



REQUEST FOR PROPOSALS (RFP)

Confederated Tribes of the Umatilla Indian Reservation (CTUIR)

Communications Audit & Strategy

Department of Communications

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Ctuir.org

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Due: April 12, 2024, by 4:00 pm (Pacific Standard Time)

Via email to: KaeleenMcGuire@ctuir.org

The Confederated Tribes of the Umatilla Indian Reservation (CTUIR) is soliciting proposals for a communications audit and strategy. CTUIR is seeking to implement an overall internal and external communications plan to tell the Tribe's story in a unified way and to keep its tribal membership, community and federal, state and organization partners informed and engaged. The final product will serve as a guide for current and future communications efforts.

It is anticipated that the delivery of services under the contract will begin in May 2024.

INTRODUCTION

The CTUIR is a federally recognized Indian tribe, with a reservation in Northeast Oregon and ceded, aboriginal, and usual and accustomed areas in Oregon, Washington, Idaho, and other Northwest states. In 1855, representatives of the Cayuse, Umatilla, and Walla Walla Tribes – negotiated and signed the Treaty of 1855 with the United States. The Treaty is a contract between sovereigns and is “the supreme Law of the Land” under the United States Constitution. In the Treaty the CTUIR ceded 6.4 million acres of its aboriginal land to the federal government in exchange for a Reservation homeland for the “exclusive use” of the 3 Tribes, and the right to fish at usual and accustomed fishing sites, and to hunt, gather traditional foods and medicines and graze cattle on “unclaimed” land outside of the Reservation. A paramount objective in the Treaty was protecting and maintaining our tribal First Foods—water, fish, big game, roots, berries, and other plants and the habitats and environmental conditions that support and sustain them, then, now, and forever. This remains a paramount objective of the CTUIR as we have a reciprocal responsibility to respectfully care for, harvest, share, and consume traditional foods, or the foods may be lost.

THE GOVERNING BODY OF THE CTUIR: THE BOARD OF TRUSTEES

The Board of Trustees (BOT) was established by the CTUIR Constitution adopted in 1949 as the governing body of the CTUIR. The BOT is both authorized and charged with exerting the Tribes' sovereign authority to protect the rights reserved by the Treaty of 1855, to promote the interests of the members and residents of the Umatilla Indian Reservation and to exercise its authority to promote, enhance and achieve the maximum degree of self-government, self-sufficiency, and self-determination in all Tribal affairs. The BOT is elected every two years by the voting membership, our General Council. Our BOT chair presides over the Board, which consists of eight additional members (nine members total). The BOT enacts Tribal law, approves Tribal budgets, and establishes Tribal policy. The BOT conducts business meetings twice monthly, in addition to numerous work sessions with staff and special meetings with Tribal commissions and committees as well as outside governments, individuals and organizations.

In 2023 CTUIR contracted development of a new website to better represent the people of CTUIR, tribal government and the services it provides to the community. The CTUIR has more than 17 departments, and Tribal Court, and more than 500 employees. The CTUIR operating

budget is more than \$300 million and provides services to children, elders, veterans, and families. The CTUIR also works to protect natural resources, first foods and keeping its communities safe.

CTUIR COMMUNICATIONS DEPARTMENT

The CTUIR Communications Department is committed to assisting the BOT and CTUIR Staff with communicating with tribal members, and the public. However, the department's approach, resource levels, and outcome patterns have never been reviewed by an outside consultant. CTUIR communications and outreach can be viewed as inconsistent, decentralized, and some departments handle their communications independently (events, fliers, messaging, etc.) which leads to lack of graphic design, inconsistency and lack of unified CTUIR brand management. In addition, there is inconsistency in spelling, inappropriate use of acronyms, tribal language, fonts, letterhead, etc. that is hard to patrol and appears unprofessional.

The following is a non-comprehensive list of CTUIR communication tools currently in use:

- CTUIR email
- Ctuur.org (official website)
- Press releases
- Legislative Affairs
- Confederated Umatilla Journal (CUJ), monthly tribal newspaper and website ctuir.cuj.org
- 104.1 KCUW, tribal public radio
- Social Media channels (Facebook, Instagram, X, YouTube) for CTUIR, KCUW, CUJ
- CTUIR Annual Report
- Camp Crier App
- Text Alert notifications (Everbridge)
- CTUIR Tribal Member Portal (anticipated fall of 2024)

SCOPE OF WORK

The successful proposal will, in accordance with the highest legal, ethical, and professional standards, provide consultant services including, but not limited to:

1. Review and assess the CTUIR's Communications Department, CTUIR's programs, and practices and provide recommendations on practices for implementation, cost effective actions as necessary to promote the CTUIR's priorities, interests, and objectives with a unified "brand management" approach.
2. Develop CTUIR branding, including logo and slogans to define CTUIR; and to identify and connect with target audiences effectively and successfully.
3. Recommend best practices in reaching target audiences, and identification of benchmarks for measuring success.

4. Recommend changes that may be required to both processes and policies. Recommend template and standards for CTUIR communications.
5. Evaluation of what is working well and what needs attention with current communication processes, both internally and externally.
6. Evaluation of the organizational capacity for maintaining and enhancing communications efforts.
7. Evaluate existing communications tools and practices and observations of the effectiveness of current capabilities and practices.
8. Guidance on implementing CTUIR branding guide with administrative actions to implement in a timely, proactive manner.
9. Develop process for distributing fliers and other forms of information (social media posts).
10. Provide recommendations for accessibility so information is accessible to people with disabilities and additionally the strategy would include mechanisms that are accessible to users with various capabilities to receive information.

ELEMENTS OF PROPOSAL

A proposal shall include the following essential elements and be limited to 25 pages or less:

1. Introduction of the firm or individual including overall qualifications and capabilities of providing the audit and strategy elements and scope of work.
2. Outline of the proposed work plan, including a description of deliverables, activities and time estimates for completing each task.
3. Name of individual(s) that will serve as the primary contact to the CTUIR and who will be responsible for the performance of any work assigned including all contact information.
4. Detailed biographies and summary of the relevant experience of each person that may interact with the CTUIR in performing requested services, including billing rates and expected level of participation.
5. Description of the services provided to tribal or other clients over the last five years, including examples of successful results as well as unsuccessful results.
6. Description of deliverables and proposed timeline.
7. List of tribal clients and any potential conflicts with CTUIR positions.
8. Terms and cost of services, including a description of your firm's billing procedures, expenses, etc.
9. Itemized budget that includes billing rates as related to the scope of work.
10. **Three** references from current or former clients, including tribal clients.

SELECTION CRITERIA (IN NO PARTICULAR ORDER)

- Experience and demonstrated record of successful similar projects.
- Organizational expertise and experience, particularly as it relates to Native American tribes.
- Timeline.
- Organization, presentation, and content of proposal.
- Cost proposal.
- Thoroughness and understanding of the tasks to be completed.
- Strong References.
- Lack of conflicts with the CTUIR's priorities and positions.
- Native American preference.

PROCEDURES FOR SUBMISSION

Consultants are invited to submit electronic copies of their written proposal no later than:
Friday, April 12, 2024, at 4:00 p.m. Pacific Standard Time.

CTUIR

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