



Request for Proposal – Public Relations and/or Social Media Consulting Services
Deadline for Submission: September 8, 2017

Purpose

The purpose of this RFP is to solicit proposals from an experienced consultant to assist the Pennsylvania Commission for Community Colleges with communications and social media efforts. The consultant will be expected to:

- Work with Commission staff to develop editorial calendars
- Write, edit and implement content
- Provide reports and analytics as applicable

The consultant will work closely with the Director of Public Affairs, the President/CEO, and may work with the Commission’s Communications/Government Affairs Committee.

Consultants may respond to one or both sections of the RFP.

Scope of Work

Section A: Public Relations

The consultant will work with Commission staff to develop an editorial calendar.

Key writing projects include:

- Writing press releases for Community College Completion Week, Community College Lobby Day, Budget Announcements, Major Policy Announcements , and other press events
- Writing copy for the [Commission Annual Report](#) adapted from College-submitted materials or interviews.
- Assisting with drafting editorial content on occasion

Other duties include:

- Pitching news media
- Proofreading Annual Report

Section B: Social Media

The consultant will work with the Commission staff to evaluate current social media channels and efforts. Once the ideal social media channels are identified, the Commission and consultant will work together to develop an editorial calendar.

Expected projects/outcomes include:

- Monitoring social media channels
- Updating avatars and graphics as necessary

- Writing, editing and implementing content across channels
- Providing monthly reports and analytics

Timeline

The Commission expects to select a vendor by end of September.

Organizational Background

The Pennsylvania Commission for Community Colleges is a voluntary membership association established in 1974 for Pennsylvania's community colleges. Its members include the college presidents, members of the colleges' boards of trustees, and key college administrators. The Commission represents the interests of and advocates for the collective needs of the community colleges to federal and state policymakers.

Evaluation Criteria

In awarding a contract for public relations and/or social media consulting services for the organization, the Commission will examine a number of factors and criteria will include:

1. The extent to which the proposal addresses the stated objectives and clearly describes the scope of work.
2. Specific plans or methodology to be used to perform the services.
3. Qualifications and experience of consultant in providing public relations and/or social media consulting.
5. Project cost.

A committee consisting of members from the Commission and member colleges will evaluate RFP submissions.

Application Process & Procedures

Interested applicants should submit an electronic copy of a proposal in response to this RFP. The proposal should include the following information:

1. Cover letter
2. Name and contact information of the name(s) of participating consultant(s) with accompanying resumes;
3. Statement of qualifications to undertake this project;
4. Summary of similar work conducted, highlighting specific accomplishments;
5. A description of the approach to strategic planning consultation, including methodology, perspective, or philosophy that guides your work with organizations in this undertaking;
6. A narrative description of the proposed activities;
7. Complete timeline;
8. Fee and budget;
9. Three references for which you have performed similar services.

Proposals should be submitted by **5:00PM EST, September 8, 2017** to:

Danielle Gross, Director of Public Affairs at dgross@pacommunitycolleges.org . Applicants should ensure that they receive an email acknowledgement that a proposal has been received. If you do not receive an acknowledgement, please call the Commission at 717-232-7584. Late responses will not be reviewed.

Please note that the Commission will not return any proposals it receives and will not reimburse applicants for any costs they incur in developing their proposals. Also, responding to this RFP shall not enhance any applicant's chances of receiving future work from the Commission or the colleges. Similarly, not responding to this RFP shall not be a detriment to a vendor when competing for future work.