



## AEBG South Bay Adult Education Consortium

### Seeking Experienced Publication/Marketing Professional

---

***Marketing Plan Proposal Deadline: Wednesday, February 24, 2016***

#### **Background**

The South Bay AEBG Consortium is a collaborative of South Bay educational districts (Southwestern College, Sweetwater Union High School District and Coronado Unified School District) committed to an ongoing effort to strengthen and enhance adult learner access, persistence and success.

#### **Purpose**

One of the activities in the Annual Plan is to develop a three-year outreach/marketing plan for the South Bay Consortium. This solicitation is for consulting services to develop a three-year marketing plan and implement the first year of the marketing plan.

#### **Scope of Work - Summary**

##### **Phase I: Creation of Three Year Marketing Plan**

1. Summary of Target Research
2. Marketing Plan
3. Marketing Materials
4. Evaluation Plan

Phase I: Deliverables will be due by June 30, 2016.

Phase I: Budget: \$20,000

##### **Phase II: Marketing Plan Implementation**

1. Report of communications services provided
2. Marketing materials as identified in plan.
3. Report of advertising purchased.
4. Consortium AEBG Website is created and accessible online from all three Member websites.

Phase II: Deliverables will be due no later than November 1, 2016.

Phase II: Budget: Advertising: \$40,000 and Website development: \$20,000

**To request the full scope of work please contact Crystal Robinson - South Bay Consortium Project Director by email at [crystal.robinson@sweetwaterschools.org](mailto:crystal.robinson@sweetwaterschools.org) to request the full scope of work.**