

**STOCKBRIDGE-MUNSEE COMMUNITY  
REQUEST FOR PROPOSALS=  
FOR ASSESSMENT OF COMMUNICATIONS INFRASTRUCTURE AND  
IMPLEMENTING PLAN FOR IMPROVNETS  
BOWLER, WISCONSIN**

I. INTRODUCTION

The Stockbridge-Munsee Community a federally recognized Indian tribe's (hereby the "Tribe"), invites qualified consultants to submit proposals to provide professional services related to the Tribe's communication infrastructure and delivery of news to the tribal membership and public at large ("Project"). This selected firm will support a comprehensive scope of work including review of existing public communication structure, operating policies and procedures, production workflows, recommend improvements, provide assistance with implementation of improvement, and create a training plan for current employees to support a weekly digital newsletter format and re-designing current publication.

The Tribe's goal is to provide a method to inform Tribal Members and the public at large of news and current events to the in a timely manner and increase accessibility to the news.

II. SCHEDULE FOR AND SUBMITTAL OF PROPOSALS

Proposals for the services requested in the RFP **will be received until May 21<sup>st</sup>, at 4:00 PM**, Central Daylight Time. Proposals may be submitted with either a hard copy or submitted electronically in a .pdf format by email. Proposals shall be marked "Cultural Center Design Services" on the outside of a sealed envelope or in the subject line of the email. Proposals must include an electronic version with the submission if a paper copy is submitted.

Proposals shall be delivered to the Stockbridge-Munsee Tribal Secretary at N8476 Moh He Con Nuck Road, P.O. Box 70, Bowler, WI 54416 or at [jody.hartwig@mohican-nsn.gov](mailto:jody.hartwig@mohican-nsn.gov).

III. PROJECT OBJECTIVES:

- A. Assess current operations of the Communications Office, including the Mohican newspaper and work completed thus far on a digital weekly newsletter.
- B. Develop digital weekly newsletter to be produced and delivered on a bi-weekly basis for a period of three months, then transitioning to a weekly deliverable format.
- C. Assess existing internal and external communication offerings and potential gaps in services.
- D. Provided training plan for current staff to produce and deliver a digital weekly newsletter and a twice-month Mohican News.
- E. Explore and recommend for the workflow of internal communications to support digital newsletter and current Mohican News
- F. Support development of a feasible, fundable, and implementable plan

- G. Develop a comprehensive report summarizing key findings and recommendations for development of digital newsletter and plan for the Mohican New paper.
- H. Develop and produce an annual report document, two-special editions, Tribal Candidate Platforms for the annual Tribal Council Elections, A Tribal Powwow editions of the Mohican News.
- I. Produce final architectural design documents to support construction and implementation.
- J. Meet with the Tribe representative(s), provide a management plan outlining timeline of activities and expected completion milestones.
- K. These services shall be for a nine-month time frame, beginning at the time of signed contract.

#### IV. SCOPE OF SERVICES

The successful bidder will be responsible to provide the following services as part of this Project.

##### **A. Review of Current Mohican News Format**

- Review all current operation of the Mohican News.
- Identify gaps, inconsistencies, and key insights
- Provide a summary report with recommendations for integration into a companion resource for a digital weekly newsletter

##### **B. Development of Weekly Digital Newsletter**

- Produce a digital weekly newsletter
- Creating communication infrastructure to support digital newsletter
- Designing digital weekly newsletter
- Preliminary cost estimates

##### **C. Development of Policies and Standard Operation Procedures**

- Development of policies meeting industry standards for Mohican News and Digital Weekly Newsletter
- Development of standard operations procedures for the Mohican News and digital weekly newsletter; meeting industry standards to encompass all phases of production of content to release
- Creating workflows and functional layouts for production of digital weekly newsletter

##### **D. Creating an organization plan**

- Develop a communication plan to introduce the digital weekly newsletter to the community and stakeholders
- Defining the roles of the digital weekly newsletter and the printed Mohican News

#### **E. Training Plan**

- Complete an overall assessment of current staff's current roles and responsibilities related to production of Mohican News and digital weekly newsletter
- Design training opportunities to enhance current staff's knowledge and capabilities to produce and release Mohican News and digital weekly newsletter
- Preliminary training schedule
- Preliminary training budget

#### **F. Assuming operational role**

- Assume leadership role in production and delivery of Mohican News and digital weekly newsletter for a period not to exceed nine months.
- Create a bi-weekly digital newsletter, transitioning into a weekly format
- Provide production deliverables for the Mohican News and digital weekly newsletter for a nine-month engagement to include:
  - Number of editions
  - Delivery schedule
- Provide monitoring and milestone reports

### **V. DELIVERABLES**

The successful bidder will be responsible to provide the Tribe with the following deliverables as part of their services:

1. Provide Existing Conditions & Finding Report
2. Provide expert management
3. A Staff Training schedule
4. Operational designs including production, workflows and product delivery
5. Timeline detailing service deliverables schedule
6. Sustainability and long-term management plan

### **VI. QUALIFICATIONS**

The successful bidder must meet the following minimum qualifications.

- A. Demonstrated experience in development and management of public publications in digital and newspaper mediums.
- B. Have prior experience with similar projects.
- C. Hold insurance coverage from a reliable company acceptable to Tribe and licensed to do business in the State of Wisconsin at industry standard levels.

### **VII. PROPOSAL REQUIREMENTS**

- A. Proposals shall include the following elements:
  1. Cover Letter
  2. Firm/Team Overview and Qualifications
  3. Relevant Project Experience
  4. Submission of references from three previous customers

5. Previous work experience with Native American Communities, including any past work with the Stockbridge Munsee Community
6. Fee Proposal Budget of all cost for the Consultant's services. If there are reimbursable expenses, specify what these costs will be in detail.
7. Project Schedule
8. Team Composition and Key Personnel
9. Proposed Approach and Methodology
10. Identify any deviations from this RFP.

- B. Proposals that do not include all the requested information may be deemed non-responsive and subject to rejection.
- C. Any questions concerning this RFP shall be by e-mailed to Jody Hartwig at [jody.hartwig@mohican-nsn.gov](mailto:jody.hartwig@mohican-nsn.gov).
- D. Any responses to questions presented by bidders will be submitted to all bidders.

### VIII. ADDITIONAL INFORMATION

The successful bidder will be selected in accordance with tribal bid policies, as applicable. This RFP does not commit the Tribe to award a contract or pay any costs associated with the preparation and presentation of a proposal. The Tribe reserves the right to revise the selection process and, in its sole discretion, to accept or reject any or all responses to this RFP. The Tribe may negotiate with or request additional information from any or all considered bidders. The Tribe may waive informalities or irregularities in a proposal.

The successful bidder will be required to enter into a written contract with the Tribe. The successful bidder will be required to carry all appropriate insurance, such as professional liability, errors and omissions, general liability, vehicle and worker compensation coverages. The successful bidder must not engage in discriminatory conduct and may not be a barred contractor under tribal or federal contracting requirements.

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