

Frequently Asked Questions

1. Will the top firm interviews take place in person?

The top firm interviews will be conducted on Google Hangout or another online program, so no travel arrangements will need to be made.

2. Will the firm working on the project have access to contact information for employers that have previously taken advantage of the Internship Center or a general database of employers with MyPRSA accounts?

Yes. Any information that is available regarding the Internship Center that is vital to the execution of agency work will be made available to the agency.

3. Will the firm have access to previous campaigns/initiatives for Career Development Month and any other previous projects that attempted to gain exposure for the Internship Center?

Yes. Any past work that is archived will be made available as a reference for the agency that is selected.

4. What is the proposed marketing budget for the Internship Center for 2017-2018?

For actual labor, we have no budget and are a pro bono client. However, if there were some costs associated with certain ideas or initiatives, we could propose them to PRSSA Headquarters and inquire about available funds if necessary.

5. With this campaign, are you hoping to reach potential PRSSA members and employers as well as existing PRSSA members and employers? If both, who is your primary target?

We are primarily trying to target new employers, locally and internationally, in order to increase the number of opportunities offered to students. Additionally, we want to reach current PRSSA members to encourage them to apply for internships using the Internship Center.

6. Are you willing to separate the social media pages for the Internship Center and the PRSSA National page?

We have considered having separate social media pages for the Internship Center however, at this time we want to keep all of the social media interaction for the Internship Center on the current national accounts. We can revisit this decision at the end of the 2017-2018 school year.

7. Is the exact timeline for this campaign two years?

The timeline for the Career Development Month campaign would be set by the agency and vice president of career services once the agency is chosen.

8. In what months do you see a rise in internship submissions and search spikes by PRSSA members and employers?

January, March and August are the most popular months for submissions due to employers looking for candidates for the upcoming semester.

9. What engagement data do you have, that you will share with the chosen agency?

PRSSA National Headquarters will need to check into this further and get back to the selected firm with this information.

10. Should the proposal be in a written document form or a deck format?

The proposal should be in written document form. However, finalists should format their presentation in deck format when notified of their finalist status.

11. The scope of work states four hours per week per team member. About how many team members are you looking to work with?

A team usually includes four to six members.

12. If we could supply a larger team, would we have the opportunity to help with projects outside of the Internship Center?

If the work set out in the current RFP is accomplished to our expectations, we would consider the firm's help on other projects if they are interested.

13. Is the team expected to provide full service in the summer months while school is not in session?

Due to less organizational activity in the summer months, it's unlikely we would need full service at that time of year. It's likely we would maintain contact and work on a new scope of work over the summer based on needs.

14. What methods have been used in the past to promote the Internship Center/PRSSA as a whole?

Email, social media, word-of-mouth, fliers, mailings, etc.

15. How does PRSSA define success within the scope of this project?

Before we start each project, we will set measurable goals and objectives to keep track of progress.

16. Would the agency need to travel for client presentations or any other purposes?

There are no situations where travel is needed at this time.