

August 25, 2021**Request for Proposals: Media and Web Design Firm**

Summary: The American Indian Higher Education Consortium (AIHEC) Native FEWS project is in search of a media and web design firm to assist with outreach, communication, and influence to broaden participation of underrepresented groups in STEM, with a focus on AI/AN "FEWS" – Food, Energy, Water Systems by providing such services as branding, website design and development and social media outreach, and additional deliverables as outlined below in the Description of Services and Work.

This project coordinates an alliance of 20+ partners supporting the National Science Foundation's vision to work collaboratively for inclusive change, resulting in a STEM workforce that reflects the population of the Nation. More specifically, NSF INCLUDES seeks to improve collaborative efforts aimed at enhancing the preparation, increasing the participation, and ensuring the contributions of individuals from groups who have been historically underrepresented and underserved in the STEM enterprise. These underrepresented populations include African Americans, Alaska Natives, Hispanics, Native Americans, Native Hawaiians, Native Pacific Islanders, persons with disabilities, persons from economically disadvantaged backgrounds, and women and girls.

About AIHEC: AIHEC was established in 1973, to provide a support network for the then six tribally chartered institutions of higher education, as they worked to influence federal policies on American Indian higher education. Today, AIHEC comprises 37 Tribal Colleges and Universities (TCUs) in the United States and one in Canada.

AIHEC provides leadership and influences public policy on American Indian/Alaska Native higher education issues through advocacy, research, and program initiatives; promotes and strengthens Indigenous languages, cultures, communities, and tribal nations; and through its unique position, serves member institutions and emerging TCUs.

AIHEC activities are supported by member dues, grants, and contracts. AIHEC is a 501(c)(3) organization governed by a board of directors, which is composed of the presidents of its accredited U.S.-based TCUs. The board elects from its membership an executive committee to oversee the activities of the collective body and the AIHEC staff.

Submission Deadline:

Proposals must be submitted to Kathy Isaacson at kisaacson@aihec.org by 4:00 p.m. (EDT) on September 23, 2021:

Description of Services and Work:

- Create branding materials, including logo, font, letterhead, and other items to be displayed on web site, presentations, social media, etc.
- Website design and development featuring:
 - Project mission and vision
 - Who we are and what we do
 - Resource Library
 - Blog (with ability to be seen on Instagram and Twitter)
 - Description and link to all 20 partners
- Video interview of the three Principal Investigators
- Video featuring 20+ partners (via remote, if needed, with Zoom interviews)
- YouTube channel
- Format for social media planning and process
- Format for quarterly newsletter
- Format and site for Podcasts
- Ongoing maintenance of social media and web site management
- Possibility of travel (if needed) to conduct interviews and record projects

Carrie L. Billy
President & CEO

MEMBERSHIP:**ALASKA**

Iłisaǵvik College

ARIZONA

Diné College
San Carlos Apache College
Tohono O'odham Community College

CALIFORNIA

California Tribal College

KANSAS

Haskell Indian Nations University

MICHIGAN

Bay Mills Community College
Keweenaw Bay Ojibwa Community College
Saginaw Chippewa Tribal College

MINNESOTA

Fond du Lac Tribal and Community College
Leech Lake Tribal College
Red Lake Nation College
White Earth Tribal and Community College

MONTANA

Aaniiih Nakoda College
Blackfeet Community College
Chief Dull Knife College
Little Big Horn College
Fort Peck Community College
Salish Kootenai College
Stone Child College

NEBRASKA

Little Priest Tribal College
Nebraska Indian Community College

NEW MEXICO

Institute of American Indian Arts
Navajo Technical College
Southwestern Indian Polytechnic Institute

NORTH DAKOTA

Cankdeska Cikana Community College
Nueta Hidatsa Sahnish College
Sitting Bull College
Turtle Mountain Community College
United Tribes Technical College

OKLAHOMA

College of the Muscogee Nation

SOUTH DAKOTA

Oglala Lakota College
Sinte Gleska University
Sisseton Wahpeton College

WASHINGTON

Northwest Indian College

WISCONSIN

College of Menominee Nation
Lac Courte Oreilles Ojibwa Community College



American Indian Higher Education Consortium, 121 Oronoco Street, Alexandria, VA 22314

Carrie L. Billy
President & CEO

Principal Point of Contact: AIHEC Native FEWS Program Director: Kathy Isaacson

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Timeline: Branding materials and web site basic template due by mid-October 2021.
Full web site and social media deliverables due by end of December 2021.

Evaluation criteria:

- Quality of work
- Ability to work within proposed timeline
- Professional demeanor
- Professional References
- Experience working with and/or serving Native populations, a plus

Proposal submission must include the following:

- (1) Consultant/Firm – Include full name, address, phone, and fax numbers and primary contact's email address
- (2) Resumes of personnel – Provide resumes of each consultant to be assigned to work on this proposal and their respective responsibilities for the services/work thereunder, including a summary of relevant work experiences and credentials
- (3) A brief but specific narrative describing how the firm proposes to perform activities, as defined in the description of services and work
- (4) Budget and Cost – Provide proposed monthly payment for services and work under the proposed contract. Outline personnel and non-personnel cost items separately within the total budget.