



## Request for Proposals (RFP)

Public Information Officer (PIO) Contractor  
Santa Fe Indian School (SFIS)

Release Date: **September 3, 2025**

Proposal Due Date: **September 10, 2025**

### 1. Introduction

The Santa Fe Indian School (SFIS) invites qualified individuals or firms to submit proposals for Public Information Officer (PIO) contractor services. The selected contractor will provide strategic communication, media relations, and public information support to advance the mission of SFIS, highlight its educational programs, and strengthen engagement with students, families, tribal leadership, alumni, and community partners.

### 2. Background

Founded in 1890, SFIS is a unique educational institution owned and operated by the 19 Pueblos of New Mexico. SFIS provides culturally relevant, academically rigorous education that prepares Native students for leadership in their communities. The school serves as both an educational hub and a center for Pueblo culture, language, and traditions.

As SFIS continues to expand programs in education, student development, cultural preservation, and community initiatives, it is essential to have strong, consistent, and culturally respectful communications. A contracted PIO will ensure SFIS maintains a professional public presence, shares its story widely, and builds strong relationships with media and stakeholders.

### 3. Scope of Services

The PIO contractor will:

#### School Communications & Media Relations

- Develop and implement a comprehensive communication strategy for SFIS.
- Draft and distribute press releases, media advisories, fact sheets, and newsletters.
- Manage media inquiries and serve as spokesperson when authorized.
- Coordinate interviews, press conferences, and media events.

#### Digital Media & Content Development

- Manage SFIS's official social media platforms (posting, monitoring, engagement).
- Create content such as graphics, videos, and student/community spotlights.
- Develop campaigns that highlight school programs, achievements, events, and student success stories.

#### Internal & External Engagement

- Provide regular updates for SFIS leadership, Board of Trustees, Pueblo Governors, alumni, and families.
- Draft speeches, remarks, and presentation materials for SFIS leaders.
- Support outreach to tribal communities, educational partners, and state/federal agencies.

#### Crisis & Issue Communications

- Assist with messaging during emergencies, school closures, or sensitive issues.
- Ensure clear, timely, and consistent information reaches all audiences.

#### 4. Deliverables

The contractor will provide, at minimum:

- A yearly communications and media strategy.
- Monthly reports on communications activities.
- Press releases, newsletters, and digital media content as assigned.
- Event coordination and media coverage materials (photos, videos, media packets).

#### 5. Contractor Qualifications

Proposers should demonstrate:

- Experience providing PIO or communication services to schools, tribes, or nonprofit organizations.
- Knowledge of educational institutions and tribal communities.
- Strong writing, editing, and public speaking skills.
- Proficiency in digital media, content creation, and graphic design.
- Ability to work collaboratively with leadership, staff, and students.

#### 6. Proposal Submission Requirements

Proposals must include:

1. Cover letter summarizing interest and qualifications.
2. Resume/CV or organizational profile.
3. Samples of communication materials (press releases, newsletters, digital content, campaigns).
4. Proposed approach and timeline for supporting SFIS.
5. Fee proposal (hourly or flat rate, with estimated annual costs).
6. References (at least three).

#### 7. Evaluation Criteria

Proposals will be evaluated on:

1. Relevant experience and qualifications.
2. Understanding of SFIS's mission and tribal context.
3. Quality of writing and communication samples.
4. Proposed approach and responsiveness to SFIS needs.
5. Cost effectiveness.

#### 8. Administrative Details

- Submission Deadline: **September 12, 2025**

- Submission Format: Proposals must be submitted electronically in PDF format to: **mkmanuelito@sfis.k12.nm.us**.
- Questions: Direct all questions to **Michael Manuelito, Broadband Director**, **mkmanuelito@sfis.k12.nm.us**.
- Contract Term: Initial one-year contract, with option to renew based on performance and funding.

#### 9. Reservation of Rights

SFIS reserves the right to:

- Reject any or all proposals.
- Negotiate terms with the selected contractor.
- Cancel this RFP at any time without obligation.