



HENDERSON
STATE UNIVERSITY

REQUEST FOR PROPOSALS

#18-03

BRANDING & IMAGE CAMPAIGN

PROPOSAL MUST BE SUBMITTED BEFORE
10 A.M., SEPTEMBER 15, 2017

THIS RFP IS ISSUED BY
HENDERSON STATE UNIVERSITY
TIM JONES, DIRECTOR
PURCHASING DEPARTMENT
1100 HENDERSON STREET
ARCADELPHIA, ARKANSAS 71999-0001

AUGUST 17, 2017

REQUEST FOR PROPOSALS
BRANDING & IMAGE CAMPAIGN

SECTION I

1.0 OBJECTIVE

Henderson State University (HSU) seeks a well-established, full-service marketing firm within the state of Arkansas to submit proposals to perform brand development, creative work, marketing strategy and implementation along with advertising, media planning, and media buying services, metrics and monitoring with the objective of increasing enrollment and enhancing brand awareness.

Starting Oct. 15, 2018, the campaign must be executed and show increased enrollment for Fall 2018, followed by foundational work to increase Fall 2019 enrollment.

The selected firm will establish a strong brand for HSU; and enhance the image of the university throughout the state and in bordering states, such as Texas and Louisiana, where student recruitment efforts are targeted and help rebuild student enrollment numbers. As the successful firm will know, branding is the expression of the essential truth or value of an organization, product or service. It is communication of characteristics, values and attributes that clarify what a particular brand is and is not.

HSU has great stories to be told which can form the basis of the brand. For example:

- HSU is consistently ranked as an affordable university that provides great value.
- HSU is located less than 10 miles from a state park that includes the 13,000-acre Degray Lake which was formed by a dam across the Caddo River. Outdoor recreation opportunities are vast and include swimming, fishing, water sports, hiking, mountain biking, camping, etc.
- HSU is located less than 30-minutes from Hot Springs National Park, less than 1 hour from the state capitol of Little Rock, two hours from Shreveport, three hours from Memphis and four hours from both Dallas and Northwest Arkansas.
- HSU has a nationally top-ranked teacher preparation program upon which the university was founded more than 125 years ago, the state's only four-year aviation program, a biological field station located on DeGray Lake, and new majors including engineering and innovative media.
- HSU's D-II student athletes are high achieving both on the field and in the classroom with many recent conference championship appearances and wins and a 3.0 cumulative GPA.
- HSU has popular fine and performing arts programs that includes The Showband of Arkansas and a summer band camp that is open to middle school, junior high and high school students.
- HSU is recognized for caring faculty and staff and a "just right" feel when prospective students and the families visit the campus.

1.1 SCOPE OF WORK

Research/Trend Analysis Phase. The consultant will utilize recent research conducted by mStoner to help build a strong foundation for the HSU brand. Additional trend analysis may be needed going back at least 10 years to understand recent shifts that may help explain where HSU is losing market share. A tour of HSU and surrounding college campuses may be beneficial to better understand the college choices students are faced with.

It is the desire of HSU to include within this scope of work a survey of targeted groups, such as high school counselors and high school juniors and seniors considering college choices. The consultant will analyze the data and ferret out the best HSU programs and student successes in a way that will form the basis of the brand.

Development of the HSU Brand. The selected consultant must work with the University to develop the key elements that make up the brand, such as the vision, positioning, identity, character, and promise. Brand credentials need to be consolidated and key branding messages established.

Creative/Visual Image. The selected consultant must develop visuals that communicate the emotion and personality of the HSU brand. These visuals will include various forms of electronic, print, and media graphics that can be deployed in the marketing strategy and used throughout the University. The core elements are listed below. The design theme must be made to be transferable to all University departments with the creation of design templates.

- General Presentation Folder with Inserts. Designs must be provided for a general marketing presentation folder with three insert templates. At a minimum, the folder should have a graphic design on the front, with two pockets on the inside using a standard die and business card slit. The contract must include the printing of at least 2,000 marketing folders.
- Electronic/Print Design Templates Focused on Academic Programs and Student Life. Design templates are needed for a wide variety of marketing materials that are used on a regular basis. The templates will allow the University to write content on an as-needed basis in a format that is consistent with the new branding. These templates include a trifold flyer on letter sized paper, a general student information flyer on letter sized paper, post card templates (front and back), 11"x17" poster templates, 20'x 4' banner template, and email marketing templates.
- Media Templates. Templates for print and electronic ads must be prepared, as well as a template for press releases.
- Professional Photography and Videography. High-quality images and video are required to help communicate the brand image. The contract must specify the budget devoted to photography and videography, and must include shots of various interior classroom settings and exterior activity shots.

Marketing Strategy and Implementation Plan. The consultant shall develop a marketing strategy and implementation plan that identifies efficient and cost-effective avenues to target both external and internal audiences as follows:

- Potential students both in-state and in targeted recruiting areas out-of-state considering college choices, with an emphasis on high school students and young adults transferring from community colleges.

- The general public for the purpose of enhancing the perception/image/reputation of HSU.
- Current HSU students and alumni, so they are aware of successes of their fellow students and want to be associated with the University.

The implementation plan must include a recommended annual marketing budget.

Advertising, Media Planning & Media Buying. The selected consultant will develop an annual plan for advertising and media buying. The consultant will meet with university representatives on a quarterly basis to assess ad effectiveness and make adjustments as needed to the annual plan. The consultant also will be the university's direct contact for cold calls and pitches from media sales representatives. The consultant will help screen phone calls and share information with the Office of Marketing & Communications. The consultant may meet in person with some sales representatives on behalf of the University.

Metrics/Monitoring. The consultant shall provide metrics and monitoring of marketing effectiveness on a quarterly basis and include recommendations for redirection of resources if it is determined that marketing initiatives are failing to produce desired results.

1.2 PROPOSAL REQUIREMENTS

All bidders must submit one original and four copies of their complete proposal packets. Bidders must complete all sections for which information is requested. If a question is not applicable to the supplier, do not leave it blank—respond with N/A. Responses should address the question but be as succinct as possible.

General Company Overview

- Please provide a company overview that outlines your key competencies and approach to brand building. Please include an overview on what sets you apart from other agencies.
- Please list the experience and role of staff members who will work on this account. Please include titles, roles, responsibilities and office location. Please identify the expectations for interactions with the internal HSU Marketing & Communications team.
- Provide at least three professional references from like-clients.

General Capabilities and Qualifications

- Please provide a description of how the agency goes about the development of basic creative strategies. Please also include what can be expected during the on-boarding process of a new client engagement.
- Please provide capabilities of the agency's media department and practices used to ensure efficient and effective media placement.
- Please describe the capabilities of the agency's production department and practices used to minimize production costs and maximize efficiency of production. Please indicate any production that is outsourced.
- Please describe the methodology to justify creative and media investments and describe how an ROI is established and measured.

Solution and Approach

- Please include a thought starter proposal for ideas and strategy on how to execute the objectives listed in Section 1.1 Scope of Work.
- For advertising, please include rough executions for traditional advertising, commercial or video development, print advertisements, web design, and social media campaigns. For this proposal, use a target audience of young adults 15-22. Print executions should be mounted on a board no larger than 8.5 x 11 inches. Please do not identify the agency on the front of the board. E-files are acceptable.
- Please include a sample plan that outlines recommended media buys to reach a traditional-aged target audience (15-22) as well as alumni and parents of prospective students.
- Please provide examples of at least one multi-platform campaign (digital, advertising, print ad, billboard, TV commercial, new media) completed within the past two years for a like-client.

Cost Section

- Responses to this RFP must include an itemized budget specifying the specific deliverables the consultant will provide. Ideally, a table or spreadsheet will be provided breaking down the budget by each major task, and indicating the number of work hours required to complete the task by employee and the hourly rate.
- The cost of any contract management or overhead charges or fees, and reimbursable expenses the consultant will charge the university must be specified in the budget proposal. Reimbursable expenses include items such as travel time, mileage reimbursements, meals, phone charges, consumables, and related expenses.
- Please provide billing and expense practices, including a rate card that outlines what is/isn't billable. Please note that HSU does ask for full disclosure in markup fees in order to better understand the cost and value of an agency's services.
- Production Mark-Up: Which third party costs are marked up with a surcharge and at what rate?

Other Relevant Information:

More information about the University is available at:

Homepage: <http://www.hsu.edu>

Quick Facts: <http://www.hsu.edu/OurCampus/AboutHenderson/By-the-Numbers.html>

Rankings: <http://www.hsu.edu/Affordability/Rankings.html>

Undergraduate Degree Programs: <http://www.hsu.edu/Academics/Undergraduate.html>

Admissions: <http://www.hsu.edu/ProspectiveStudents/index.html>

Marketing & Communications: <http://www.hsu.edu/Advancement/MarComm/index.html>

- The selected vendor will have access to the institution's current library of photography which includes several professional shoots completed over the past 18 months.
- The selected vendor will have access to the institution's current marketing, recruitment, and enrollment research to develop and implement institutional messaging and positioning.

- The selected vendor will build on the institution's existing branding for consistency and core communication messaging.
- Messaging will support the newly developed series of marketing and recruitment print collateral to promote a consistent and clear image of Henderson State.
- Marketing and recruitment goals have been focused specifically on recruiting high-quality students through increasing enrollment in the following student segments (We recognize that this may be too broad of an approach):
 - traditional on-campus, first-year students, in-state and out-of-state, transfer students,
 - increasing adult learners (undergraduate and graduate programs, certificates),
 - increasing on-site and online graduate student enrollment,
 - broadening our regional recruitment territory.
- HSU already has in place a full set of newly published student recruitment print collateral. Testimonials videos and stories can be found at <https://www.youtube.com/user/HendersonStateU>
- HSU has in place a client relationship management system (CRM) for e-mail campaign communications to prospective undergraduate and graduate students but does not have an effective messaging system in place.
- HSU will retain all ownership rights of any creative developed for this project. It is expected that once a comprehensive campaign is developed, the University will be able to use the templates for the development of additional collateral material and advertising.
- HSU will approve all deliverables created by the successful vendor.
- HSU expects that personnel assigned to its account management team will serve diligently throughout the term of the contract. Any changes to the account team must be discussed with and any proposed replacements must be approved in writing by HSU via a contract amendment.
- HSU expects regular and timely planning meetings, e-communications and teleconferencing, if needed. The session agendas should include media planning, placement, and assessment items, budget updates and reconciliation items, and other creative planning activities throughout the term of the contract.
- All creative development including copy (slogans, taglines, or themes), imagery, photography, graphic designs, artwork, and audio-visual representations will become the sole property of HSU.
- The selected vendor will accept HSU's logo, style guide, and any HSU-provided theme lines.
- Any marketing research and associate results will be the property of HSU and cannot be shared without express prior written consent of the HSU Vice President for Advancement.
- Proposing agencies are asked to certify that they have no conflicts of interest in serving HSU.

1.3 ISSUING AGENCY

This Request for Proposals (RFP) is issued for Henderson State University by the HSU Director of Purchasing, Mr. Tim Jones. During the RFP process, all communication shall be directed through this office. 1100 Henderson Street, Arkadelphia, AR 71999-0001. Email: jonest@hsu.edu. Phone: 870.230.5117.

1.4 CONTRACTS AND CLARIFICATION

The contract between the University and the contractor shall consist of (1) the Professional Services Contract, (2) the RFP and any addenda thereto, and (3) the Proposal submitted by the contractor in response to the RFP. In the event of a conflict of language between the documents referenced above, the provision and requirements set forth and/or referenced in the RFP shall govern. However, the University reserves the right to clarify any contractual relationship in writing with the concurrence of the contractor and such written clarification shall govern in case of conflict with the applicable requirement stated in the RFP or the bidder's proposal. In all other matters not affected by written clarification, if any, the RFP shall govern. The contractor is cautioned that their proposal may be subject to acceptance by Henderson State University Board of Trustees without further clarification. Furthermore, the resulting Professional Services Contract between the University and the contractor may be subject to review and advice by the Legislative Council of the Arkansas General Assembly prior to becoming effective.

1.5 DEFINITION OF TERMS

Henderson State University will make every effort to use industry-accepted terminology and will attempt to clarify any associated questions.

1.6 PROPRIETARY INFORMATION

Proprietary information submitted in response to the RFP will be processed in accordance with applicable State of Arkansas procurement procedures and the Arkansas Freedom of Information Act and must be sealed separately and identified as proprietary.

1.7 CLARIFICATION OF RFP

If additional information is necessary to enable vendors to better interpret the information contained in the RFP, questions in writing will be accepted until the close of business as of September 1, 2017. Answers to verbal questions may be given as a matter of courtesy and must be evaluated at bidder's risk.

1.8 RESERVATIONS

This RFP does not commit Henderson State University to award a contract, to pay any costs incurred in the preparation of a proposal in response to this request or to procure or contract for supplies. HSU reserves the right to accept or reject, in part or in its entirety, any proposal received as a result of the RFP, if it is in the best interest of the University to do so.

1.9 AWARD RESPONSIBILITY

The resultant contract will be administered by Henderson State University Director of Purchasing.

1.10 CONTRACT INFORMATION

A. Henderson State University may not contract with another party:

1. To pay any penalties or charges for late payment or any payment or charges which in fact are penalties for any reason.
2. To indemnify and defend that party for any liability and damages.
3. Upon default, to pay all sums to become due under a contract.
4. To pay damages, legal expenses or other costs and expenses of any party.
5. To conduct litigation in a place other than Clark County in Arkansas.

B. Contracts with Henderson State University will state that the laws of the State of Arkansas govern the contract.

C. This Agreement and all matters or issues collateral to it shall be governed by and construed in accordance with the laws of the State of Arkansas.

A waiver by either party of any of the terms or conditions, provisions, or covenants of this Agreement in any instance shall not be deemed or construed to be a waiver of any such term, condition, provision, or covenant for the future, or of any subsequent breach of same. All remedies, rights, undertakings, obligations, and agreements contained in this Agreement shall be cumulative and shall not be in limitation of any other right, remedy, undertaking, obligation, or agreement of either party.

If any provision of this Agreement, as applied to either party or to any circumstance, shall be adjudged by a court to be void or unenforceable, the same shall in no way affect any other provision of this Agreement or the validity or enforceability of this Agreement.

This Agreement may be modified or amended only by a written agreement, signed by contractor and an authorized agent of the University.

This Agreement constitutes the entire agreement between the parties and supersedes all prior other agreements or understandings, written or oral, prior to the signing of this document.

1.11 DISCRIMINATION

In the event a contract is entered into pursuant to the RFP, the contractor shall not discriminate against any qualified employee or qualified applicant for employment because of race, sex, color, creed, national origin or ancestry.

1.12 EVALUATION AND SELECTION COMMITTEE

Henderson State University will form the Selection Committee for this RFP and shall make the recommendation for award of this contract.

1.13 OTHER CONDITIONS AND REQUIREMENTS

The successful vendor shall at all times observe and comply with all Arkansas State laws, local laws, ordinances, orders, decrees and regulations existing at the time of, or enacted subsequent to, the

execution of this contract which in any manner affects completion of the work. The successful vendor and his/her surety shall indemnify and save harmless the University and its officers, representatives, agents and employees against any claim or liability arising from or based upon the violation of any such law, ordinance, regulation, order or decree, whether by himself, his employees or his subcontractors.

Contractor hereby covenants and agrees at its sole cost and expense during the term of this Agreement to indemnify, defend and hold harmless the University (including for the purposes of this paragraph: its current and former Board members, officers, agents and employees) from and against any and all liability, loss, damage or expense (including attorney's fees' and court costs) incurred by the University in connection with any claims or demands made by or on behalf of any person, firm, corporation or governmental authority, including, but not limited to any and all claims for injury, death to persons, or damages to property arising out of, attributable to, or in connection with the negligence of contractor (but excepting the negligent acts or missions of, or breach of contract by the University, its current and former Board members, officers, agents and employees) in contractor's performance under this Agreement. Contractor further agrees to defend the University at the University's request against any such claim, demand or suit. The University agrees to promptly notify contractor of any claim or demand against the University for which contractor is or may be responsible under this paragraph.

1.14 OPENING DATE AND LOCATION

To be considered, the sealed proposal must be delivered to Henderson State University, Purchasing Department, 1100 Henderson Street, Arkadelphia, AR 71923 (Womack Hall, Room 208), no later than 10:00 AM, September 15, 2017.

RFP's shall be publicly opened at that time and become public information under the laws of the State of Arkansas and the Arkansas Freedom of Information Act.

1.15 SELECTION PROCESS TIMETABLE

In order for each bidder to meet the proposal deadline, the following steps and time frames are presented:

STEP 1: DEADLINE FOR RECEIVING ROPOSALS

Proposals must be received by Henderson State University Purchasing Department no later than September 15, 2017 (10:00 AM) at the following address:

Henderson State University Mr. Tim Jones Purchasing Department – 208 Womack Hall -
1100 Henderson Street Arkadelphia, AR 71923

Proposals received after September 15, 2017 will not be considered.

STEP 2: SELECTION OF THE FINALIST GROUP

During the period of September 15, 2017 through September 22, 2012 proposals will be reviewed and evaluated. Appropriate personnel with your organization should be available for questions during this time frame.

Please note that an Oral Presentation may be required of the finalist group. This presentation will be at the expense of the presenter. HSU will not reimburse for any expense associated with this presentation.

STEP 3: FINAL NOTIFICATION OF SUCCESSFUL CONTRACTOR

Notification will be given to the successful contractor on or before October 6, 2017.

1.16 INVOICE AND PAYMENT PROVISION

Vendor must submit, not less than every thirty days, a billing accompanied by a narrative, supporting the percentage of the contract completed and indicating the associated data and documentation released to Henderson State University.

All vendor billings will be evaluated in accordance with the quality of work delivered. Full payment for each bill will be made within thirty days upon receipt of accepted monthly invoice.

1.17 REFERENCES

The vendor must supply a minimum of three client references from previous assignments, including; details regarding experiences in providing the same or similar services to other organizations of similar size. All references must be for contracts performed in the last three years. The references must include the name and address of the institution and the name, title and telephone number of a person at each reference who can be contacted regarding the contract.

1.18 CERTIFICATION

The bidder must certify that all personnel necessary to accomplish the requirements of the RFP as proposed will be provided at no additional cost above the price proposed. Any costs not identified to the University must be borne by the contractor.

1.19 OFFICIAL FEE SCHEDULE

Bidders submitting a proposal must include a signed Official Fee Schedule. It must be noted that the proposed fees shall be binding for one year following proposal opening. Fee schedule shall be created on bidder's letterhead and submitted with proposal in a separate sealed envelope and labeled as such.

1.20 PROFESSIONAL FEE/ESCALATION CLAUSE

The Fee submitted in the Official Fee Schedule shall be firm for a maximum of one year (12 months).

1.21 TERM

The term of this contract will be for three years with the potential of renewals in succeeding years, if both parties agree. The maximum term shall not exceed a total of seven years.

SECTION II

2.0 METHOD OF AWARD

The criteria for the selection of the consultant will include, but not be limited to:

- Documentation of the firm's relevant experience and qualifications directly related to the scope of work in this RFP.
- Ability to plan multi-faceted branding and image campaign in a timely fashion.
- Strength of references.
- Cost proposal – the best value to HSU.
- Demonstrated understanding of HSU requirements
- Demonstrated clear metrics and evidence of demonstrating how an ROI is established and measured throughout the contract period.
- Presentation

ATTENTION BIDDERS

Act 2157 of 2005 of the Arkansas Regular Legislative Session requires that any business or person bidding, responding to a request for proposal or qualifications, or negotiating a contract with the state for professional or consultant services, submit their most current equal opportunity policy (EO Policy).

Although bidders are encouraged to have a viable equal opportunity policy, a written response stating the bidder does not have such an EO Policy will be considered that bidder's response and will be acceptable in complying with the requirement of Act 2157.

Submitting the EO Policy is a one-time requirement. [The HSU Purchasing](#) Department will maintain [copies](#) of policies or written responses received from bidders.

This is a mandatory requirement when submitting an offer as described above.

Should you have any questions regarding this requirement, please contact my office by calling [\(870\) 230-5117](#)

Sincerely,

Tim Jones

Director of Purchasing

To be completed by business or person submitting response: (check appropriate box)

_____ **EO Policy Attached**
_____ **EO Policy previously submitted to HSU Purchasing**
_____ **EO Policy is not available from business or person**

Company Name

Or Individual: _____

Title: _____ **Date:** _____

Signature: _____

HENDERSON STATE UNIVERSITY

Purchasing Department

Act 157 of 2007 of the Arkansas Regular Legislative Session **requires** that any business or person responding to a Request for Proposal (RFP) certify, prior to the award of the contract, that they do not employ or contract with any illegal immigrants. Bidders are to certify online at:

<https://www.ark.org/dfa/immigrant/index.php/user/login>

This is a mandatory requirement. Failure to certify may result in rejection of your proposal, and no award will be made to a vendor who has not so certified.

If you have any questions, please call the Purchasing Department at 870-230-5117.

Thank you.

Tim Jones

Director of Purchasing

TO BE COMPLETED BY BUSINESS OR PERSON SUBMITTING RESPONSE:

Please check the appropriate statement below:

_____ We have certified on-line that we do not employ or contract with any
illegal immigrants

Date on-line certification completed: _____

_____ We have NOT certified on-line at this time, and we understand that
no contract can awarded to our firm until we have done so.

Reason for non-certification: _____

Name of Company: _____

Signature: _____

Name & Title: _____

(printed or typed)