



RFP

OVERALL GOAL:

World Learning is seeking a public relations and communications firm for several communications activities related to two of its main brands. Activities to include:

- Securing earned media, inclusive of building relationships with industry-specific and national media
- Promoting our experts (faculty and staff) and positioning them as sources for media and in key engagement opportunities/forums
- Supporting an influencer marketing strategy
- Overall strengthening of brand awareness

SCOPE OF WORK:

Proposals must include demonstrated experience and qualifications relating to the:

- Conducting of 360s of organizations to identify the most impactful strategic areas (see below)
- Creating media outreach strategies
- Writing and pitching op-eds, news, and features
- Cultivating strong national media contacts`
- Conducting media training for identified senior staff and faculty
- Identifying new external engagement opportunities specific to relevant industries and staff/faculty expertise
- Creating influencer strategies

ORGANIZATION BACKGROUND:

World Learning Inc. was founded in 1932, when Dr. Donald Watt launched the organization's flagship program, The Experiment in International Living. Inspired by the belief that sending Americans abroad would expand their worldview and cultivate cross-cultural understanding and respect, Watt and 23 young men — the first Experiment group — sailed for Europe to attend a summer camp with Swiss and German teenagers. With three robust branches, our organization holds a unique position in the market as both a global nonprofit and an accredited academic institution.

World Learning is a global development and exchange organization delivering education programs in more than 150 countries. Our bottom-up and top-down approach serves individuals and communities at all levels. Our programs strengthen democracies, expand training and job opportunities, and teach basic and secondary education skills. In addition, our people-to-people exchanges for youth and adults foster intercultural understand and worldwide connections.

World Learning

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School for International Training (SIT) is a global university with more than 90 undergraduate programs and graduate degrees on all seven continents. A leader in global higher education, SIT offers accredited, experiential programs that address today's most critical issues. Through transformative reflective learning, practitioner-oriented, and research experiences, students learn to be agents of change to work across cultures and communities for the mutual benefit of all.

KEY ORGANIZATION STRATEGIC AREAS:

- **Refugee resettlement:** World Learning and SIT lead on an initiative to reimagine how higher education institutes can help support refugee resettlement.
- **Social Emotional Learning (SEL):** World Learning's has work in this space, specifically a framework now being implemented by the Ministry of Education in Lebanon.
- **STEAM:** World Learning's work in Algeria includes VP and AI, and also specifically relates to women's economic empowerment.
- **Combating disinformation:** World Learning has several programs that combat disinformation, false propaganda, and cyber attacks.
- **TESOL:** World Learning and SIT language has a curriculum with cultural immersion aspect geared toward refugee resettlement.
- **Climate Change:** SIT's degree program is global and cutting-edge.
- **Redefining small university structures:** The connection between SIT and the nonprofit World Learning as a full cycle of student to researcher to practitioner is very unique.
- **Africa focus:** SIT has been, and continues to be, investing in programming in Africa despite changes in study abroad landscape; speaks to UN's Sustainable Development Goals.
- **Global Campus concept:** SIT is the only U.S.-accredited institution that fully delivers one-year global master's degrees entirely abroad through our learning centers around the world. Our faculty, curricula, and site visits are globally focused and continuously updated through a decolonized framework.
- **Alumni as influencers:** Key alumni like Wes Moore and Dr. Evan Antin could be strong influencers.

ANTICIPATED SCHEDULE AND CONTRACT PARAMETERS:

Specific schedule to be established with firm. Initial scope of work suggests contract parameters ranging from six to 12 months, while the possibility of extension.

RFP MANAGER:

To apply, please submit proposals electronically to nara.desa@worldlearning.org by COB June 26, 2023. All communications regarding this RFP should be sent to the email provided. This includes intent to bid, examples that demonstrate an ability to do the scope of work to meet overall goals, written questions, and availability to commence work.

SELECTION CRITERIA:

Strong national media and industry contacts (higher ed, international development, and exchange, corporate and government partners, etc.) | Experience in conducting 360s of organizations (to help identify the most compelling stories; overlapping initiatives between World Learning and SIT, diverse spokespeople, etc.) | Writes and pitches Op-Eds by experts and faculty | Ability to identify new external engagement opportunities for staff and faculty (outside of CIES, NAFSA, etc.) | Experience in conducting media training for staff and faculty to help hone a voice best for media soundbites or quotes. | Creates influencer strategies.