



**REQUEST FOR PROPOSALS**

**FOR**

**PUBLIC RELATIONS & COMMUNICATIONS SERVICES**

March 8, 2018

RFP Deadline: Friday, April 6, 2018

CALIFORNIA TRIBAL COLLEGE  
2300 E. Gibson Road, Suite 869  
Woodland, CA 95776  
530.661.5767

**REQUEST FOR PROPOSALS (RFP)  
FOR PUBLIC RELATIONS & COMMUNICATIONS SERVICES**

The California Tribal College (CTC) invites proposals from qualified firms, companies, or individuals capable of providing public relations and communications services for the California Tribal College. The CTC will accept electronic proposals until **5:00 pm on April 6, 2018**. Proposals must be submitted via email to Crystal Blue, Director of Institutional Development, [cblue@californiatribalcollege.com](mailto:cblue@californiatribalcollege.com), by the date and time noted above.

**GENERAL PROVISIONS**

- (1) Receipt of Proposals – Email your proposal to [cblue@californiatribalcollege.com](mailto:cblue@californiatribalcollege.com) by Friday, April 6, 2018, 5:00 pm.
- (2) Proposal Validity – Proposals submitted shall be valid for a period of not less than ninety (90) days from the date of submittal.
- (3) Questions / Inquiries – Firms/Individuals may email [cblue@californiatribalcollege.com](mailto:cblue@californiatribalcollege.com) by March 26, 2018 for inquiries.
- (4) No Commitment to Award – Issuance of this RFP and receipt of proposals does not commit the CTC to award a contract for services. The CTC reserves the right to postpone opening for its own convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with more than one Firm/Individual concurrently, or to cancel all or part of this RFP.
- (5) Pre-Contractual Expenses – Pre-contractual expenses are defined as any expenses incurred by the Firms/Individuals in: (a) preparing its proposal in response to this RFP; (b) submitting that proposal to the CTC; (c) negotiating with the CTC any matter related to this RFP; (d) or engaging in any other activity prior to the effective date of award, if any, of a contract resulting from this RFP. The CTC shall not, under any circumstances, be liable for any pre-contractual expenses incurred by the Proponent, and Proponent shall not include any such expenses in the proposal.
- (6) Contract Term – The Services provided under any contract granted pursuant to this RFP shall be completed as outlined in the List of CTC Communications Projects on a monthly basis over a period of six (6) months. Contracts may be terminated or extended at the discretion of CTC.

## PROPOSAL FORMAT & CONTENT

The CTC requests that the proposal follow this format to maximize the efforts of the proposal evaluation team.

Selection of a qualified firm, company, or individual shall be based on the following items and shall be included in the proposal:

- (1) A letter of interest, stating:
  - a) The firm or company's interest and qualifications in providing public relations, communications, and marketing services to the CTC
  - b) Brief history or statement of the firm or company
  - c) Names and summaries/resumes of key individuals who will be assigned to work with the CTC; including principal agents of each sub-consultant who will provide services requested in this RFP.
  
- (2) A summary of the firm or company's experience with public relations and communications for:
  - a) Tribal Colleges and Universities
  - b) Tribes or tribal organizations and/or
  - c) California Colleges or Universities
  
- (3) A detailed statement that describes the processes and strategies that the firm will employ to ensure that tasks in the List of CTC Communications Projects are successfully completed.
  
- (4) A list of client references related to the services to be provided. The list must include the organization name, address, phone number, contact person(s), and email address(es).
  
- (5) Each firm, company, or individual is encouraged to provide any additional information or description of resources it believes is pertinent to this RFP. The CTC welcomes the inclusion of letters or reference and/or testimonials in the proposal.
  
- (6) Develop a Cost for Services which is to include an estimate of all fees and expenses to be charged on a monthly basis for a period of six (6) months.
  - a) Please submit the costs for CTC public relations and communications for
    - Planning, development, and support for marketing strategy, message development, branding, design, digital media, social media, news media, PR campaign development, advertising, presentation development, training, development of core messages and message tools, development of concepts and creation of materials for outreach, collateral, content development, website

enhancement, media response, preparation of events and programs, and various projects.

- b) Also include a listing of any other types of services generating a cost to the CTC and not included in the fees shown on the proposal are to be included, plus a formula or explanation on how these additional costs will be determined and billed to the CTC.

Request for clarifications and/or best and final offers may be requested at the CTC's discretion.

Attachments:

- (1) General Overview of CTC
- (2) List of CTC Communications Projects

## **Attachment 1.**

### **GENERAL OVERVIEW OF THE CALIFORNIA TRIBAL COLLEGE**

Planning and development of the California Tribal College (CTC) is currently underway! Initiated by Yocha Dehe Wintun Nation, the California Tribal College is developing as a tribally-controlled post-secondary institution in State of California. The CTC has recently announced a partnership with Woodland Community College and will begin the accreditation process, with plans to offer two Associate Degree programs in *Tribal Management* and *Tribal & Public Administration*.

The CTC has partnered with 64 California tribes and 7 national and statewide tribal organizations, and support continues to grow. The CTC is registered as a 501(c)(3) and has begun its inaugural education offerings, completing five successful Certificate Programs in Tribal Leadership & Governance with over 250 graduates.

The California Tribal College seeks a public relations and communications firm or company that will advance the successful development and implementation of the California Tribal College in a creative and innovative way. The CTC seeks communications and marketing strategies to reach diverse audiences such as prospective students and faculty, tribes, tribal organizations, and potential funders. The CTC seeks a partner with creative services experience to expand on CTC's accomplishments and offerings and articulate the CTC identity in an authentic, compelling manner. CTC communications and public relations will be expressed through both graphic design and narrative, and will drive institutional marketing, image, promotion, fundraising, and mass media.

Additional information regarding the California Tribal College may be found at [www.californiatribalcollege.com](http://www.californiatribalcollege.com).

## Attachment 2.

### LIST OF CTC COMMUNICATIONS PROJECTS

The California Tribal College is in a period of significant growth and is seeking public relations and communications services for its evolving development of a tribally-controlled college in the State of California.

Communications Services may include:

- **Marketing and Strategy**
  - Messaging
  - Awareness and partnership building
  - Audience-based – prospective students and faculty, tribes, community engagement, potential funders
  - Short-term and long-term planning
  - External communications and outreach
  - Communications tools
  - Branding
- **Project and Event Planning and Support**
  - Project Support
  - Event and Program Support
- **Design and Material Development**
  - Material/Collateral and Content Development
  - Digital and Print Design
  - Events
- **Digital Media**
  - Website design and development
  - Social Media
  - Newsletters
- **News Media**
  - Press Releases
  - Media Response / Inquiries
  - Media Strategy
  - Media Relations
  - Media Monitoring
- **Other Opportunities**
  - Training for Board and Staff in messaging, communications, branding, interviews, presentations, etc.
  - Public Relations / Awareness Campaign