

NATIONAL RESOURCE CENTER ON DOMESTIC VIOLENCE (NRCDV)
New Technology and Media Consultant

Brief Background:

The NRCDV, funded by the U.S. Department of Health and Human Services, is a project of the Pennsylvania Coalition Against Domestic Violence. The primary focus of the NRCDV is to provide comprehensive information, training and technical assistance to support community response to and prevention of domestic violence.

Scope:

Over a 3-month period, the NRCDV seeks an on-site consultant to accomplish the following tasks:

- Conduct an assessment of current and potential use of existing and emerging technologies and media products (such as websites, social media tools, webinars, mobile technologies, etc.) to market and create access to the NRCDV's products, resources, and materials, and to engage a broad range of constituents.
- Prepare an interim report with the results of such assessment, and a final new media strategy report with recommendations regarding how the NRCDV can better communicate with, engage, and inform the online community and the staffing, software, equipment and training needed to do so.
- Facilitate training sessions for staff on how to enhance current usage and gain new skills to incorporate existing and emerging technology and other media strategies into our current work.
- Assist in the ongoing updating of selected NRCDV websites and the integration of a broader set of new technologies and media products.

Project Completion Date: September 15, 2010

Project Activities & Timetable:

Activities	Due Date
Participate in planning meeting with consultant and staff.	June 15, 2010
Complete assessment of NRCDV equipment, software, and websites; prepare and submit new media assessment report.	June 29, 2010
Observe staff usage of items listed above, determine training needs, and draft training outline.	June 15 – July 6, 2010
Facilitate staff trainings, either as full staff or in small groups based upon need, function, and training outline.	July 13 – August 30, 2010
Assist in the ongoing updating of NRCDV websites and the integration of selected	July 13 through project completion

new technologies.	
Prepare and submit final new media strategy report, as described in Scope above.	September 15, 2010

Request: **Submit cost estimate range, confirmation of timetable, and approach by June 7, 2010.**

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