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## Minnesota Service Cooperatives (MSC) Marketing and Communications Request for Proposals - May, 2024

The Minnesota Service Cooperatives (MSC) is seeking qualified expertise and experience for strategic marketing and communication services pertaining to statewide initiatives. A significant subset of this work will be working specifically with the Career and Technical Education (CTE) and career-connected learning (CCL) initiatives of the MSC.

MSC has an identified [Strategic Framework](#) and has agreed upon a logo concept with sub-branding options. We look to build on this by further developing and implementing our communication strategies that promote the services and impact of MSC.

### Minnesota Service Cooperatives- Statewide Organization Communication and Marketing Needs

- Support and advance the brand identity of MSC, working closely with the Executive Director to identify innovative approaches for promoting its services and impact;
- Identify how to communicate in a unified and succinct manner about key collaborative statewide initiatives while recognizing and acknowledging individual branding or naming that may already exist within regional service cooperatives;
- Develop a comprehensive media strategy aligned with the MSC CTE Consortium goals and objectives, including the identification of target audiences and media outlets, determining key messages to enhance the MSC brand and reputation; and
- Develop a communication plan with accompanying materials/media/platforms to promote and showcase our collective impact.



### Project Specific Communication and Marketing Needs

Following is the scope of work to be completed under this Request for Proposal specifically regarding the MSC Career Connected Learning (CCL)/Career and Technical Education (CTE) initiative.

#### 1. Integrated Marketing Plan

- a. Evaluation of current CTE/CCL brands and marketing across all nine MSCs for brand awareness, effective story-telling, and engaging messaging.

- b. Development of recommendations for improvements as well as how to integrate and/or align existing marketing efforts. This should include how to best connect, align and/or coordinate key web sites such as MSC, LYFT Pathways, MNCTE, and FutureForward™, and regional service cooperative web sites for ease of use by constituents.
- c. Formulate a 2–3-year strategic marketing plan to raise awareness of CTE/CCL and the MSC initiatives/impact related to this work.
- d. Formulate a yearly tactical plan for efficient and effective implementation of marketing plans including how the plan will be assessed for impact.
- e. Formulate detailed messaging strategies/campaigns to effectively communication with target audiences, guiding the communications efforts of the CTE Consortium, the MSC and each of the regional MSCs as it pertains to CTE/CCL programming.

## **2. Branding and Media Strategy Development**

- a. Develop a comprehensive media strategy aligned with the MSC CTE Consortium goals and objectives:
  - i. Identify target media outlets, both traditional and digital, that align with identified target audiences.
  - ii. Determine key messages and story angles to enhance the MSC brand and reputation, share our collective impact, and promote CTE/CCL
- b. Build positive brand awareness for MSC and each regional service cooperative:
  - i. Develop toolkits and style guide to assist users in how the brand identify of MSC and the collaborative efforts of the CTE Consortium should be used in a variety of applications including print, digital, etc.
- c. Design essential brand collateral such as flyer, social media, PowerPoint templates and provide in formats that allow easy review, editing, and distribution.

## **1. Content Creation and Management**

- a. Write and edit compelling social media posts, press releases, and other media-related pieces as needed for above plans.
- b. Help ensure consistency of CTE/CCL messaging across all Service Cooperatives.

## **2. Video and Photography Services**

- a. Help facilitate team discussions to outline optimal video content ideas.
- b. Make recommendations for video content to support campaigns and initiatives, including suggestions for video subjects, sets/locations, and staging.
- c. Develop ideas and create storyboards for short videos to help showcase CTE/CCL projects across the state; produce or help identify other contractors to produce videos that can be posted on MSC website and regional MSC websites and social media.
- d. Make recommendations for photo content to support campaigns and initiatives, including suggestions for photo subjects, sets/locations, and staging.
- e. Provide photography services as needed, including photo editing.

The Contractor will serve at the pleasure of the MSC Executive Council and supported by the MSC Executive Director and the MSC CTE Project Facilitator.

Responding to the RFP

**Please submit a proposal for Communications Services outlining the following no later than 5:00 pm on June 14, 2024.**

1. Contact information.
2. Primary staff resume(s).
3. Description of demonstrated success in marketing, writing, editing, brand management, social and traditional media outreach, and storytelling.
4. Special qualifications and capabilities, including expertise in the work of the Minnesota Service Cooperatives, and/or other highlights of working with collaborative branding/marketing.
5. A high-level description of how you would approach building consensus among diverse opinions and perspectives.
6. Samples of previous work relevant to the goals outlined above.
7. Estimated number of hours per month and corresponding payment schedule for a timeframe of at least one year.

Proposals and questions can be submitted to:

Anne Kilzer

MSC Executive Director

[anne@capitolhillassoc.com](mailto:anne@capitolhillassoc.com)

(651) 261-9692