

Vidalia City School System
Request for Proposal (RFP) for Strategic Communications and Public Relations Services



Issue Date: 01/31/2025

Proposal Due Date: 02/21/2025

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1. Introduction

Vidalia City Schools (VCS) is seeking proposals from qualified firms to provide comprehensive communication services to enhance district-wide public relations, media engagement, and community outreach. The selected firm will work collaboratively with the district to develop and implement strategies that promote transparency, engagement, and a strong public image for the school system.

2. Scope of Work

The selected firm will provide the following services:

A. Public Relations Strategy

- Develop a Comprehensive Public Relations Roadmap aligned with district goals and values.
- Conduct monthly strategy meetings to ensure communication efforts are responsive to district needs.
- Create a district-wide branding guide to maintain consistent messaging across schools.

B. Media Relations

- Maintain relationships with local and regional education journalists and secure media coverage through strategic outreach to local and regional media outlets.
- Provide monthly reports on media coverage and recommendations for improving positive district storytelling.
- Support earned media efforts highlighting student achievements, teacher excellence, and innovative programs.
- Provide media training and interview support for school representatives
- Provide regular press releases monthly

C. . Social Media & Community Engagement

- Manage district-level social media accounts and provide guidance for individual schools.
- Increase interactive engagement by implementing live Q&As, parent information sessions, and student takeovers.
- Develop a parent-friendly social media engagement policy to guide responses to comments and concerns.

D. Video & Digital Content

- Produce videos showcasing classroom innovation, teacher spotlights, and extracurricular success stories.
- Create a "Superintendent’s Monthly Community Update" video series for increased transparency.
- Develop, record, and edit a regularly scheduled podcast series featuring updates, interviews, and key discussions relevant to the district. The podcast will be promoted across multiple channels, including social media, newsletters, and district websites.
- Produce an annual “State of the Schools” video featuring district leadership to highlight achievements and future goals.
- Produce periodic highlight videos featuring students, teachers, and district programs to showcase key initiatives and successes.

E. Content Creation

- Develop monthly newsletters for parents, students, and staff
- Design flyers and promotional materials for key district events each month

3. Metrics, Reporting & Accountability

The selected firm will provide detailed monthly and quarterly reports including the following:

Metric	Frequency	Purpose
Social Media Engagement Report	Monthly	Track parent, student, and staff engagement levels.
Press Coverage Report	Monthly	Ensure district achievements receive media attention.
Community Engagement Data	Quarterly	Assess participation in district-led initiatives and events.
Annual Communication Effectiveness Survey	Yearly	Gather feedback from parents, students, and staff.

4. Proposal Requirements

Proposals should include the following information:

A. Firm Information

- Name, address, and contact information.
- Background and experience in public relations and school district communication.

B. Approach and Methodology

- Detailed description of the firm's approach to communication strategy.
- Sample timeline for executing deliverables.

C. Relevant Experience

- Case studies or examples of similar work with school districts.
- References from at least two (2) previous clients.

D. Pricing and Fee Structure

- A detailed pricing breakdown for each service category.
- Any optional or add-on services available.

5. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Evaluation Criteria	Weight
Experience with K-12 school districts or similar entities	25%
Communication strategy & methodology	25%
Cost-effectiveness	20%
Public relations and media expertise	20%
References and past performance	10%

6. Submission Instructions

- Proposal Deadline: 02/21/2025
- Submission Format: Proposals should be submitted as a PDF document via email to sreid@vidalia-city.k12.ga.us.
- Contact for Questions: All inquiries regarding this RFP should be directed to Sandy Reid at sreid@vidalia-city.k12.ga.us.

7. Timeline

Milestone	Date
RFP Release Date	[01/31/25]
Questions Submission Deadline	[02/14/2025]
Proposal Submission Deadline	[02/21/2025]
Review & Vendor Selection	[03/01/2025]
Contract Awarded	[03/01/2025]
Project Start Date	[07/01/2025]

8. Additional Information

Vidalia City Schools reserves the right to:

- Accept or reject any proposal in whole or in part.
- Negotiate terms with the selected firm.
- Request additional information or clarification.

This RFP is designed to ensure transparency, efficiency, and alignment with district goals while selecting the best communication partner for Vidalia City Schools.