

Request for Quotes (RFQ): Strategic Communications Services

Issued by: North Carolina Cyber Academy

Submission Deadline: June 4, 2025

Contact: Ms. Tonya Daniels, Special Assistant to the Superintendent

1. Overview

The North Carolina Cyber Academy (NC Cyber Academy) is a statewide, tuition-free public virtual charter school serving students in grades K–12 across North Carolina. We are seeking proposals from experienced strategic communications firms or individual consultants to develop and implement a comprehensive, year-round, multimedia strategy aimed at increasing brand awareness and student enrollment for the 2025–26 academic year and beyond.

NC Cyber Academy operates in a competitive virtual school environment that includes both statewide and regional remote schools. Given this level of competition, we must be strategic in how we plan and expend resources to ensure our message reaches North Carolina families effectively.

2. Objectives

The selected firm or consultant will partner with NC Cyber Academy to:

- Increase awareness of NC Cyber Academy across rural, suburban, and urban communities statewide
- Develop targeted campaigns to drive student enrollment
- Position NC Cyber Academy as the premier virtual school option in North Carolina
- Differentiate NC Cyber Academy from other statewide and regional virtual schools
- Improve stakeholder engagement through integrated communications across multiple platforms

3. Scope of Work

Proposals should address the following services:

- Strategic Communications Plan Development
 - Messaging framework aligned with NC Cyber Academy's mission and differentiators
 - Calendar of key campaigns and milestones
 - Ongoing strategic counsel to NC Cyber's internal communications team regarding thought leadership, stakeholder engagement, and media relations
- Multimedia Marketing Strategy
 - Digital (social media, paid search, programmatic display, email)
 - Audio (radio, streaming, podcast sponsorships)
 - Video (streaming ads, YouTube, connected TV)
 - Traditional (outdoor, print)
- Creative Development
 - Copywriting, design, and production of ads and digital assets

- Development of reusable and adaptable content assets that can be repackaged across multiple media channels
- Execution and Media Buying
 - Placement strategy and budget optimization
 - Real-time campaign management
- Performance Analytics and Reporting
 - Monthly performance dashboards
 - ROI analysis and enrollment impact

4. Proposal Requirements

Firms or consultants must submit:

- A narrative summary of experience with education or public sector communications
- Case studies or examples of similar projects
- Proposed approach to collaborative counsel with NC Cyber's internal communications team
- Proposed team structure and key personnel
- A draft project timeline and engagement calendar (July 1, 2025 – June 30, 2026)
- A detailed fee structure (flat fee, retainer, and/or media budget management)
- References from past clients

5. Evaluation Criteria

Proposals will be evaluated based on:

- Experience with statewide education or enrollment marketing
- Quality of proposed strategy and understanding of NC Cyber Academy's position
- Creativity and effectiveness of past campaigns
- Cost-effectiveness and transparency
- Capacity to meet deadlines and deliverables
- Demonstrated ability to collaborate with internal staff and stakeholders

6. Submission Instructions

Submit proposals by June 4, 2025 to:

Ms. Tonya Daniels
 Special Assistant to the Superintendent
 North Carolina Cyber Academy
 rfps@myncca.com
 984-208-7106

Questions may be submitted no later than May 27, 2025.