



Request for Proposal: Leadership Institute Program for NCMPR

Date of Issue: December 6, 2024

Proposal Due Date: January 10, 2025

Introduction

The National Council of Marketing and Public Relations (NCMPR) invites proposals from qualified facilitators to design and deliver a new Leadership Institute program aimed at enhancing leadership skills tailored for professionals at two-year community and technical colleges. This program is intended to run over ten months, incorporating both in-person and online learning formats.

NCMPR represents 1,600 members from 600 colleges across the United States and Canada. With a focus on learning, networking and advocacy, NCMPR helps members become better at their jobs and supports two-year colleges in their mission to promote student success.

The Leadership Institute is a pillar of NCMPR's Strategic Plan. The Leadership Committee oversees program management, including selection of the instructor and curriculum review, and approval. The NCMPR Director of Operations will be the liaison between the instructor, the Leadership Committee, and the participants.

The program should be branded as the NCMPR Leadership Institute. Separate by lines or partnership branding will be considered if proposed.

Why NCMPR Leadership Program

The NCMPR Leadership Institute will serve as the premier development program for leadership in community college marketing and public relations. Our goal is to provide participants with relevant, applied skills that can directly impact their professional roles and their institutions.

Program Structure

Duration: Ten-month program

- Two live sessions:
 - One-and-a-half-day summer workshop focusing on leadership styles and possible StrengthsFinder assessment results, *open to other deliverables here. Includes two nights of hotel accommodation for instructor.*
 - Final in-person session, presentations, possible keynotes, and final takeaways. This happens pre-national conference with graduation recognition at the national conference. *Includes two nights of hotel accommodation for instructor.*

- Online components may include:
 - Monthly online instruction via Zoom.
 - Distance learning via two to three webinars.
 - Online discussion groups and one-on-one mentoring sessions.
- Final project/presentation could include addressing reflections on their personal leadership journey, a relevant challenge in their professional marketing career, and/or addressing a challenge that will benefit their institution.

Current Program Highlights

The existing Leadership Institute incorporates:

- StrengthsFinder Assessment completion.
- Online Sessions.
- Mentorship: One-on-one sessions to discuss participants' real-life leadership challenges.
- Final Project: Application of leadership journey at a presentation pre national conference.

New Curriculum Development

- **Core Focus:** Create a comprehensive program that stands out among other leadership programs by addressing the unique needs of community colleges and marketing professionals.
- **Curricular Design:** Proposals must include a detailed curriculum outline with learning outcomes addressing the specific challenges faced by marketing and public relations professionals in higher education.
- **Applied Learning:** Projects should directly relate to participants' roles, promoting investment from their supervisors by demonstrating tangible outcomes from the program.

Key Curriculum Areas

- Understanding Organizational Dynamics
 - Power dynamics and negotiation strategies relevant to higher education.
 - Aligning marketing strengths to enhance institutional missions.
- Leading Effective Teams
 - Constructive criticism and emotional intelligence development.
 - Team goal-setting and managing difficult conversations.
- Personal and Professional Growth
 - Problem-solving, stress management, and personal productivity techniques.
 - Career planning strategies focusing on upward management.
 - Developing solid presentation skills and techniques.

Learning Outcomes

Proposals should address proposed learning outcomes such as:

- Mastery of negotiation and resource advocacy techniques.
- Development of skills in giving and receiving feedback.
- Enhancements in emotional intelligence and team dynamics.

Suggested Resources and Activities

- **Guest Speakers:** College presidents, experienced marketing directors, and career coaches.
- **Role-Playing Scenarios:** Addressing common challenges in college marketing.
- **Project Work:** Challenges that affect participants' institutions with peer feedback sessions.
- **Special Topics:** Budgeting awareness, government relations, and public policy, presentation skills, leading teams

Proposal Submission Requirements

- **Qualifications:** Describe your experience relevant to leadership development and higher education.
- **Curriculum Outline:** Provide an initial curriculum framework including learning outcomes, and a plan for a mentorship component.
- **Logistical Support & Considerations:** Describe your approach to managing program logistics, participant engagement, and evaluation methods.
- **Budget:** Provide a breakdown of costs associated with the program delivery. The estimated budget for this project is between \$12,000 and \$20,000.
- **References:** Provide at least two references or past program graduates or clients.

Proposals will be evaluated based on the following criteria, with each category assigned a weighted score to reflect its relative importance to the project: Experienced facilitator; Higher-education leader; Community College leader; Marketing leader; Curriculum; Novel approach; Access to speakers or content; Program format; and Price.

Timeline

- Proposals must be submitted by: January 10, 2025
- Selection of vendor: February 2025
- Tentative program start date, July 2025, in Washington DC.

Contact Information

For inquiries or to submit proposals, please contact:

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