



**State of West Virginia: Department of Education Parent Survey
Solicitation Number # EDD2000000007**

Prepared for:
State of West Virginia
Department of Education
2019 Washington Street; Suite E
Charleston, West Virginia 25305

Solicitation Number: EDD2000000007
Proposal Closing Date: 06Jan20
Contracting Officer: Guy Nisbet
Contractor's Number: (304) 558-2596
Email: guy.l.nisbet@wv.gov

Prepared by:
Nicole Ford & Co.
11607 N.W. 122nd Ter.
Yukon, Oklahoma 73099-1705

RECEIVED

2020 JAN -9 AM 10:43

WV PURCHASING
DIVISION

Proposal Summary:

The objective of this proposal is to request an opportunity to collaborate with the West Virginia Department of Education by providing *survey* services. Nicole Ford & Co. will be committed to fulfilling the following duties: develop an online and written survey for parents and/or guardians of students receiving special education services, analyzing the data, and disseminating the information. The sole purpose of this project is to assist the department in identifying and resolving special services and issues within the Special Education Department. Nicole Ford & Co. shall provide validity and reliability when conducting assessments for the West Virginia Department of Education. Our company will identify and profile the primary audience. All communication channels (e.g. email, online, and postage) selections are based upon the target audience. This proposal will include company background and experience, service description, and a timeline.

Proposal	Page
Company Information.....	2
Service Offer.....	3
Service Timeline.....	3

This document is created for the West Virginia Department of Education. It is not to be used for any other purpose.

Company Information:

Company Number: (405) 887-4664

Company DUNS#: 029742168

Company EIN#: 37-1735451

Company Size: Small Business

Company NAICS CODE: 541820 (*Primary*)

Company Background:

Nicole Ford & Co. is a six-year-old company based out of the State of Oklahoma. We value communicating clearly and effectively. We offer internal and external messaging services that help our clients communicate with their target audience. Nicole Ford & Co. has more than 20 years of combined experience. We are currently *DBE, ACDBE, WOSB, and VOSB | SDVOSB certified.*

Key Personnel:

After the approval of the contract, your company will be assigned to a team that will work with you throughout the duration of the contract. Other staff members may be assigned, but not included in this proposal.

1. **Project Manager** - Oversees/Approves the creation and completion of all content development, signs off on agreed contracts; Acts as liaison between the client and our company; provides any additional information for the survey to the data specialist, monitors project activities and ensure all deadlines are met, goals, and objectives are met; propose any new ideas to client; mail out hard copy survey; provide feedback to all responses...
2. **Data Specialist** - Gathers all information to construct the survey, research findings, analyze past data. arranges and conducts interviews/forums if needed, develops an online survey and creates a written survey...
3. **Executive Assistant** - help schedule meetings, log all tasks and deadlines, purchase all materials and supplies needed, conduct office work, and assist other colleagues with services to complete job tasks.

Study Interest Categories:

Parents, Guardians, and Caretakers.

Services Description, Cost, & Timeline:
--

Services Offered:

Research | Survey | Consulting | Monitoring

Tasks	Projective Timeline ()		
	Step 1	Step 2	Step 3
Meet with Client	√		
Create a Strategy	√		
Research/Design	√	√	
Disperse/Monitor			√
Finalization			√

*(Task schedule subject to change***)*

Services Cost:

Survey: (includes the price for the development and analysis of the survey) \$10,000
Mailing: (includes the cost of stamps and self-address envelopes for 15k residents) \$7500.00
Service Fee: (this includes a retainer, direct, and indirect services) \$1195.00
Total: \$18,695.00

Breakdown			
CLIN	Location	Item Description	QTY/Pricing
0001 Counties Include:	West Virginia	Survey Development & Analysis	\$10,000 Total Plus fee

0002 Counties Include:	West Virginia	Mailing	\$ 8695.00 Total Plus fee
------------------------------	---------------	---------	------------------------------

Important Message(s):

Suggestions to Consider (1)

Survey Tool - No survey tool has been specified yet. Options will be provided if the contract is granted.

CAPABILITY STATEMENT

"We value communicating clearly and effectively."



Company Mission and Services

Our goal is to partner with clients to help companies understand and connect with their audience; Our internal and external communication strategies will promote professional advancements.

- We offer creative and technical writing services from bios, blog post, brochures, business cards, case studies, curriculum, e-books, e-newsletters, manuals, manuscripts proposals, magazines, memos, newsletters, place articles, presentations, press releases, slide decks, speeches, to white papers
- We can create and manage social media platforms such as Facebook, Instagram, Snapchat, and Twitter
- We specialize in branding and content marketing
- We orchestrate campaigns, fundraisers, press conferences, promotional events, seminars, educational training, and workshops
- We offer commercials, desktop publishing, and graphic designs

Past Projects	Current Projects
<p>Our company has been fortunate to work with all kinds of professions from churches, educational institutions, politicians, to federal and state entities. We have the experience, so let us collaborate with you on your next project.</p> <ul style="list-style-type: none"> • OIC (Oklahoma City) - Branding, Consultation, and Graphic Design. • POBSC (SW Region, US) - Branding, E-Newsletters, Advertisement, External Communications e.g. flyers, Internal Communications e.g. bios and memos, Press Releases, On-boarding, Educational Training, Promotional Events, and Workshops 	<p>Please note that all projects are not listed on this capability statement out of consideration that our company values your time and do not wish for you to read a manual. For more information please feel free to visit our website at www.nfcpublicrelations.</p> <ul style="list-style-type: none"> • GCU (Arizona) - Bio, Flyers, and Promotional Event • COFSF (Oklahoma City) - Branding, Flyer, Press Release, Promotional Events, Social Media Platform • OIC (Oklahoma City) - Research, Technical Writing, Creating Educational Curriculum for an Adult Computer Course

Company Information and Credentials

We are a five year old company with more than 20 years of combined experience.

- Small Business
- DBE Certified by the Oklahoma Department of Transportation
- ACDBE Certified by the Oklahoma Department of Transportation
- WOSB Certification
- VOSB | SDVOSB Certification

DUNS # 029742168

CAGE CODE: 858Y4

NAICS CODE: 541820 (Primary); 611710; 561410; 541870; 541860; 541850; 541810; 541613; 541511; 541430; 541330.

We accept credit cards***

Cutting Edge PR

NICOLE FORD & CO.

11607 N.W. 122nd Ter. | Yukon, Oklahoma 73099 | 9:00 am - 5:00 pm Mon - Fri. | Phone: 405.887.4664