



THE COORDINATING CENTER'S REBRANDING INITIATIVE

1. **Introduction**

The Coordinating Center, a Maryland statewide nonprofit with headquarters in Millersville is currently in the process of seeking a qualified marketing firm to spearhead a comprehensive rebranding initiative. The rebrand is an outgrowth of The Center's Strategic Plan, which found that there is a strong desire for The Center to revisit and redesign its brand identity. The Center's Branding Committee reinforced the findings from the strategic plan through surveys and focus groups with key stakeholders (e.g., caregivers, clients, coworkers).

2. **About The Coordinating Center**

Over its 40-year history, The Coordinating Center has proven itself to be a leader in care coordination and care management services for people living with disabilities and complex medical and social needs. The Center has expertise in partnering to resolve complicated, intractable, and costly social and health challenges for some of the state's most vulnerable populations. Working largely with people who have low income and those that are high users of health care services, and those with disabilities, The Center's 250+ coordinators, coordinate services for more than **10,000** people across the state of Maryland through innovative programs that move people from institutions, nursing facilities and hospitals to homes in the community of their choice while reducing costs to the system and the citizens of Maryland.

Our programs and services include:

1. Care Coordination ([REM Program](#), [Model Waiver](#))
2. Service Coordination ([Autism Waiver](#), [DDA/CCS](#), [HCBS](#))
3. Community Health ([Hospital and Health Plan Services](#), [VIP Connect](#), [Homeless Support Services](#))
4. [Medical Legal Services](#)

Our legal name is the Coordinating Center for Home and Community Care, Inc., however, we dba/The Coordinating Center and use The Center for short. Our logo was redesigned in 2011, with the tagline Inspired Solutions. The swishes represent the four C's in our legal name and the purple and grey represent the letter H for home. For our 40th anniversary this

year, we established a new logo with the tagline We Are Stronger Together, recognizing our commitment to Diversity, Equity, Inclusion and Belonging.

Original Logo:



Main Logo:



Current Logo:



Our [Medical Legal Services](#) Division maintains their own website, logo, and stationery. Their branding will need to be updated as part of the rebrand.



MEDICAL LEGAL SERVICES
A DIVISION OF THE COORDINATING CENTER

Our Mission is to partner with people of all ages and abilities and those who support them in the community to achieve their aspirations for independence, health, and a meaningful community life.

Our Vision is that people of all ages and abilities have equitable access to achieve optimal quality health, affordable housing, and a meaningful community life.

Our Values:

- **Excellence:** We challenge ourselves to do great work.
- **Integrity:** We uphold ethical standards.
- **Impact:** We make a difference.
- **Collaboration:** We are better together.
- **Equity and Inclusion:** We value diversity in many forms.
- **Learning:** We believe continual learning is essential.

Our Commitment to Diversity, Equity, Inclusion and Belonging:

At The Coordinating Center we aim to dismantle inequalities within our policies, systems, programs and services by embracing Diversity, Equity, Inclusion and Belonging (DEI&B) and leading with respect, acceptance and compassion. It's what makes us exceptional in achieving our mission and drives us to deliver culturally competent and effective care coordination services. **We believe we are stronger together.** [Click HERE for more on our commitment.](#)

Examples of People We Serve and Services We Coordinate



Websites and Social Media

- coordinatingcenter.org
- lcplanning.com/
- facebook.com/TheCoordinatingCenter
- twitter.com/CoordinatingCen
- linkedin.com/company/the-coordinating-center/
- instagram.com/thecoordinatingcenter/

Annual Reports

- coordinatingcenter.org/annual-reports/

3. Summary of Strategic Plan Findings:

The Strategic Plan noted that The Center differentiates itself as a “One Stop Shop,” comprehensively addressing client needs; provides “individualized” care, meeting clients where they are: clinically, emotionally, and physically; and treats everyone with “respect.” The new brand should reflect this differentiation, but also further clarify The Center’s

purpose and how it helps people coordinate life issues. Following the strategic plan development, The Center’s Branding Committee has found that The Center’s logo, and tagline “Inspired Solutions,” does not accurately reflect who The Center is. Consumers want to see the target population reflected in the brand (i.e., people of all ages and abilities), they want to know what it is The Center coordinates (e.g., medical, home and community-based services), and they want to feel the caring and compassionate care that they have felt from their coordinators, reflected in the brand. The new brand should also clarify The Center’s role vs. the State of Maryland. Consumers often confuse Medicaid programs and services as The Center, when The Center is a provider of care management and care coordination services for the State of Maryland.

Emerging Themes on Rebrand from the Strategic Plan and Branding Committee:

Strategic Plan	Branding Committee Survey and Focus Groups
<p>The Center leads with its heart, but is guided by experience;</p> <p>The Center directly impacts people in the communities in which they live; and,</p> <p>The Center seeks to support and empower clients who cannot provide for themselves.</p>	<p>Inclusivity and Connection: the brand should be inclusive, incorporate elements that highlight the organization's connection to the disability community.</p> <p>People First – the brand should center around the people The Center serves – <i>people of all ages and abilities</i> and emphasize its caring approach to meeting people’s goals and needs.</p> <p>Service oriented – the brand should reflect how The Center helps people connect to services – <i>medical, home and community-based services</i>.</p> <p>Distinct and differentiate – the brand should convey what sets us apart from others – <i>e.g., the State of Maryland</i>.</p> <p>Mission oriented – the brand should articulate the organization’s mission and how it helps people live active lives in the community of their choice.</p>

Keywords that emerged from discussions with key stakeholders through the Strategic Planning Process and the Branding Committee’s:

Strategic Plan	Branding Committee Survey and Focus Groups
<p>Advocacy</p> <p>Caring</p> <p>Client-oriented</p> <p>Collaborative</p> <p>Community-based</p>	<p>Advocacy</p> <p>Assisting</p> <p>Belonging</p> <p>Caring</p> <p>Community</p>

Compassionate Creative Empowered Expertise Focused Historical Knowledge Holistic Innovative Life-Changing Love Partnership Passionate Resourceful Tenacious Trusted	Compassion Continuity Dedicated Empathetic Facilitation Gratitude Hope Help Helpful Inclusivity Knowledgeable Professional Respectful Resources Recognition Stability Support Trusted Warmth
---	---

4. **Project Scope:**

The scope of this project is to develop a new brand identity and story that embodies The Center’s mission, vision, and values, strategic planning goals, and takes into consideration the findings from the Strategic Planning Process and Branding Committee Process.

- **Big Bold Aim (from the Strategic Plan):** The Center will be the provider of choice for ALL community-based care management services as evidenced by 25% increase (i.e., 2,500) in clients across population programs.
- **Overall Approach (from the Strategic Plan):** The creation of a relevant brand that represents our commitment to our mission, clients, and excellence in service delivery.

Phase I Key Deliverables:

1. **Discovery (March 2024):**
 - a. Meet with The Coordinating Center to gather intel on brand positioning, brand narrative, topline key messages, and intel about our programs and divisions* to serve as a foundation for addressing scope of work.
 - b. Onsite review of planned uses of the logo (e.g., interior lobby, exterior building).
2. **Research, Concept and Design Development (April – June 2024, Board to approve final concept at the June 14th Board Meeting):**
 - a. Create and present three (3) design concepts for new logo and taglines, with updated color palette, typography, and imagery.
 - b. Collect initial feedback on design concepts, discuss any specific changes to keep or alter.
 - c. Implement revisions.
 - d. Present two (2) revised logos based on feedback, discuss any specific changes to keep or alter.
 - e. Implement revisions.
 - f. Final review session and one (1) round of minor revisions as needed.
3. **Approvals and Deliverables (June 2024):**
 - a. Upon approval of The Center's core logo, create a companion logo for Medical Legal Services Division*.
 - b. Following approval prepare files for logos (PNG, JPEG, EPS, color, B/W, grayscale)
 - c. Include the primary logo structure plus one alternative orientation (e.g., horizontal, and vertical or circular usage) for logos.
 - d. One page brand style guide detailing logo usage, color palette, typography, scale, do's and don'ts and other guidelines as identified.

Phase II Key Deliverables:

1. **Asset Development (July – September 2024):**
 - a. **Create Templates (provide InDesign files when appropriate):**
 - i. New PPT template to include all master pages (e.g., Title Slide, Title and Content, Section Header, Two Content, Comparison, Content with Caption, Picture with Caption, Title Only, Blank, and others); provide at least two styles for internal and external use to help convey different types of information.
 - ii. Tri Fold Brochure (8.5 x 11)
 - iii. Double Sided Flyer (8.5 x 11)
 - iv. Pull Up Banner
 - v. Full Page, ½ page, ¼ page advertisement for general branding
 - vi. Stationary (i.e., Business Card, Letterhead, Envelope, E-signature)
 - vii. Mass E-mail Template (using Constant Contact)
 - b. **Create new promotional videos (shooting, editing and production):**
 - i. Why Work at The Coordinating Center (3 mins)
 - ii. Day in a Life of a Supports Planner – an animated video (3 mins)
 - iii. About Us/Brand (to attract new clients and showcase The Center, what we do, who we serve, how we help) (3 mins)
 - c. **Social Media:** Develop recommendations on updating social media profiles to reflect the new brand identity. Provide three to four sample templates for posting on social media (i.e., Facebook, LinkedIn, Instagram)
2. **Brand Roll Out recommendations (September 2024, in order for us to roll out the new brand at the beginning of our new fiscal year, which begins October 1, 2024):**
 - a. Provide checklist and recommendations for brand roll out.

Phase III Website Design & Development Process/Scope of Work:

1. Discovery and Planning:

- a. **Kickoff meeting:** Discuss project goals, target audience, brand guidelines and existing content.
- b. **User research:** Conduct surveys, interviews, or user testing to understand user needs and behavior.
- c. **Competitor analysis:** Analyze websites of similar businesses to identify best practices and potential gaps.
- d. **Content audit and strategy:** Review existing content and develop a strategy for new content creation or optimization.
- e. **Information architecture (IA):** Create a sitemap and user flow to ensure the site is easy to navigate and find information.
- f. **Wireframing and prototyping:** Develop low-fidelity wireframes and high-fidelity prototypes for client feedback.

2. Design and Development:

- a. **Visual design:** Create mockups with branding, typography, color palettes, and imagery.
- b. **Responsive development:** Ensure the website adapts to different screen sizes and devices.
- c. **Content management system (CMS) implementation:** Choose and implement a user-friendly CMS for client content management.
- d. **Technical development:** Implement required functionalities (including Section 508 Compliance), integrations, and forms.
- e. **Quality assurance and testing:** Thoroughly test the website for functionality and responsiveness across devices.

3. Launch and Maintenance:

- a. **Website launch:** Upload the website to the chosen hosting platform and configure domain names and emails.
- b. **SEO optimization:** Perform basic on-page optimization for relevant keywords and site structure.
- c. **Maintenance and support:** Offer ongoing support for troubleshooting, updates, and security.

Phase III Website Design & Development Process Key Deliverables

4. **Content: (October – December 2024):**
 - a. Content audit report (if applicable).
 - b. Content strategy document including content migration and/or updates.
 - c. Optimized existing content or newly created content for key pages.
 - d. Metadata optimization (e.g., page titles, meta descriptions).

2. **Design, utilizing existing style guide created through rebrand in Phase I above: (January - March 2025):**
 - a. Create and present two (2) wireframes and prototypes with two (2) initial feedback discussions, implement revisions and one (1) final review session with one (1) round of minor revisions as needed.
 - b. Create and present two (2) high-fidelity mockups with visuals and branding elements with two (2) initial feedback discussions, implement revisions and one (1) final review session with one (1) round of minor revisions as needed.

4. **SEO (March 2025):**
 - a. Keyword research report.
 - b. On-page optimization report.
 - c. Sitemap submission.
 - d. Provide a design proposal.

5. **Development: (April 2025):**
 - a. Fully functional website accessible on all devices meeting Section 508 compliance.
 - b. Recommendations for truncated website (e.g., move from coordinatingcenter.org to TCCMD.org).
 - c. User guides and instructions for the CMS.
 - d. Source code files (if applicable).

5. Proposal Next Steps

We invite all applicants to set up a briefing in advance of submitting a proposal.

Proposals	Submission Information
Phase I & II	Proposals to be submitted to Marketing@coordinatingcenter.org by February 2, 2023.
Phase III	Proposals to be submitted to Marketing@coordinatingcenter.org by March 1, 2023.

In your proposal, please include:

1. Company overview
2. Biographies of the main employees who will work on the project
3. Budget (broken out by phase and deliverables)
4. Realistic Timeline, accounting for potential delays and adjustments
5. Three references that represent recent and applicable scope of work
6. Any additional information that showcases why you are the right agency for this project

Criteria for Selection

1. Agency credibility, capabilities, relevant experience, and process for working with clients on projects (e.g., project management experience)
2. Proven excellence in strategy development, brand strategy, brand development
3. Relevant case studies and examples showcasing brand strategy excellence
4. Value

Contact Information

Agencies bidding on this RFP are strongly encouraged to set up a briefing conversation with the Marketing Team to discuss the project in advance of submitting a proposal. Contact Heidi Falter at hfalter@coordinatingcenter.org to set up a time to speak.