**Request for Proposal**

**Internal Resource Analysis**

Dairy Council of California seeks to evaluate our nutrition education offerings and prioritize items for resource and content development. Information gathered from this internal resource analysis will inform DCC’s educational strategies.

The objectives of this internal resource analysis are to:

* Assess DCC resources and tools based on agreed upon criteria. Rate what should be kept as is, revised, or sunset to meet DCC objectives and audience needs.
* Identify strengths and areas for improvement within DCC’s content and resources.
* Produce a written summary of the results to inform education strategies.

**About Dairy Council of California**

Dairy Council of Californiais a caused-based organization committed to elevating the health of children and their families in California through the lifelong pursuit of healthy eating habits. Through science-based classroom nutrition curriculum, Mobile Dairy Classroom assemblies to help children understand where their food comes from, and nutrition advising, Dairy Council of California empowers educators, health providers and community leaders with the knowledge, resources and support to teach children and families how to make healthy eating easier. Our values drive our organizational strategies:

* We believe in promoting nutrition equity for optimal growth, health and well-being, which contributes to healthy communities
* We believe children and families deserve equitable access to nutrition education and healthy food
* We believe milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems
* We believe collaboration is vital to ensure children are supported to grow healthfully

A quasi-state nutrition education organization, Dairy Council of California has over 100-year history of offering a robust portfolio of nutrition programs and resources that educate millions of children and families in California beyond. Learn more at HealthyEating.org.

**Scope of Work**

Dairy Council of California is seeking a consultant for the internal resource analysis with **experience in developing and/or evaluating nutrition education curricula. Experience analyzing curriculum content in other areas or topics is acceptable**. The consultant will perform the majority of the internal resource analysis and work collaboratively with the DCC project managers. The requested services for this project include:

* Attend a one-hour project overview meeting with project leads; check-in meetings with project leads as needed
* Participate in 1-2 two-hour internal workgroup meetings to define and prioritize resources to be reviewed
* Develop rubric based on consolidated input from DCC
* Review up to 96 resources of varying length – from one page to multi-page to 5-10 minute videos - and provide a rating for each using rubric (final number to be agreed on during project on-boarding)
* Produce a written summary of findings and make inferences based on rubric and review
* Estimated time commitment of 40-50 hours between February to April

**Timeline (estimated)**

February – contract and initial call with project leads, finalize review schedule

March – develop and finalize rubric, review resources

April 1 – provide project leads with draft summary of findings and inferences

April 15 – produce final written summary

**Contact Information**

All proposals are due to Jammie Lam, Project Manager, via email at [JLam@DairyCouncilofCA.org](mailto:TMendez@DairyCouncilofCA.org) by 5:00 p.m., Wednesday, February 22, 2023; proposals can be sent in any format (pdf, ppt, word, etc.). Submitted proposals must include:

* A cost for services
* An estimated timeline for completion and availability
* Any additional, relevant information or feedback

Any questions about the scope of work, proposal or project may be directed to Jammie via email or phone at (916) 224-9722.