

**Request for Proposals  
For a Communications Coordinator for the  
Society for Teaching and Learning in Higher Education (STLHE)**

**Date:** October 10, 2019

**Closing date:** Proposals must be received before 4:00 p.m. on October 21, 2019 and the successful proposal will be notified by October 25, 2019.

**Email proposals to:** admin\_tim@stlhe.ca

The Society for Teaching and Learning in Higher Education is seeking proposals from consultants/organizations to provide communication coordination for the activities and initiatives of the Society.

**Background**

The Society for Teaching and Learning in Higher Education (STLHE) is a national association interested in the improvement of teaching and learning in higher education. Our Society was created in 1981 and has evolved to include the following goals that guide all of our work:

- to support and advance teaching and learning in higher education
- to provide a forum for the exchange of ideas and networking opportunities
- to provide opportunities for professional development
- to facilitate and disseminate research on teaching and learning
- to recognize and reward contributions to teaching excellence, educational leadership, innovation, service and mentorship in higher education
- to collaborate with like-minded teacher and student groups and organizations in Canada and abroad
- to shape, influence and lead policy decisions that enhance teaching and learning in higher education at local, national and international levels
- to carry out the work of the Society in Canada's two official languages
- to actively engage student participation in all aspects of the Society's work.

To find out more about our Society please visit our website: <http://www.stlhe.ca/>

**Deliverables**

Currently the STLHE has an administrative unit; however, as our Society evolves, we are looking for additional support in the form of a Communication Coordinator.

The successful consultant/organization will provide communication support to:

1. Provide direction and support towards setting STLHE communication priorities, including the development of strategies to engage members in the work of the Society

2. Revise, review, and maintain the STLHE website, currently managed via the WordPress content management system.
3. Manage external communications, including regular contact with our membership.
4. Lead a biennial membership survey/needs assessment in consultation with the Board.
5. Maintain and develop the Society's social media presence.
6. Create print-based resources as needed.
7. Support the marketing/communication needs for STLHE events (including STLHE Annual Conference).
8. Other communication responsibilities as they arise.

### **Skills and expertise**

1. Excellent oral and written communication skills in English/French
2. Good judgment
3. Well-developed organization, project management, and time management
4. Knowledge of WordPress website management
5. Basic knowledge of graphic design an asset

### **Timeline requirements**

In responding to this RFP, we anticipate a 3-year term, renewable.

This is not a salaried position, rather a consultancy role. Please indicate the total number hours you or your organization intends to commit on a weekly basis, recognizing that some weeks will have greater or lesser demand but it is important to set parameters regarding expectations.

### **Proposed fee**

Candidates are required to provide a breakdown of the fee based on an annual basis. Payments will be provided quarterly unless another arrangement is negotiated. The STLHE is not responsible for any travel, meal or accommodation expenses incurred by the consultant/organization that are not pre-approved in writing by the STLHE board of directors.

### **Relationship and reporting requirements**

There is an expectation that work will be done in collaboration with the STLHE executive committee and STLHE administrative unit. Approval for all work will be directed by the STLHE board of directors.

During the course of the project, the consultant/organization will report to the President (currently Denise Stockley). This reporting may also occur through the Vice-President, Treasurer or Secretary.

The consultant/organization will be required to provide a minimum of bi-weekly updates on Society business. There will be a requirement to attend some face-to-face meetings and reasonable travel costs will be reimbursed by the STLHE.

### **Property rights**

All aspects of the STLHE Communication will be the intellectual property of the STLHE.

### **Selection process**

Proposals will be evaluated by a selection committee representing the STLHE board of directors.

### **Evaluation of proposals**

The evaluation of all proposals will be based on a rating system that includes:

- a. Consultant/Organization Qualifications/Skills/Experience (50 marks)
- b. Proposed plan for STLHE Communication (40 marks)
- c. Project Management and Budget (10 marks)

### **Deadline for proposals**

Proposals are due October 21, 2019.