

RFP: Public Relations Consultant
Issue Date: January 8, 2013
Submission Date: February 8, 2013

I. Overview of The American Board

Founded by a grant by the U.S. Department of Education in 2001 and incorporated in 2003, the American Board for Certification of Teacher Excellence (the American Board) offers career-changers, students, veterans, and professionals an alternative route to teacher certification. In less than a decade, the American Board program has grown to include DOE endorsements in 11 states: Florida, Idaho, Mississippi, Missouri, New Hampshire, Nevada, Oklahoma, Pennsylvania, South Carolina, Tennessee, and Utah. The American Board is dedicated to building communities by recruiting, preparing, and certifying teachers locally, which is achieved through grassroots marketing and recruitment efforts, strategic partnerships with like-minded associations, and relationships with K12 districts.

II. Situational Analysis

The American Board program was recently accepted by the G.I. Bill as a benefit for post-911 veterans, their spouses, and their beneficiaries. The American Board recognizes this as a significant opportunity to contribute to its growth strategy and increase its enrollment counts by targeting this particular market segment.

The American Board seeks a PR consultant with proven experience crafting earned media engagement campaigns and targeting specific key audiences through both new media communications and traditional media relations. The consultant will be tasked with effectively increasing program awareness among those whom the G.I. bill affects in order to achieve monthly and annual enrollment targets as set by the Board of Directors.

III. Scope of Work

The American Board seeks a public relations consultant for an initial 3 month contract, which will start in February 2013, in order to complete the following:

- Securing news coverage of the program, featuring the CEO as a guest
- Acquiring keynote speaker positions for the CEO at major education or veterans conferences,
- Building the American Board brand on a national platform by co-branding with relevant partners such as DOD, DOE, V.A., the White House, etc.

IV. Request for Proposal

- Curriculum Vitae
 - Provide an overview of your experience.
 - Provide an in-depth list of your acquired competencies.
 - Describe how you differentiate your messaging, brand launching, thought leadership, and media outreach from your competitors.
- Client Base and Account Management
 - Please provide a past and current client list.
 - Do you have any clients that might post a conflict to managing our account?
 - Please list some clients with whom you've had long-term relationships, and describe why the relationships have been successful.
 - Please provide client references.
- Industry Experience Questions
 - Please describe your experience within the education, not-for-profit industry.
 - Please list any media or online influencer relationships you have within our market.
- Program-Related Questions

- Explain how you plan to get up to speed with current operations, manage our account, and make an impact with your strategy.
- Provide a sample campaign based on the scope of work for The American Board.
- Describe how you have previously measured the success of a campaign, and how you will use this for your American Board campaign.