



## PRSSA National Request for Proposal (RFP)

### Proposal Brief

The Public Relations Student Society of America (PRSSA) National Committee is requesting proposals from Nationally Affiliated Student-run Firms to assist with the Internship Center, Career Development Month and other potential projects. If selected, the student-run firm would work directly with the PRSSA National Committee, gaining exposure to National PRSSA operations and experience with a trade association client.

At this time, PRSSA is only accepting proposals from Nationally Affiliated Student-run Firms. If you are unsure whether your firm is Affiliated or would like to become Affiliated, email PRSSA National Vice President of Professional Development at [prssavppd@gmail.com](mailto:prssavppd@gmail.com).

The scope of work for this project includes graphic design, copywriting and outreach/promotion to increase internship postings for the Internship Center.

At this time, the work with PRSSA would be pro bono. However, non-monetary incentives and potential monetary bonuses will be available during the work. There is a two-year term limit to allow more opportunities for Nationally Affiliated firms to work with the National Committee.

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## About PRSSA National Committee

PRSSA is led by the National Committee, a group of students and professionals dedicated to assisting PRSSA's nearly 11,000 members in the U.S., Argentina, Colombia and Peru. PRSSA has more than 340 Chapters, as well as a handful of Affiliate members—students at universities without PRSSA Chapters.

The National Committee is elected during the annual PRSSA National Assembly, where each Chapter is encouraged to send one voting delegate. National Committee positions include Immediate Past President, National President, Publications Editor in Chief, seven vice president positions, National Faculty Adviser, National Professional Adviser, PRSA Board Liaison(s) and PRSA Vice President of Education.

The National Committee's public relations tools primarily consist of social media, e-blasts, a national newspaper, a national blog, personal outreach (mainly with Chapter presidents) and word of mouth at PRSSA events.

For more information about National Committee, visit <http://prssa.prsa.org/about-prssa/leadership/national-committee/>

## About the PRSSA Internship Center

The PRSSA Internship Center is an internship database exclusive to dues-paying PRSSA members and public relations employers. The Center was created in 2002 and redesigned in June 2013. On the Internship Center, students may upload resumes, search and apply for internships based on location or description. Employers may review students' resumes, post internship opportunities and receive applications.

### Internship Center Statistics: 2010 - 2016

Year	Number of Internships	Resumes Posted	Employers	New Candidates
2010	123	141	149	1,288
2011	231	264	196	1,228
2012	201	211	86	1,015
2013	147	80	129	2,502
2014	127	194	148	1,412
2015	168	234	188	896
2016	207	520	199	1,262

## Current Challenges Regarding the PRSSA Internship Center

While numbers continue to fluctuate, the Internship Center faces several challenges. These include the lack of overall awareness of the PRSSA Internship Center to members and employers across the nation. Additionally, finding content for the Internship Center varies throughout the year with no consistency. Ethically acquiring internship opportunities from our Chapters who share them internally also has become a problem. While many PRSSA members don't have opportunities posted in their states and regions, PRSSA National still promotes the Center as a key member benefit. There also is no stability between the numbers of internships posted in heavily populated geographical areas, and PRSA members do not have enough of an awareness of the Internship Center to help with overall operations. Finally, the employer/student MyPRSA login can cause confusion to new users.

For more information about the Internship Center, visit <http://prssa.prsa.org/internships-jobs/internships/>.

### RFP Contact, Timeline and Submission Instructions

Nationally Affiliated Student-run Firms may contact the following National Committee leaders for questions regarding this RFP:



*PRSSA National Vice President of Career Services Demi Wolfe*  
*dwolfe.prsa@gmail.com*  
*(561) 568-5888*

Demi manages the PRSSA Internship Center. You may contact her with questions about how the Center is managed and the scope of work.



*PRSSA National Vice President of Professional Development Ashleigh Kathryn*  
*prssavppd@gmail.com*  
*(727) 648-7302*

Ashleigh oversees PRSSA's student-run firms and PRSA relationships. Contact her for questions about National Affiliation, developing an RFP response and the selection process.



*PRSSA National President Andrew Cook*  
*adcook22@gmail.com*  
*(614) 330-5898*

Andrew oversees all PRSSA National Committee operations. Contact him with general questions.

### RFP Timeline

Action	Description	Date
RFP released	Nationally Affiliated Student-run Firms may begin working on the RFP response.	July 6
Intent to bid and proposal questions due	Send questions and intent to bid to Demi Wolfe (dwolfe.prsa@gmail.com).	July 24
Proposals due	Send proposals to adcook22@gmail.com, prssavppd@gmail.com and dwolfe.prsa@gmail.com.	Aug. 18
Top firms notified	Top firms will be notified by Demi Wolfe	Aug. 25

	with instructions for a phone interview.	
Interviews with top firms	At least two National Committee members will interview the student-run firm director and any other firm employees interested in working with PRSSA National Committee.	Aug. 28- Sept.1
Winning firm notified	The winning firm will be notified by Demi Wolfe, and work will begin.	Sept. 6
Selection announced	The firm selected will be made public.	Sept. 12

\*Notifications and interviews may occur prior to listed dates. **Term of work would begin on September 12, 2017 .**

**Submission Instructions**

Questions and intents to bid must be submitted to Vice President of Career Services Demi Wolfe by **Monday, July 24,** at [dwolfe.prssa@gmail.com](mailto:dwolfe.prssa@gmail.com). All proposals must be submitted as a single PDF file to [dwolfe.prssa@gmail.com](mailto:dwolfe.prssa@gmail.com), [prssavppd@gmail.com](mailto:prssavppd@gmail.com), [emfinky@gmail.com](mailto:emfinky@gmail.com) and [adcook22@gmail.com](mailto:adcook22@gmail.com).

Please use the attached applications for intent to bid/question forms and final applications.

**Scope of Work for the Project**

**Hours:** Four hours per week per team member

**Goals and Outcomes**

- Regionally focused outreach campaign to Chapters/employers
- Content creation of internship postings via @PRSSANational Twitter and LinkedIn account
- Create survey to locate specific locations members are searching for internship opportunities
- Create a questionnaire or quiz that will help members find which facet of public relations best suits their skills and interests
- Design infographics based on PRSSA Career Resources Manual
- Update Internship Center infographic
- General branding and content updates, including student/employer testimonials, more consistent content throughout the year.
- Assist with content creation for Career Development Month
- Develop campaign to connect with PRSA and promote posting on the Center.

**General Public Relations Efforts**

The main public relations practices we’re looking for this firm to focus on include promotion, design and copywriting. Other efforts may be utilized throughout the term as goals continue to develop. If the firm does well with the Internship Center, other opportunities to work with National Committee may come up if time

allows, but the Center will remain the key focus.

### **Communication With National Committee**

During the selection process, the firm's main contact will be Demi Wolfe, vice president of career services. The selected firm will also be in direct contact with Demi Wolfe. Goals, concepts and project updates will need to be sent to Demi during the remainder of her term, which lasts through May 2018. All appropriate information will be shared with Demi Wolfe and Andrew Cook for their review.

### **Evaluation and Selection**

The selection criteria for the PRSSA National Request for Proposal abide by the standards listed below. After an application is received, the PRSSA National President, PRSSA vice president of career services and PRSSA vice president of professional development will assess whether the firm meets each of the standards. Please try to formulate your application answers to relate to the following selection standards:

- Firm has knowledge of PRSSA and the PRSSA Internship Center.
- Firm has a positive relationship with its PRSSA Chapter.
- Firm has the capabilities/skills necessary to complete the project's goals/objectives.
- Firm's past client experience(s) will aid in working with PRSSA National.
- Firm's intended team structure is organized.
- Firm's intended team structure is necessary to complete the project's goals/objectives.

### **Compensation**

At this time, PRSSA National Committee does not have the budget for monetary student-run firm compensation. However, the following compensation methods are possible:

- Recognition of student-run firm on PRSSA National social media and at PRSSA National Assembly.
- Student-run firm featured in *FORUM* newspaper.
- Experience working directly with National Committee, beneficial to anyone interested in running for election.
- \$300 stipend and one complimentary National Conference registration.\*
- Other non-monetary methods of compensation may be discussed between selected firm director and National Committee.

\*Based upon meeting goals and agreed upon deliverables with PRSSA headquarters.