline
- Staffing plan
- Itemized budget
- Examples of comparable impact-focused work

6. SUBMISSION TIMELINE & REVIEW PROCESS

The Detroit Regional Chamber intends to complete the RFP review and selection process within approximately four (4) weeks of issuance. The anticipated timeline is as follows:

RFP Schedule:



- RFP Released March 2, 2026
- Proposals Due March 16, 2026 (5:00 PM ET)
- Review Period March 17–23, 2026
- Finalist Interviews (if needed) March 24–26, 2026
- Selection Notification March 30, 2026
- Contract Execution By April 3, 2026
- Project Launch Early April 2026

The Chamber reserves the right to modify this schedule as necessary.

7. VENDOR INFORMATION

7.1. Vendor Organization

Describe your organizational structure and explain how your organization qualifies to be responsive to the requirements of this RFP.

7.2. Key Staff Qualification and Experience

Describe the qualifications and experience providing similar services or goods as required in this RFP for key staff who will be assigned to this project including the percentage of their time allocated to the project.

7.3. References

The bidder shall provide a minimum of three trade references including the names of persons who may be contacted, position of person, addresses, and phone numbers where similar products or services similar in scope to the requirements of the RFP have been provided.

7.4. Diversity

The Detroit Regional Chamber Foundation is interested in proposals from diverse suppliers, including small businesses and those owned by minorities, women, veterans, and other underrepresented groups. The bidder shall self-identify if they qualify as a diverse business.

8. PROPOSAL RESPONSE FORMAT

8.1. General

One (1) electronic and/or one (1) hard copy of the proposal must be submitted by the due date listed in section 1.4 to the email and/or address from section 2.4 above. The proposal must be submitted in the following fashion. If the proposal is not submitted in the required format, the proposal will not be considered.



8.2. Technical Response

Proposals must respond to the RFP requirements in sections 3.0 and 4.0 of the RFP requirements by restating the number and text of the requirements in sequence and writing the response immediately after the requirement statement.

8.3. Cost Proposal

This should contain all costs that would be billed to the Detroit Regional Chamber Foundation. If the method of payment in section 2.4 of the RFP is upon specific deliverables, detail out the costs for each item within the scope of work from section 3.1 of your technical response.

9. METHOD OF EVALUATION AND AWARD

9.1. Evaluation Criteria

The staff within the Detroit Regional Chamber Foundation's Education and Talent division will serve as the final evaluation team to review and select the proposal as recommended by Detroit Regional Chamber Foundation staff. The criteria listed below will be used to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this RFP.

Evaluation Criteria	Points
Mandatory Requirements	Pass or Fail
Technical Specifications	40
Vendor Information	20
Diversity	5
Cost Proposal	35
Maximum Total Points	100

9.2. Discussions and Best and Final Offers

The Detroit Regional Chamber Foundation may, at its sole option, either accept an initial proposal by award of a contract or enter into discussions with bidder(s) whose proposals are deemed to be reasonably susceptible of being considered for award. After discussions are concluded a bidder may be allowed to submit a "best and final offer."

