



VMI ALUMNI AGENCIES

ALUMNI ASSOCIATION • FOUNDATION • KEYDET CLUB

REQUEST FOR PROPOSALS

Issue Date: 9 August 2026

Title: State Government Relations Consulting Services

Issued by: VMI Alumni Agencies Board, Inc.
P. O. Box 932
Lexington, VA 24450

Due Date: 15 September 2026

Period of Contract: **Date of Award** through **30 June 2027** (Annually renewable upon mutual agreement)

Link to RFP: VMIALumni.org/RFPconsulting



Request for Proposals

State Government Relations Consulting Services

I. Purpose:

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified individuals/firms to provide state government relations consulting services for the advancement of operational and capital funding requests and reputation management for the Virginia Military Institute.

II. Contract Period:

The initial term of this contract is from date of award through 30 June 2027 with the potential for renewal on an annual basis upon mutual agreement.

III. Introduction:

Founded in 1839 as the first state-supported military college in the country, the Virginia Military Institute is organized under the laws of the Commonwealth of Virginia and governed by a Board of Visitors appointed by the Governor.

VMI is a wholly undergraduate institution with approximately 1500 cadets. Its academic offerings comprise 14 degree programs to include three accredited engineering programs, 28 minors, and a cross-disciplinary curriculum that supports dual majors. The Institute possesses a cadet to faculty ratio of 10:1, and approximately 51 percent of the Corps of Cadets are enrolled in STEM majors. Ninety-three percent of full-time teaching faculty have a Ph.D. or terminal degree in their field.

The distinctive mission of the Institute is to produce citizen soldiers, and its statutory obligation is to provide higher education in a military environment. VMI boasts the largest ROTC program in the nation with more than 50 percent of graduates commissioning each year into the U. S. armed forces. VMI has produced more than 260 general and flag officers and possesses a reputation of producing officers who serve longer than peers from other institutions.

Ninety-seven percent of graduates are employed or entering graduate studies within five months of graduating. The Institute has been recognized for its significant return on investment for graduates.



IV. Statement of Needs:

The successful offeror should possess more than a decade of work in Virginia politics with the following background and experience:

- a. Representing public higher education institutions at the state level
- b. Demonstrated expertise in the funding process for state agencies
- c. Seasoned understanding of the legislative process
- d. Established relationships with state policymakers in the legislative and executive branches
- e. Bipartisan approach to issue and reputation management
- f. Experience in tracking, analyzing, and influencing legislation
- g. Relationship cultivation
- h. Preparing briefing materials, position papers, and testimony
- i. Strategic planning and execution with a comprehensive view of the political landscape
- j. Familiarity with and appreciation for the Institute's unique mission, vision and values

V. Primary Scope of Services:

- a. Strategic advice on relationship cultivation, issue management and positioning for state funding
- b. Represent VMI with state policymakers on issues and budget requests
- c. Accompany Superintendent and other VMI staff as needed on visits with legislators, executive branch staff
- d. Assist with shepherding funding requests through the budget process
- e. Assist with tracking and the analysis of legislation and its impact upon the institution
- f. Assist with prep work on the cadet legislative visit
- g. Preparation of briefing materials upon request
- h. Participate in on-site visits by policymakers upon request
- i. Counsel on reputation management and political climate

VI. Deliverables:

- a. Schedule and coordinate off-Session regional trips to interact with policymakers throughout the Commonwealth
- b. Active engagement with stakeholders on VMI funding requests, particularly during the General Assembly session
- c. Drafting of advocacy materials as needed
- d. Analysis of legislation upon request
- e. Monthly updates on lobbying activities and issue and reputation management
- f. Written reports for Board of Visitors as needed



All services should be provided in a timely, responsive, and confidential manner with reliable communication and engagement in pursuit of the Institute's priorities.

VII. Selection Criteria

No.	Criteria	Maximum Point Value
1	Qualifications and Experience of Offeror/Personnel	20
2	Offeror's Plan for Providing Services	20
3	Understanding of Virginia's legislative and budget process	20
4	Demonstrated success in state legislative advocacy	20
5	Pricing/Financial Proposal	20

VIII. Proposal Requirements

- a. Proposals must include:
 - i. **Cover letter** – statement of interest and suitability signed by an authorized representative of the offeror.
 - ii. **Offerors Plan for Providing Services** – plan for delivery of services as outlined in *V. Primary Scope of Services*.
 - iii. **Qualifications and Experience of Offeror/Personnel** - qualifications and experience of key personnel and available time dedicated to the VMI Alumni Agencies. Resumes of individuals who will provide the work should be included in the response.
 - iv. **Understand of Virginia's legislative and budget process** – demonstrate understanding of the comprehensiveness of processes with the Office of the Governor, Legislature, Legislative Staff, State Council of Higher Education for Virginia, and other related entities (e.g. the Virginia Higher Education Business Council).
 - v. **Demonstrated success in state legislative advocacy** – provide no less than 5 and no more than 10 examples of successful lobbying or government relations efforts.
 - vi. **Pricing/Financial Proposal** – Provide an annual retainer or monthly fee.

IX. Submission Instructions:

- a. Requirements:
 - i. **Submission:** Proposals must be submitted via email to Amy Goetz, chief communications officer, at rfpconsulting@vmiaa.org
 - ii. **Deadline:** Proposals must be received no later than close of business on 15 September 2026.



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- iii. **Questions:** All questions regarding this RFP must be submitted in writing by email to rfpconsulting@vmiaa.org by 1 September 2026. Questions after this date will not be considered.

X. **Additional Information:**

- a. The VMI Alumni Agencies reserves the right to reject any or all proposals.
- b. All submitted materials become the property of the VMI Alumni Agencies.
- c. The selected offeror must comply with all applicable federal, state, and local lobbying registration and reporting requirements.
- d. Responses should be prepared simply and provide concise descriptions of experience and capabilities to deliver the scope of work.