

Request for Proposal For Recruiting and Media Relations
Arts Academy in the Woods
September 23, 2010 – June 30, 2011

Provide “The AAW Experience” to prospective parents and students in an effort to recruit them to the school for the 2011-2012 school year. Aspects of the experience will vary from family to family, but may include

- Tours of the building
- An opportunity to shadow a current AAW student for a day
- Other one-on-one or telephone interactions as necessary

Present “The AAW Experience” to prospective parents and students at public, private, charter, and home schools for the purpose of gaining expressions of interest from those students and their families, and, ultimately, the enrollment of new students. At least 20 presentations shall be made in the months of October and November at events off of AAW’s campus.

Produce and execute two open houses for potential students at which “The AAW Experience” is on its best display. One open house shall be in December and coincide with the traditional recruiting period for parochial and independent schools, and one open house shall be in late April or early May and coincide with the recruiting period for public schools.

Publicize “The AAW Experience” through local media interactions, including publication of all AAW events in community event columns in newspapers in target communities and oversee other media relations (potentially including television, radio, print and internet) as agreed upon by the contractor and the school.

Track the effectiveness of AAW’s internal advertising materials and make recommendations for purchase of materials when necessary by keeping track of the medium through which prospects learned of AAW.

Track communications with potential students and their families, and maintain an up-to-date, accessible, electronic record of student information necessary to effectively enroll each student.

Collaborate with Rebecca Austin or an AAW designee to create an up-to-date profile of the enrollment of the class of 2015 which can instantly be accessed by AAW Administrators, Directors, or other stakeholders.

Document any innovations to the recruitment process and report those innovations to the AAW administration. Maintain and update the existing recruitment notebook by adding new information and techniques as they are developed and recording the efficacy of all strategies.

Make monthly reports to the AAW Board of Directors.

The winning skill set will include impeccable organizational skills, good people skills, a working knowledge of all forms of advertising and announcement media (including television, radio, print, internet and outdoor advertising), excellent writing skills and the ability to accurately track funds spent. Knowledge of and/or interest in performing and/or fine arts is a plus.

Please send resumes to: raustin@artsacad.net.

Duration of contract

September 23, 2010 – June 30, 2011

30 hours weekly shall be spent at AAW or at recruiting events

Compensation shall be paid bi-weekly in sync with AAW accounts payable runs.

Total compensation: \$22,500