

# BC Agriculture in the Classroom Foundation



## Request for Proposals: A Communications Strategy for BC Agriculture in the Classroom Foundation

**Deadline for Proposal Submission: June 28, 2018 at 16:30**

### **Contact Person**

Pat Tonn

Executive Director

BC Agriculture in the Classroom Foundation

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The British Columbia Agriculture in the Classroom Foundation is seeking proposals for qualified and experienced individuals or companies to: Develop a strategic communications plan for BC Agriculture in the Classroom Foundation.

### **The Organization:**

BC Agriculture in the Classroom Foundation (BCAIRC) is “working with educators to bring BC’s agriculture to our students”. It takes several partners from farmers, to industry organizations and government to maintain resources and agriculture programs that are pertinent to schools. Through our Foundation we build programs and lessons that are written by teachers, for teachers, with agriculture specialists and are linked into the current BC school curriculum. The resources are provided complimentary to teachers and are the easiest and most relevant to use in their classroom.

### **Organization objectives:**

- To promote the value of agriculture, sustainable food systems and the protection of BC’s agricultural resource base to our educators, students and society
- To provide educators and students with quality educational resources, programs and other agricultural information that highlight agriculture as an important part of our economy, health and way of life
- To enable students to make informed decisions about food choices, food safety, and other agricultural products
- To partner with the education, agriculture, health and business communities to develop, implement and evaluate quality initiatives
- To build the relationship between BCAIRC and its stakeholders to accomplish the purpose of the Foundation
- To promote careers in agriculture as a viable and desirable career choice

### **Project details:**

A strategic communications analysis and plan for the organization could include:

- Identify strategic communications goals and success measures
- Assess the current state of the BCAIRC communications strategies and activities
- Map the current Stakeholders and Partners
- Conduct Stakeholder Analysis
- Develop Strategies aligned to the Strategic Plan
- Develop an Annual Implementation Plan
- Consider a communications and engagement resource model review ( i.e. 5 like organizations)

**Methods:**

The successful proponent will clearly outline the process to assess, develop and deliver an effective communications strategy. The BCAITC Executive Director and Communications Coordinator will provide oversight to the proponent throughout the delivery of the project.

**Proposed engagement groups:**

- Stakeholders and Partners
- Teachers
- Donors
- Media
- Board of Directors and Employees

**Project term:** July - November 2018, Deadline for submission of report: November 30, 2018

**The contract would include:**

Project management: The overall responsibility for administering the project.

Review Background materials, gain input and structure of project.

Develop and implement assessment activities

Manage and analyze data

Communications Plan for BC AITC

Report on project with measurements for success

**The contract fee:** negotiable, submit fee request with proposal

**The expression of interest should include:**

- A resume /qualification and sample of similar work
- An outline of interest in the contract
- An outline of the proposed plan and the total fee

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**Submit Proposals to:** BC Agriculture in the Classroom Foundation, Pat Tonn, Executive Director

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