

# STONE CHILD COLLEGE

8294 Upper Box Elder Road  
Box Elder, MT 59521

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## REQUEST FOR PROPOSALS for Marketing and Public Relation Services

Stone Child College  
8294 Upper Box Elder Road  
Box Elder, MT 59521  
[www.stonechild.edu](http://www.stonechild.edu)

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Stone Child College has been reaffirmed for Accreditation by the  
Northwest Commission on Colleges and Universities  
Stone Child College is an Equal Opportunity Employer

## EXHIBIT A: OVERVIEW AND BACKGROUND

Stone Child College (SCC) is a four-year tribal college located on the Rocky Boy's Indian Reservation in north central Montana. For over 35 years, SCC has provided post-secondary educational opportunities through degrees, certificates, and continuing education. SCC stresses the importance of preserving the Chippewa Cree language, culture, and history and prides itself on promoting transfer students that are professionally prepared, career-ready individuals. SCC is accredited by the Northwest Commission on Colleges and Universities and is listed in the Accredited Institutions of Higher Education published by the American Council on Education for the Council on Post-Secondary Accreditation. SCC was chartered by the Chippewa Cree Business Committee on May 17, 1984.

Stone Child College is seeking a firm to help drive/stabilize enrollment, attract talent and partners, and to build the SCC brand identity and awareness. The College desires to work with a firm that is responsive to our marketing needs, even though we are a smaller organization. SCC's experience with marketing has been very limited to date so the potential to make an initial impressive marketing presence is ripe for the picking.

### **EXHIBIT B: SCOPE OF WORK**

The purpose of this RFP is to solicit services to develop and implement a comprehensive marketing plan for Stone Child College resulting in increased student enrollment. This marketing plan should include engagement segmentation to drive program awareness and lead generation for prospective students. It is expected that digital marketing will be a significant portion of the proposal. The selected company will need the necessary metrics to measure the short- and long-term success of the marketing plan for diverse program offerings. Due to the longitudinal nature of tracking marketing effectiveness, this is a multi-year engagement with an initial 2-year term. SCC at its sole option may choose to exercise on additional one-year term.

#### B. 1. Marketing Campaign

The service provider shall develop and implement a marketing campaign that identifies efficient and cost-effective activities to include, but not limited to:

- Market analysis/research to determine strategy for allocation of resources
- Overall marketing campaign theme, plan, and budget, for implementation
- Multi-media marketing to reach both on-reservation and off-reservation students and target areas
- Multi-media marketing to emphasize academic programs and pathways
- Video production and photography in support of the campaign
- Metrics and monitoring of marketing effectiveness, including recommendations for redirection of resources as needed

B. 2. Public Relations Campaign

Stone Child College is requesting proposals from interested firms to provide communications and public relations services that will:

- Promote SCC as a highly respected tribal college offering strong accredited programs
- Position SCC affiliate faculty, researchers, and community partners as leading and trusted sources of appropriate science and industry information for the media and the public
- Inspire will-qualified potential donors (individuals, foundations and corporations) to consider providing financial support to SCC
- Drive traffic to the SCC website and associated social media
- Grow awareness of SCC's reputation and brand
- Produce clear measures of success

**EXHIBIT C: PROPOSED PROJECT SCHEDULE**

SCC's proposed schedule for this project is as follows:

I.	RFP released	June 17, 2021
II.	RFP responses due to SCC	July 8, 2021
III.	Selection of winning Vendor	July 15, 2021
IV.	Contract execution and start of project	July 26, 2021

SCC reserves the right to modify deadlines and the project schedule per its discretion prior to execution of a finalized contract with the selected Vendor.

**EXHIBIT D: COMPENSATION AND PAYMENT TERMS**

SCC will pay the Vendor a negotiated fee per the contracted bid.

**EXHIBIT E: EVALUATION CRITERIA**

SCC will evaluate RFP responses based on the following criteria:

- a. Previous relevant marketing and public relations experience
- b. Experience in Higher Education
- c. Experience working with tribes
- d. Demonstrated ability so successfully complete the requirements identified in the scope of work
- e. Qualifications and experience of the bidding company and the staff who will work on the project
- f. Quality and applicability of sample campaigns
- g. Proposed detailed pricing and billing structure
- h. Project completion schedule and strategy

**EXHIBIT F: SUBMITTAL INSTRUCTIONS AND ADMINISTRATIVE INFORMATION**

The deadline for receipt of emailed proposals is noon (Mountain time) on Thursday, July 8, 2021. All proposals must be submitted via email: [asayers@stonechild.edu](mailto:asayers@stonechild.edu).

The proposal must be submitted to:

Alvina Sayers

Presidential Assistant

Stone Child College

8294 Upper Box Elder Road

Box Elder, MT 59521

Questions regarding this request for proposals must be submitted in writing to Alvina Sayers at the above address or by email to [asayers@stonechild.edu](mailto:asayers@stonechild.edu).



APPENDIX A: Proposal Form

Date: \_\_\_\_\_

Proposal of: \_\_\_\_\_  
(Name of firm, partnership, or individual)

An entity/corporation organized and existing under the laws of the State of: \_\_\_\_\_.

Request for Proposal: \_\_\_\_\_  
(Title or brief description)

To: Stone Child College ("College")

1. In compliance with your Request for Proposal (RFP), the undersigned hereby offers to furnish the services designated in the RFP, in strict accordance with the RFP, upon written notice of acceptance of this proposal at any time within twenty-five (25) days after the date of opening of the proposals, and to execute the Contract in accordance with the proposal as accepted within five (5) days after the Contract is presented for signature.
2. The undersigned proposer understands that the College reserves the right to reject any or all proposals or to waive any formality or technicality, as determined by the College in its sole discretion, in any proposal in the interest of the College.
3. The undersigned proposer hereby certifies and affirms that this proposal is genuine and not a sham or collusive, nor made in the interest or behalf of any person not herein named, and that the undersigned proposer has not directly or indirectly induced or solicited any other proposer to put in a sham bid, or any other person, firm, or corporation to refrain from bidding, and that the proposer has not in any manner sought by collusion to secure for itself an advantage over any other proposer.
4. The undersigned proposer agrees to respect and uphold the Disclaimer Statement in the above document located after the numbered list of required inclusions for proposals.
5. The undersigned certifies that to the best of his/her knowledge: (check only one)  
( ) There is no Board Member or employee of Stone Child College who has, or would have, or whose relative has, or would have, a substantial interest in any contract resulting from this request.  
( ) The names of any and all Board Members or employees of Stone Child College who have, or would have, or whose relative has, or would have, a substantial interest in any contract resulting from this request, and the nature of the substantial interest, are included below or as an attachment to this proposal.

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6. The certifications in paragraphs 3 and 4 of this Proposal Form are material representations of fact upon which reliance will be placed when making an award. If it is later determined that the proposer knowingly rendered an erroneous certification, in addition to other remedies available to the College, the College may terminate the contract resulting from this solicitation for default.

\_\_\_\_\_  
Official Name of Firm

\_\_\_\_\_  
Firm Address

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Email

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

