## RFQ08322

**1 General Information:**

The Division of Purchasing for the Idaho State Historical Society (ISHS) is requesting quotes from qualified suppliers for the procurement of Communication & Public Relations Services.

Our intent is to contract for services within our budget between $1,200 and $1,800 per month. Proposer must provide all services within the Scope of Work and submit pricing on the attached pricing sheet.

The contact for this RFQ is Diane Robinson, Division of Purchasing, PH. 208.332.1631,

Fax. 208.327-7320 [diane.robinson@adm.idaho.gov](mailto:diane.robinson@adm.idaho.gov)

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**2 Timeline:**

Quotes Due (by 5:00 p.m. local MT) September 30, 2010

**3 ISHS General Information:**

## Mission

Idaho State Historical Society (ISHS) preserves and promotes Idaho’s cultural heritage.

## Vision

Our vision is to inspire, enrich and engage all Idahoans by leading the state in preserving, sharing, and using history and cultural resources relevant to today to inform and influence the future.

## Values

**Customer Service**

* *ISHS serves the historical needs of the entire state of Idaho*
* *ISHS directly supports State, Tribal, City, and County governments*
* *ISHS directly supports immediate information needs of the public*
* *ISHS directly supports teachers, students, families, tourists, and researchers*
* *ISHS responds to the needs of its customers through purposeful program development and assessment*

**Stewardship**

* *ISHS collects, preserves, and provides access to archeological and historical artifacts and archival materials*
* *ISHS represents a statewide and national perspective and process that increases stewardship of historic buildings and sites*
* *ISHS sustains multiple sites and purposes in its work*

**Education**

* *ISHS teaches essential historical literacy and promotes learning and a historical/research process through public programs*
* *ISHS models an artifact/archival approach to ideas about people, places, and events*
* *ISHS uses a participant focus in program development*

**Professionalism**

* *ISHS is committed to making history a living resource for the people of Idaho through traditional programming and those that serve social needs*
* *ISHS is committed to implementing the highest professional practices possible in alignment with national state and local standards established by professional organizations including:*

Society of American Archivists/Council of State Archivists

American Association of Museums

National Historic Preservation Act

American Library Association

American Association for State and Local History

Secretary of Interior Standards for Treatment of Historic Properties

Government Accounting Principles

Governmental Accouting Standards Board

Association of Fundraising Professionals

## Case for Support

Created in 1881 and established as a state agency in 1907, the Idaho State Historical Society (ISHS) strategically deploys historic resources to benefit Idahoans through essential services including records management and dynamic public programs in education, preservation and stewardship, and technical assistance.

The Idaho State Historical Society is only partially supported with state funds; we raise about 55% of our budget to support services and programs with a mix of service/gate fees, public and private grants, membership, corporations and philanthropic gifts.

The Idaho State Historical Society serves over 100,000 people each year through educational programs, tours and events, research use, and technical assistance. Annually, over 15,000 school-aged children benefit from ISHS programs and visits.

## Agency Brand

The ISHS must transform itself. We must think, act, and develop a “fan base” and revenue streams like a consumer brand or nimble non-profit.  In order to meet our revenue goals and optimize public awareness and participation in agency services through enhanced brand identity, web-site, marketing and outreach, ISHS will:

**Market to target audiences:**

* *The Inner Circle:* Those who are already exposed to, and appreciative of, history and all or parts of what the ISHS has to offer. Includes existing members and seasoned researchers.
* *The Potentials:* People with a propensity to want to seek historical experience and education for either themselves (includes sharing it with visitors or guests) or their families. Includes Idaho residents entertaining visitors, families with children, students on school trips, younger researchers, casual researchers and the curious.
* *Key Influencers:* Lawmakers and civic leaders.

**Use key attributes and target audiences as a cornerstone of ISHS branding and marketing strategy:**

*Organizational Attributes Brand Promise*

Credible/Passionate Dynamic

Trusted Fun

Responsive Genuine

Wide-reaching Accessible

Easy to work with Gratifying

## Deep

**Communicate to reach key target audiences and meet revenue goals:**  Based upon the revenue enhancement plans created by ISHS, the focus of Agency external communications and marketing will be on attendance and membership, special events and venue rentals.  General media efforts will seek to build awareness of the agency and its essential and dynamic services. Targeted marketing plans will seek to convert that awareness to action and increased used of our programs and services. The plans will provide clearer focus, organization and division of responsibilities, and outcomes based measurement.

**Positioning Statement:**

The Idaho State Historical Society illuminates our state’s future and helps people of all ages explore and appreciate Idaho’s rich past and learn more about themselves.

**Key Messages:**

* The Idaho State Historical Society offers services that are essential to the state on all levels, providing information and understanding to everyone from schoolchildren to members of the upper echelon of state government.
* The Idaho State Historical Society is a trusted guide through the state’s history and how it has shaped every aspect of our lives — our land, our communities, our government and our people — while also illuminating how history sheds light on the future.
* The Idaho State Historical Society is an active member of the state that engages community by building on shared experiences and inspires further action and understanding.
* The Idaho State Historical Society uses its resources to provide a window to the past for people of all ages, leading to a shared vision for the future.

**4 Scope of Work**

**Media Relations/Communications Program Scope of Services**

The ISHS requires a proactive media relations/communications program that will drive the Agency’s messaging outreach to advance the following communication goals:

* To provide a strong internal and external Communications structure to drive the ISHS’s message outreach to the media and public statewide.
* To build awareness and understanding of the ISHS’s mission, goals and accomplishments among elected leaders and influencers statewide.
* To increase awareness of the vibrant grassroots efforts and growing support for the ISHS.
* To identify and pursue opportunities to communicate ISHS messaging to residents, community/opinion leaders, and the media.
* To showcase the good reputation, efforts and accomplishments of the key partners who make up the ISHS.
* Increase revenues for the ISHS as an agency.

**Monthly services required:**

1. **Communications and Media Relations Counsel:**

**Pitch Development:** By working with ISHS Leadership, identify key milestones and storylines. These storylines would be structured in a twelve-month pitch calendar, so that there is a strategic approach to media development that includes statewide and local coverage; a balance of stories that respond to the needs of the Idaho State Museum, Idaho State Archives, State Historic Preservation Office, and Statewide historic sites, including the Old Idaho Penitentiary; and planning for story opportunities to supplement news release development and distribution. One major feature story/pitch will be the consultant focus each month as determined by the ISHS and consultant team.

**News Release Support:** Assist and advise with writing and distributing news releases to achieve annual communication objectives to assist in keeping the ISHS at the forefront of the media’s mindset. Identify news release opportunities and key messages. Use media engagement as a proactive tool to ensure the ISHS is leading, not reacting to external communications.

**General Media Relations:** Perform media relations support related to the monthly pitch topic. This will include: news releases (as outlined above), media advisories, distribution of releases and advisories, proactive pitching, placement on community calendars, coordination of interviews on radio and television and follow-up.

**Training:** Consultant will provide communications training to staff and board as needed.

**Event Counsel & Support:** Leverage grassroots events into media opportunities, and assist in identifying and pitching media sponsorship of ISHS events in coordination with such partners. Consultant will support ISHS’s event efforts by helping to identify event opportunities.

**Social Media:** Consultant will provideadvice on social media and Twitter posting

**Evaluation:** Consultant will provide ISHS with a monthly report of all media relations generated.

**General Procures:**

1. Consultant will attend the monthly ISHS management meeting that takes place on the first Tuesday of each month and additional meetings, as required.
2. The monthly pitch/storyline calendar will be reviewed and it will be determined at the management meeting what the pitch will be for the following month.
3. Consultant will give ISHS a brief overview of the results of the previous month’s pitch.
4. Upon completion of the meeting, consultant will go forward and carry out the tasks as directed. Consultant will communicate and coordinate efforts with assigned staff member. ISHS will provide consultant with all of the needed information and tools to carry out the monthly assignment.
5. Consultant will give ISHS’s team updates throughout the month as to the progress of the pitch.

Services must be delivered F.O.B. destination to:

Idaho State Historical Society

Attn: Cara Walker

2205 Old Penitentiary Rd.

Boise, ID 83712

Phone: (208) 514-2310

**5**   **Proposal Format**

Each portion of the work described in this RFQ has an evaluation code assigned as follows:

(M) Mandatory Specification – failure to comply with any mandatory specification will render Proposers’ quote non-responsive and no further evaluation will occur. Proposer is required to respond to this specification with a statement outlining its understanding and how it will comply.

(ME) Mandatory and Evaluated Specification – failure to comply will render Proposers’ quote non-responsive and no further evaluation will occur. Proposer is required to respond to this specification with a statement outlining its understanding and how it will comply. Points will be awarded based on predetermined criteria.

(E) Evaluated Specification – a response is desired. If not available, respond with “Not Available” or other response that identifies Proposer’s ability or inability to supply the item or service. Failure to respond will result in zero points awarded for this item.

Proposers must respond to the RFQ requirements by restating the number and text of the requirement in sequence and writing the response immediately after the requirement statement. Proposers must respond on the worksheets provided for the Technical and Service Requirements and Cost Proposal. Failure to comply may result in rejection of the proposal as non-responsive.

**6 Award Basis:**

The purchase order will be awarded to the responsible responsive supplier with the highest total points.

**Evaluation Criteria**

1. Experience in developing communications programs

for cultural resource based organizations 300 points

1. Demonstrated success in increasing media coverage

and achieving media relations goals. 150 points

1. Responsiveness to client needs 150 points
2. Statement of ability to perform duties for the ISHS 100 points

Cost 300 points

**Total Points 1000 points**

Proposers responding to this RFQ must submit the following information:

**7 Weighted Review Criteria:**

1. (ME) Experience in developing communications programs for cultural resource based organizations.

* Provide company prospectus
* Provide client list for the last two years
* Provide similar projects in scope and size (submit 4)

1. (ME) Demonstrated success in increasing media coverage and achieving media relations goals.

* Provide media coverage statistics
* Provide communications program impact (submit 2)

Must include examples of the impact a communications plan had on a project outcome. Include formal evaluations if available.

1. (ME) Responsiveness to client needs

* Provide letters of reference (submit 3)

Letters should address:

* + - consultant working relations
    - customer satisfaction levels
    - examples of how consultant creatively addressed client need
    - examples of how consultant conducted their work in a cost effective manner, thus leveraging client resources

1. (ME) Statement of ability to perform duties for the ISHS

Please submit a letter that expresses why the consultant company is best positioned to meet the needs of this multifaceted organization that is an agency of the state of Idaho.

**8 Quote Response**

Your quote must be received prior to the deadline established above. You may fax,

e-mail, mail, hand-deliver/courier, or submit your quote electronically via IPRO. If you are not submitting your quote via IPRO, you must also submit a completed original State of Idaho Signature Page (with an original signature) in order for your quote to be considered. Please use the attached Pricing Sheet to submit your quote. If your quote is not compliant to any specification listed above, please identify that specification and explain how your deviation/alternative meets the requirement.

**RFQ08322**

**Idaho State Historical Society**

**Communication & Public Relations Services**

**PRICING SHEET**

**MONTHLY COST 1 EA $\_\_\_\_\_\_\_\_\_\_**

(Monthly cost per statement of work)

The following rates are for informational purposes and must be

provided with your quote.

|  |  |  |
| --- | --- | --- |
|  | **Name of Individual** | **Hourly Billing Rate** |
| Account Executive - 1 |  |  |
| Account Executive - 2 |  |  |
| Account Executive – 3 |  |  |
| Principal |  |  |
| Public Relations |  |  |
| Other |  |  |

**CHECKLIST:**

Have you included a signed, original state of Idaho signature page?

YES\_\_\_\_

Have you included a written response to each Weighted Review Criteria, Section 7 by

restating the Criteria and providing documentation that clearly shows that your quote

meets each specification?

YES\_\_\_\_