

Arizona Media Institute Measurement & Evaluation Request for Proposal

January 2025

About Center for the Future of Arizona

[Center for the Future of Arizona](#) (CFA) is a nonprofit, nonpartisan organization that brings Arizonans together to create a stronger and brighter future for our state. Rooted in a love for Arizona and a commitment to its success, CFA listens to Arizonans to learn what matters most, shares trusted data about how Arizona is doing, and works with communities and leaders to solve public problems. CFA's work spans key issues, including education, workforce development, and civic health, advancing a data-driven shared vision for the state known as [The Arizona We Want](#).

About the Arizona Media Institute

[The Arizona Media Institute](#) is a new initiative by CFA to strengthen the capacity and impact of media across Arizona in reporting on and informing the public about critical issues that matter to Arizonans. The concept was developed in response to feedback from media professionals and expressed interest in nonpartisan data resources, actionable tools, and opportunities to deepen understanding and knowledge on many complex and continuously evolving issues in Arizona (e.g., education, water, healthcare, workforce, etc.). All resources and programming will be free to participating media professionals.

The Institute's goals for measuring its work are twofold:

1. Provide measurable value to media professionals through relevant, user-friendly resources, tools, and programming that support their work.
2. Contribute to a stronger media landscape in Arizona by fostering public trust, engagement, and informed public dialogue.

Scope of Work

CFA seeks proposals from third-party firms with strong evaluation and measurement capabilities to co-develop and implement **a comprehensive measurement framework** for the Institute. This framework will:

- Assess both the Institute's outputs (e.g., program participation, resource utilization) and outcomes (e.g., public trust in media, media capacity, and public discourse on specific issues).
- Define and track key indicators of the health of Arizona's media landscape over time in a way that provides actionable insights for both CFA and media professionals, ensuring the metrics are relevant and useful to those the Institute serves.

The Arizona Media Institute is in its early development phase, with initial programming set to launch later this year. CFA seeks a partner at this stage to ensure that evaluation and measurement are integrated from the outset and establish a baseline for future impact assessment.

The selected provider will collaborate with CFA to establish what to measure and how, align on performance metrics, and ensure an effective, actionable plan before implementation begins. The work includes:

Co-Developing the Measurement Framework

- Work with CFA and its volunteer advisory council of media professionals to establish key metrics and the evaluation approach.
- Create a roadmap for tracking outputs and outcomes, with a mutually agreed upon timeline for milestones and reporting.
- Make every effort to leverage existing data where relevant and appropriate alongside new data collection efforts. This may include identifying and recommending:
 - Internal data sources such as CFA's web analytics, event registration, and other standard tracking systems.
 - External data sources, such as studies on public trust in institutions, media consumption patterns, or industry workforce data to complement necessary original research.

Conducting Baseline Assessments and Implementing the Plan

Design and execute studies and evaluations, which may include but are not limited to:

- Media Landscape Baseline and Trends – Define and assess key indicators and track over time.
- Public Trust and Engagement - Measure trust in local media and its role in fostering informed public dialogue.
- Programming Impact - Evaluate how the Institute's programming supports media professionals' reporting and public engagement.

Delivering Insights and Recommendations

- Support with analysis and provide insights to inform future programming and ensure continuous improvement.
- Offer recommendations for maximizing the Institute's long-term impact on Arizona's media landscape.

Key Milestones and Deliverables

1. **April-May 2025:** Co-develop measurement plan with CFA and input from its advisors.
2. **June-July 2025:** Conduct baseline assessments and implement the initial stages of the evaluation plan.

3. **Ongoing (2025-2027):** Provide periodic progress updates as mutually determined with key findings and recommendations for program refinement.
4. **December 2027:** Deliver a comprehensive three-year evaluation report, including insights into Arizona’s media landscape and the Institute’s contributions over the period.

Budget

The budget is \$120,000 over three years, the Institute’s initial startup phase. This work will continue long-term, with the contractor and agreement revisited every three years based on performance, needs, and priorities. While CFA recognizes that this work requires custom approaches, respondents are asked to propose solutions that avoid duplicating existing analytics and information as much as possible, including leveraging CFA’s internal tools and partnerships and publicly available efficacious data where feasible. Budget flexibility may be considered for comprehensive, innovative, and impactful approaches.

Application Requirements

Please provide a written proposal that includes the following:

1. **Experience**
 - Proven track record in developing and implementing high-quality, actionable evaluation frameworks for nonprofits, media organizations, or similar initiatives.
 -
 - Expertise in applying rigorous data collection and research methodologies that meet high standards for accuracy, reliability, and actionable insights.
 - Expertise and experience working within region and Arizona market.
 - Established relationships, networks, or access to data sources that would support the successful execution of this project.
2. **Project Plan**
 - A comprehensive plan for delivering the scope of work, including potential methods, timelines, milestones, and deliverables.
 - Approach to co-developing the measurement plan with CFA, including engaging CFA’s advisory council for input and aligning on key performance metrics.
 - Methodology for assessing the Institute’s outputs and outcomes, with examples of approaches for tracking impact.
 - Examples of metrics or methodologies for measuring public trust in media and its role in fostering informed public dialogue.
 - How existing data sources (internal, such as CFA’s web analytics, and external, such as publicly available media trust surveys or industry trends) could be leveraged alongside new data collection efforts. Examples should clarify what data must be newly captured versus the potential for leveraging existing resources.
3. **Budget**

- A proposed budget that breaks down costs by activity and deliverables over three years.
 - Options for flexibility and scaling the scope if necessary.
4. **References** - Provide the contact information for two references and a brief description of the project or work completed for each.
 5. **Sample Work** - An example of a completed evaluation framework or measurement plan demonstrating rigorous methodologies and actionable insights. Identifying information may be redacted.

Written proposal components numbered 1-3 should not exceed five (5) pages.

Criteria for Selection

- Demonstrated experience in developing and implementing high-quality, actionable evaluation frameworks.
- Understanding Arizona's media landscape, available data sources, local context, or similar nonprofit and media initiatives.
- Demonstrated expertise in applying rigorous data collection and research methodologies.
- Quality of the proposed project plan and alignment with the scope of work.
- Creativity and customization in approach, including addressing the potential for leveraging existing reliable data sources and recommended measures.
- Strong track record of co-creating measurement frameworks with key stakeholders and responsiveness to feedback.

Decision Process and Timeline

A pre-proposal meeting or a phone meeting to answer questions is welcome. Reach out to Heather.Thornton@arizonafuture.org. Send completed proposals to Megan McWenie, Director of Operations, **by 5 p.m. on Feb. 26, 2025**, at megan.mcwenie@arizonafuture.org.

Applicants selected for interviews will be notified by March 7, 2025, and invited to interview with the CFA Team between March 10-12, 2025.