

RFP

Background: Chalkbeat provides high-quality local coverage of public education in seven states (and growing) in pursuit of education equity. One of our key audiences is parents, especially from underserved and low-income communities.

Chalkbeat's Objective: Research the local parent audience enough to understand what parents need from a local news organization. We want to understand if traditional news and analysis is enough, or if there are content or product offerings that we need to create that are outside our current strategy. With this information, we intend to build a multi-year roadmap for a parent strategy.

Assumptions we have, but have not validated include:

- Parents need more information to navigate their school choice options.
- Parents want to engage with the political system to advocate for their children, but don't know how.
- Not all parents read email, and we need different ways to reach this audience besides our traditional email newsletter. This could include SMS, messaging apps, Facebook, print, TV, and radio.
- Parents who are non-native English speakers have different needs (but we don't know what they are).

Deliverables: Chalkbeat is in need of a UX research consultant who can make a strong recommendation on what parents want to know and how they should get that information. This UX consultant will:

- Work closely and collaboratively with our marketing, growth, and audience teams, to create a research strategy to meet the aforementioned goals.
- Conduct independent qualitative interviews/research with parents in NYC, Newark, and/or Philadelphia.
- Take the findings from these interviews and combine them with existing survey and observational data we have from our 2019 Listening Tour.**
- Present overall findings from interviews + Listening Tour insights.

Please email Kary Perez at kperez@chalkbeat.org if you're interested and available to take on new clients.

Appendix - Additional notes

- We want to reach parents who don't already read Chalkbeat. Chalkbeat tends to attract already active parents to the site. This research is to understand how to reach "regular" parents.
- We do not have coverage in Philadelphia, but we plan to acquire the Philadelphia Public School Notebook in 2020. The Notebook provides similar coverage as Chalkbeat, but one significant difference is they currently publish a quarterly print

edition. In our opinion, this provides an opportunity to learn about whether parents value this print product (and if we should be doing this in other cities).

- **This fall, Chalkbeat is conducting a multi-city “Listening Tour,” in which we hold live events (15-45 people) and deploy online surveys, inviting parents who both do and don’t already read Chalkbeat to share what they want and need to know about the local education landscape. The survey results and events have given us some insights about what we want to learn, but they were not well structured for this type of UX research. We believe there are good insights from the Listening Tour that are related to this RFP, but that we still require structured UX research to complete our analysis.