**SOCIAL EQUITY COUNCIL**

**REQUEST FOR A RESPONSE TO**

**SCOPE OF WORK FOR**

**MARKETING & COMMUNICATIONS**

The [Social Equity Council](https://portal.ct.gov/socialequitycouncil/Social-Equity-Council-Information/Articles/About-the-Social-Equity-Council?language=en_US) (the SEC) seeks responses to the following scope of work to identify marketing and communications entities to support the education and outreach efforts of the SEC. The Council is statutorily responsible for promoting and encouraging participation in the cannabis industry by persons from communities that have been disproportionately harmed by cannabis prohibition and enforcement.

**About the SEC**

The Social Equity Council is an entity within the Department of Economic and Community Development formed by statute and [signed into law](https://www.cga.ct.gov/2021/ACT/PA/pdf/2021PA-00001-R00SB-01201SS1-PA.pdf) by Governor Ned Lamont in 2021. The SEC was developed to ensure that the adult-use cannabis program is grown equitably, and that funds from the adult-use cannabis program are brought back to the communities hit hardest by the "war on drugs."

**Scope of Work**

In cooperation with the SEC and its employees, the Contractor will partner with the Outreach Committee Co-Chairs and Interim Executive Director to develop a multi-channel marketing budget, resource plan, and a high-level marketing plan approach. The marketing plan and execution will be developed with consideration to the SEC’s vendor system implementation timing and adjusted as appropriate.

1. Develop marketing plan, and both a high-level and detailed marketing approach for informing state residents of the application process for adult-use recreational cannabis licenses. The plan will include concepts for print and online communications, with a focus on communicating with key stakeholders (prospective social equity applicants and others in [disproportionately impacted areas](https://data.ct.gov/stories/s/Disproportionately-Impacted-Areas-Identified-for-P/8nin-pkqb/)). Additionally, the plan must reflect a thoughtful and comprehensive approach to reaching disproportionately impacted areas across the state. The plan must also include:
	1. the vendor’s proposed marketing and communications approach to communities of color, marginalized communities, and small businesses
	2. a recommendation for visual ID and branding system for the SEC
	3. a demonstration of the vendor’s ability to create and execute a marketing plan that will effectively reach the SEC’s target audience
	4. development of content for the SEC’s website that will be the welcoming entry point for stakeholders to learn about the SEC
	5. creation, maintenance, and monitoring of social media platforms including but not limited to Facebook, Twitter, Instagram, and YouTube, and execution of a comprehensive social media strategy with paid and organic elements.
	6. development and execution of all campaign creative (audio, video, print, digital).
	7. in coordination with designated members of the Council, create a plan and schedule for in-person informational events and annual symposium, including identification of location, speakers, presenters, and topics
	8. researching topics to inform creation of knowledge articles on the Council’s website and social media
	9. coordinating press and public relations and maximizing opportunities for earned media and press coverage, in partnership with SEC’s legislative and communications manager
	10. Assist Council in developing webinar content, planning a webinar series, and publicizing the series.
	11. Plan and execute press conferences, and draft and disseminate press releases as necessary, coordinating with other agencies/Office of the Governor as required.
	12. Meet with the Executive Director on a regular basis to update on progress.

**Deliverables**

* Timeline for implementation of scope of work
* Submission of monthly written reports, outlining:
	+ media mentions
	+ events planned and implemented
	+ KPIs identified and tracked
* Attendance at monthly meetings with Interim Executive Director, SEC Chair, Outreach Committee Co-Chairs, and Legislative and Communications Manager
* Attendance at monthly Outreach Committee meetings

**Qualifications**

Agency must provide a history of experience in marketing and communicating with diverse populations. Bilingual and bicultural staff is highly recommended.

**Budget**

The total budget for this project, including all design, production, and labor, shall not exceed $500,000.

**Responses**

Responses to this scope of work should be sent to Ginne-Rae Clay, Interim Executive Director, Social Equity Council via email at ginne-rae.clay@ct.gov