



Advocacy Campaign Request for Proposal

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About the Pennsylvania Commission for Community Colleges

July 2020

The mission of the Pennsylvania Commission for Community Colleges (PACCC) is to provide statewide leadership for the advancement of Pennsylvania's 14 community colleges.

Goals:

- ✦ Increase support among federal and state policymakers, in order to achieve funding and policy goals. The priority is increased state funding.
- ✦ Promote coordinated narratives that increase the visibility, knowledge and influence of Pennsylvania's community colleges.
- ✦ Identify and fill gaps in statewide conversations and offer alternatives to campaigns by other sectors or systems.
- ✦ Respond to and develop solutions for threats to higher education.

Primary Audiences:

- ✦ Member Colleges, Including Presidents and Trustees
- ✦ Local and Statewide Government Officials
- ✦ Related Associations
- ✦ Members of the Media
- ✦ Other Advocates for Higher Education/Community Colleges in Pennsylvania
- ✦ Business and Community Leaders

Key Messaging, for the purpose of this proposal:

- ✦ Pennsylvania community colleges are key to the Commonwealth's post-pandemic economic recovery, playing a critical role in reskilling and upskilling Pennsylvania's displaced workers.
- ✦ Pennsylvania community colleges offer quality education and training programs that are affordable, accessible and accelerated.
- ✦ Collectively, Pennsylvania's community colleges work with more than 1,800 workforce partners across the Commonwealth to identify gaps in skills training and develop programs that prepare workers for these in-demand, family-sustaining careers.
- ✦ Pennsylvania community colleges are committed to access and equity, from workforce training, to transfer students in preparation for higher education.
- ✦ In 2016-2017, the 14 Pennsylvania community colleges and their students added \$13.6 billion in income to the Commonwealth's economy, approximately two percent of the total gross state product.
- ✦ Further background and facts are available [here](#).



Marketing & Advocacy Proposal

July 2020

The Commission will contract a successful firm or individual to conceptualize, develop and produce a series of videos and graphics for use by the Commission and its member colleges. Project deliverables may be adapted by the Commission or its 14 member colleges for use in individual or joint media buys, social media or digital marketing campaigns, event presentations and other promotional opportunities.

Based on the proposals received, the Commission will move forward with up to four deliverables.

Deliverables:

- ✦ Create Pennsylvania-specific community college marketing video that can be used by any, or all, of the 14 community colleges in the Commonwealth.
 1. Envision, write, produce and edit a short video, approximately 30 seconds to a minute in length, promoting the value of community college education and training programs.
 2. The primary audiences for this video are prospective students and their parents, with the goal of increased enrollment at community colleges.
 3. To minimize production costs, allow for quicker turnaround and offer consistency across produced materials, a video comprised solely of animated graphics with a single narrator may be preferred.
 4. The final video will be provided in a format that can be edited by the Commission or its member colleges.

- ✦ Create Pennsylvania-specific community college advocacy video that highlights the importance of community colleges to the economy.
 1. Envision, write, produce and edit a short video, approximately 30 seconds to a minute in length, that showcases how critical community colleges are to Pennsylvania's economy.
 - Specifically, the Commission would like to focus on how community colleges can retrain or upskill the more than two million Pennsylvanians who have filed for unemployment since March 2020.
 2. The primary audiences for this video are federal, state and local elected officials, with the goal of securing additional funding for community colleges.
 3. To minimize production costs and offer consistency across produced materials, animated graphics with a single narrator may be preferred.
 4. An example of the content sought by the Commission is available [here](#).
 5. The final video will be provided in a format that can be edited by the Commission or its member colleges.

- ✦ Create a series of graphics for use in print advertisement, social media campaigns or other spaces that support the student marketing and legislative advocacy videos.

1. Conceptualize, write and design five to 10 graphics that support the two videos previously described.
 2. An example of the content sought by the Commission is available [here](#).
 3. The final graphics will be provided in a format that can be edited by the Commission or its member colleges.
- ✦ Conceptualize a video series that can be produced and published with limited, in-house resources by Commission staff on an ongoing basis.
1. Envision and pitch the framework for an ongoing series that can be produced in-house and feels loosely consistent with other deliverables.
 2. Some examples of the content sought by the Commission are available [here](#).
 3. An agency-produced video introduction and closing could offer these videos some visual and audio consistency with other requested deliverables.

Overview/Scope of Work:

- ✦ The following items must be addressed in the written proposal:
1. Recommended direction for the outlined deliverables.
 2. Guidance and advice on production of successful campaign.
 3. Costs associated with the proposed project.
 4. Samples of previous work that align with proposal.
 5. Timeline for work.

Intellectual Property:

The Pennsylvania Commission for Community Colleges will retain the right to all work completed on its behalf.

Timeline:

The videos and graphics must be completed and provided to the Commission no later than Monday, August 17, 2020.

Proposals:

Written proposals should be returned to Carolyn Simpson, Director of Communications, at csimpson@pacommunitycolleges.org by **Friday, July 10, 2020 at 5:00 p.m.** A committee consisting of staff from the Commission and its member colleges will evaluate RFP submissions. Following the review of these written proposals, the Commission will select and notify the successful candidate or agency by Friday, July 17, 2020.

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.