

THE UNIVERSITY OF
TEXAS
— AT AUSTIN —

REQUEST FOR PROPOSAL

RFP No.721- 1510 Public Relations Campaign

Bid Submittal Deadline: Thursday, May 7th, 2015 at 2:30 PM CST

The University of Texas at Austin
Center for Teaching and Learning

Prepared By:
Ramalakshmi Bollini
Darya Vienne
The University of Texas at Austin
110 Inner Campus Drive, MAI 132
Austin, Texas 78712-1140
r.bollini@austin.utexas.edu
April 2, 2015

REQUEST FOR PROPOSAL

TABLE OF CONTENTS

SECTION 1: <u>INTRODUCTION</u>	1
SECTION 2: <u>NOTICE TO PROPOSER</u>	3
SECTION 3: <u>SUBMISSION OF PROPOSAL</u>	6
SECTION 4: <u>GENERAL TERMS AND CONDITIONS</u>	8
SECTION 5: <u>SPECIFICATIONS AND ADDITIONAL QUESTIONS</u>	9
SECTION 6: <u>PRICING AND DELIVERY SCHEDULE</u>	22

Attachments:

<u>APPENDIX ONE:</u>	PROPOSAL REQUIREMENTS
<u>APPENDIX TWO:</u>	AGREEMENT
<u>APPENDIX THREE:</u>	HUB SUBCONTRACTING PLAN
<u>APPENDIX FOUR:</u>	DETAILED PROJECT COST

SECTION 1

INTRODUCTION

1.1 Description of University

The University of Texas at Austin is the largest academic component of The University of Texas System, a major research university, and home to more than 50,000 students and 24,000 faculty and staff members.

The University of Texas was established by the state legislature in 1881; by popular vote, the Main University was located at Austin and the Medical Branch at Galveston. The Austin campus was opened in September, 1883, with a faculty of 8 and a student body of 218. The central campus has grown from 40 to more than 360 acres, while the student body has increased to about 38,000 undergraduates and 12,000 graduate students. In 1967, with the creation of The University of Texas System, the name of the Main University was changed to The University of Texas at Austin.

Through teaching, research, and public service, the University's activities support its core purpose:

To transform lives for the benefit of society through the core values of learning, discovery, freedom, leadership, individual opportunity, and responsibility.

University students represent both the diverse population of the state and the full range of contemporary scholarship: an undergraduate may choose courses from more than 160 fields of study while pursuing any of more than 100 majors. Undergraduate study is supported by extensive mainframe and microcomputer facilities and by one of the largest academic libraries in the nation. Students also benefit from the broad range of scholarly and technical research conducted by the faculty and the research staff.

The city of Austin, with a population of about 820,000, is a relaxed and cosmopolitan setting for the University. The city is home to respected professional communities in theatre, dance, art, and music offering a wide range of cultural events. Students may also take part in recreational activities made possible by the temperate climate and Austin's location in the Hill Country of central Texas.

The University is accredited by the Southern Association of Colleges and Schools and is one of three Southwestern members of the Association of American Universities.

1.2 Background and Special Circumstances

In 2013 provosts from ten (10) Public Flagship University ("PFN") institutions agreed to expand the scope of an existing communications working-group to establish a public affairs committee comprising senior communications and government relations/strategic policy representatives from participating PFN institutions.

Representatives from seven PFN institutions, along with the Association of American Universities ("AAU") and the Association of Public and Land-grant Universities ("APLU"), convened for an initial exploratory meeting in December 2013. The group discussed the merits of planning and executing a national campaign to elevate positive

perceptions of the nation's public flagship universities. The group was in favor of pursuing the development of a coordinated public relations campaign.

Four (4) institutions, The University of Kansas, the University of Pittsburgh, the University of Michigan, and The University of Texas at Austin, volunteered to investigate the feasibility of a national PR campaign. Representatives from these four (4) institutions comprise the Campaign Steering Committee ("**Steering Committee**"). Each steering committee institution has made a financial commitment to develop the campaign to a scalable level.

A unified national PR campaign must be executed simultaneously at the national level and at the individual state level by, participating institutions, starting with the four (4) Steering Committee institutions in **Phase One** and possibly expanding to include additional partner institutions in **Phase Two**. Development and execution of the campaign will take place in two (2) phases. In **Phase One**, the project planning and design phase, the Steering Committee will select an agency partner to develop a multipronged campaign strategy complete with creative concepts. This phase should take no more than six (6) months.

Phase Two—production and implementation. This phase is not included in the scope of work of this RFP and will be contracted at the conclusion of **Phase One**, based on Steering Committee satisfaction with **Phase One** outcomes and the projected public relations campaign impact. The Steering Committee will determine whether or not to pursue **Phase Two** with the assistance of the **Phase One** Contractor. **Phase Two** would include full campaign production, rollout and implementation at national and state levels. Should the Steering Committee decide to pursue **Phase Two**; the representatives from the campaign Steering Committee will work to engage a larger number of PFN member institutions to join the implementation effort.

1.3 Objective of this Request for Proposal

The University of Texas at Austin ("**University**") is soliciting proposals in response to this Request for Proposal RFP No.721-1510 (this "**RFP**"), from qualified vendors to provide development and execution of the PR campaign (the "**Services**") for four (4) institutions: The University of Kansas, the University of Pittsburgh, the University of Michigan, and The University of Texas at Austin.

1.4 Group Purchase Authority

Texas law authorizes institutions of higher education (defined by Section 61.003, Education Code) to use the group purchasing procurement method (ref. Sections 51.9335, 73.115, and 74.008, Education Code). Additional Texas institutions of higher education may therefore elect to enter into a contract with the successful Proposer under this RFP. In particular, Proposer should note that University is part of The University of Texas System ("**UT System**"), which is comprised of nine academic and six health universities described at <http://www.utsystem.edu/institutions>. UT System institutions routinely evaluate whether a contract resulting from a procurement conducted by one of the institutions might be suitable for use by another, and if so, this could give rise to additional purchase volumes. As a result, in submitting its proposal in response to this RFP, Proposer should consider proposing pricing and other commercial terms that take into account such higher volumes and other expanded opportunities that could result

from the eventual inclusion of other institutions in the purchase contemplated by this RFP.

Odwyerpr.com

SECTION 2

NOTICE TO PROPOSER

2.1 Submittal Deadline

University will accept proposals submitted in response to this RFP until 2:30 p.m., Central Standard Time (CST) on Thursday, May 7th, 2015 (the “**Submittal Deadline**”).

2.2 University Contacts

Proposers will direct all questions or concerns regarding this RFP to the following University contacts (“**University Contacts**”):

Ramalakshmi Bollini
Email: r.bollini@austin.utexas.edu

University specifically instructs all interested parties to restrict all contact and questions regarding this RFP to written communications forwarded to University Contacts. University Contact must receive all questions or concerns no later than Monday, April 20th, 2015. University will have a reasonable amount of time to respond to questions or concerns. It is University’s intent to respond to all appropriate questions and concerns; however, University reserves the right to decline to respond to any question or concern.

2.3 Criteria for Selection

The successful Proposer, if any, selected by University in accordance with the requirements and specifications set forth in this RFP will be the Proposer that submits a proposal in response to this RFP on or before the Submittal Deadline that is the most advantageous to University. The successful Proposer is referred to as the “**Contractor.**”

Proposer is encouraged to propose terms and conditions offering the maximum benefit to University in terms of (1) services to University, (2) total overall cost to University, and (3) project management expertise. Proposers should describe all educational, state and local government discounts, as well as any other applicable discounts that may be available to University in a contract for the Services.

An evaluation team from University will evaluate proposals. The evaluation of proposals and the selection of Contractor will be based on the information provided by Proposer in its proposal. University may give consideration to additional information if University deems such information relevant.

The criteria to be considered by University in evaluating proposals and selecting Contractor, will be those factors listed below:

2.3.1 Threshold Criteria Not Scored

- A. Ability of University to comply with laws regarding Historically Underutilized Businesses; and

- B. Ability of University to comply with laws regarding purchases from persons with disabilities.
- C. Proposer's exceptions to the terms and conditions set forth in **Section 4** of this RFP.

2.3.2 Scored Criteria

- A. Cost (35%);
- B. Vendor Qualifications and Experience (30%);
- C. Project Approach and Management (35%).

2.4 Key Events Schedule

Issuance of RFP	Thursday, April 2nd, 2015
Deadline for Questions/Concerns (ref. Section 2.2 of this RFP)	Monday, April 20th, 2015
Submittal Deadline (ref. Section 2.1 of this RFP)	2:30 p.m. CST on Thursday, May 7, 2015

2.5 Historically Underutilized Businesses

2.5.1 All agencies of the State of Texas are required to make a good faith effort to assist historically underutilized businesses (each a "**HUB**") in receiving contract awards. The goal of the HUB program is to promote full and equal business opportunity for all businesses in contracting with state agencies. Pursuant to the HUB program, if under the terms of any agreement or contractual arrangement resulting from this RFP, Contractor subcontracts any of the Services, then Contractor must make a good faith effort to utilize HUBs certified by the Procurement and Support Services Division of the Texas Comptroller of Public Accounts. Proposals that fail to comply with the requirements contained in this Section 2.5 will constitute a material failure to comply with advertised specifications and will be rejected by University as non-responsive. Additionally, compliance with good faith effort guidelines is a condition precedent to awarding any agreement or contractual arrangement resulting from this RFP. Proposer acknowledges that, if selected by University, its obligation to make a good faith effort to utilize HUBs when subcontracting any of the Services will continue throughout the term of all agreements and contractual arrangements resulting from this RFP. Furthermore, any subcontracting of the Services by the Proposer is subject to review by University to ensure compliance with the HUB program.

2.5.2 University has reviewed this RFP in accordance with Title 34, *Texas Administrative Code*, Section 20.13 (a), and has determined that subcontracting opportunities are probable under this RFP.

2.5.3 A HUB Subcontracting Plan ("**HSP**") is required as part of Proposer's proposal. The HSP will be developed and administered in accordance with University's Policy on Utilization of Historically Underutilized Businesses attached as **APPENDIX THREE** and incorporated for all purposes.

Each Proposer must complete and return the HSP in accordance with the terms and conditions of this RFP, including **APPENDIX THREE**. Proposers that fail to do so will be considered non-responsive to this RFP in accordance with Section 2161.252, Government Code.

Questions regarding the HSP may be directed to:

Contact: Arthur McDonald
Coordinator/Director-HUB Program
Phone: 512-471-2852
Email: amcdonald@austin.utexas.edu

Contractor will not be permitted to change its HSP unless: (1) Contractor completes a newly modified version of the HSP in accordance with the terms of **APPENDIX THREE** that sets forth all changes requested by Contractor, (2) Contractor provides University with such a modified version of the HSP, (3) University approves the modified HSP in writing, and (4) all agreements or contractual arrangements resulting from this RFP are amended in writing by University and Contractor to conform to the modified HSP.

2.5.4 Proposer must submit one (1) original of the HSP to University at the same time it submits its proposal to University (ref. **Section 3.2** of this RFP.) The original of the HSP must be submitted under separate cover and in a separate envelope (the "HSP Envelope"). Proposer must ensure that the top outside surface of its HSP Envelope clearly shows and makes visible:

2.5.4.1 the RFP No. (ref. **Section 1.3** of this RFP) and the Submittal Deadline (ref. **Section 2.1** of this RFP), both located in the lower left hand corner of the top surface of the envelope,

2.5.4.2 the name and the return address of the Proposer, and

2.5.4.3 the phrase "HUB Subcontracting Plan".

Any proposal submitted in response to this RFP that is not accompanied by a separate HSP Envelope meeting the above requirements will be rejected by University and returned to the Proposer unopened as that proposal will be considered non-responsive due to material failure to comply with advertised specifications. Furthermore, University will open a Proposer's HSP Envelope prior to opening the proposal submitted by the Proposer, in order to ensure that the Proposer has submitted the number of completed and signed originals of the Proposer's HUB Subcontracting Plan ("HSP") that are required by this RFP. A Proposer's failure to submit the number of completed and signed originals of the HSP that are required by this RFP will result in University's rejection of the proposal submitted by that Proposer as non-responsive due to material failure to comply with advertised specifications; such a proposal will be returned to the Proposer unopened (ref. **Section 1.5** of **APPENDIX ONE** to this RFP). **Note:** The requirement that Proposer provide one original of the HSP under this **Section 2.5.4** is separate from and does not affect Proposer's obligation to provide University with the number of copies of its proposal as specified in **Section 3.1** of this RFP.

Odwyerpr.com

SECTION 3

SUBMISSION OF PROPOSAL

3.1 Number of Copies

Proposer must submit one (1) complete hard copy of its entire proposal. An original signature by an authorized officer of Proposer must appear on the Execution of Offer (ref. Section 2 of **APPENDIX ONE**) of the submitted proposal. The copy of the Proposer's proposal bearing an original signature should contain the mark "original" on the front cover of the proposal. ***The University does not consider electronic signatures to be valid therefore the original signature must be a "wet signature".***

Proposer must submit one (1) complete and identical copy of the entire proposal electronically on USB Flash Drive. USB Flash Drive should be labeled with Proposer's name, RFP number and contain the mark "original" on a plastic shell.

Proposer must submit one (1) additional electronic copy of the proposal on USB Flash Drive on which all proposed pricing information, provided in response to **Section 6**, has been removed.

3.2 Submission

Proposals must be received by University on or before the Submittal Deadline (ref. **Section 2.1** of this RFP) and should be delivered to:

The University of Texas at Austin
Purchasing Office
110 Inner Campus Drive
Main Bldg., Room 132
Austin, Texas 78712-1140
Attn: Ramalakshmi Bollini

NOTE: Show the Request for Proposal number and submittal date in the lower left-hand corner of sealed bid envelope (box/container).

Proposals must be typed on letter-size (8-1/2" x 11") paper, and must be submitted in a 3-ring binder. Preprinted material should be referenced in the proposal and included as labeled attachments. Sections within a proposal should be divided by tabs for ease of reference.

3.3 Proposal Validity Period

Each proposal must state that it will remain valid for University's acceptance for a minimum of one hundred and twenty (120) days after the Submittal Deadline, to allow time for evaluation, selection, and any unforeseen delays.

3.4 Terms and Conditions

3.4.1 Proposer must comply with the requirements and specifications contained in this RFP, including the Agreement (ref. **APPENDIX TWO**), the Notice to Proposer (ref. **Section 2** of this RFP), Proposal Requirements (ref. **APPENDIX ONE**) and the Specifications and Additional Questions (ref. **Section 5** of this RFP). If there is a conflict among the provisions in this RFP, the provision requiring Proposer to supply the better quality or greater quantity of services will prevail, or if such conflict does not involve quality or quantity, then interpretation will be in the following order of precedence:

3.4.1.1 Specifications and Additional Questions (ref. **Section 5** of this RFP);

3.4.1.2 Agreement (ref. **APPENDIX TWO**);

3.4.1.3 Proposal Requirements (ref. **APPENDIX ONE**);

3.4.1.4 Notice to Proposers (ref. **Section 2** of this RFP).

3.5 Submittal Checklist

Proposer is instructed to complete, sign, and return the following documents as a part of its proposal. If Proposer fails to return each of the following items with its proposal, then University may reject the proposal:

3.5.1 Signed and Completed Execution of Offer (ref. **Section 2** of **APPENDIX ONE**)

3.5.2 Signed and Completed Pricing and Delivery Schedule (ref. **Section 6** of this RFP)

3.5.3 Responses to Proposer's General Questionnaire (ref. **Section 3** of **APPENDIX ONE**)

3.5.4 Signed and Completed Addenda Checklist (ref. Section 4 of **APPENDIX ONE**)

3.5.5 Responses to questions and requests for information in the Specifications and Additional Questions Section (ref. **Section 5** of this RFP)

3.5.6 Signed and completed originals of the HUB Subcontracting Plan or other applicable documents (ref. **Section 2.5** of this RFP and **APPENDIX THREE**).

3.5.7 Completed detailed project cost (ref. **APPENDIX FOUR**).

SECTION 4

GENERAL TERMS AND CONDITIONS

The terms and conditions contained in the attached Agreement (ref. **APPENDIX TWO**) or, in the sole discretion of University, terms and conditions substantially similar to those contained in the Agreement, will constitute and govern any agreement that results from this RFP. If Proposer takes exception to any terms or conditions set forth in the Agreement, Proposer will submit a list of the exceptions as part of its proposal in accordance with **Section 4.1** of this RFP. Proposer's exceptions will be reviewed by University and may result in disqualification of Proposer's proposal as non-responsive to this RFP. If Proposer's exceptions do not result in disqualification of Proposer's proposal, then University may consider Proposer's exceptions when University evaluates the Proposer's proposal.

NOTE: Exceptions cannot be taken to the RFP document itself, nor can it be redlined. These actions may result in Proposer's disqualification.

- 4.1 If Proposer takes exception to any terms or conditions set forth in the Agreement (ref. **APPENDIX TWO**), Proposer must submit a list of the exceptions with proposal.

SECTION 5

SPECIFICATIONS AND ADDITIONAL QUESTIONS

5.1 General

The minimum requirements and the specifications for the Services, as well as certain requests for information to be provided by Proposer as part of its proposal, are set forth below. As indicated in **Section 2.3** of this RFP, the successful Proposer is referred to as the “**Contractor.**”

Project Phases: It is anticipated that the Services will be completed in two phases: **Phase One**, which should be completed in six (6) months, and **Phase Two**. Depending on the outcomes of the **Phase One** campaign, the Steering Committee will decide whether to carry out **Phase Two**. If **Phase Two** is pursued, the Steering Committee will determine whether to partner with the **Phase One** Contractor or select a different partner.

Contract Term: University intends to enter into an agreement with the Contractor to perform the Services for an initial six (6) month base term, with the option to renew for two (2) additional six (6) month periods, upon mutual written agreement of both parties. The contract term for Phase Two is anticipated to be a multi-year contract with options for renewal. Contract terms will be dependent on **Phase One** outcomes and recommendations, the number of participating institutions, and the available budget.

5.2 Scope of Work

Contractor will provide the following services to the Steering Committee:

5.2.1 Intelligence Gathering and Project Goal Refinement

The four (4) Steering Committee member institutions will provide Contractor with documentation related to (1) institutional background, opportunities, challenges and priorities; (2) state political, economic, cultural, demographic contexts; (3) past and current communication, public relations, and branding efforts; and (4) additional information determined to be relevant to project development and success including documentation of local, state, and national initiatives and research. Steering Committee members will also provide Contractor with information pertaining to the priority audiences—state policymakers, opinion leaders, and the general public—to provide a higher-level of understanding of those potential audiences in local, state and national contexts.

Contractor must create an analysis tool (such as an interview protocol or a data capture form) to conduct a more in-depth assessment of the contexts and needs of each Steering Committee member. Contractor will complete this assessment in the most timely and cost-effective manner as determined by the Contractor.

Deliverables:

- A. Assessment of Steering Committee member resources, including: time, money, people, infrastructure, contexts, and needs.

- B. Scan of the external environment for the Universities, including principal trends of the following types: political, economic, social, technological and demographic.
- C. Propose refined goals, objectives and audiences for the public relations campaign.

5.2.2 Strategic Project Plan Development

Contractor will use the information gathered from the in-depth assessment and refined goals to develop the strategic project plan. From the list of potential goals, objectives and audiences, Contractor must propose a final list of strategic goals, objectives, and audiences for the public relations campaign for maximum impact and return on investment.

Present preliminary strategy for the public relations campaign, designed to leverage the strengths of the organizations, capitalize on opportunities in the external environment and mitigate weaknesses and threats. These recommendations (i.e., goals, objectives, audiences, strategies) become the foundation for a development of an integrated public relations campaign strategy. Using a blend of face-to-face meetings, teleconference calls and Web-based collaborative tools, enable wide participation in the strategic project planning process to validate the findings of situation analysis, refine the strategic recommendations and build an action plan to guide the integrated public relations campaign strategy.

Deliverables:

- A. Development of a strategic project plan including:
 - Refined and approved goals, objectives, and audiences;
 - Timeline, budget, staffing, expectations for Steering Committee engagement for the integrated public relations campaign strategy planning and development. The plan must be inclusive of all steps that will lead to successful execution of the **Phase One** deliverables.
- B. Detailed evaluation plan to be shared with the Steering Committee and revised based on feedback from participating institutions. The evaluation plan must include:
 - Specific measures or metrics to assess the resources invested and recommendations on how to gather these measures;
 - Processes and procedures used to develop the public relations campaign;
 - Specific metrics and preferred methods for collecting such metrics, to assess campaign outcomes.

5.2.3 Integrated Public Relations Campaign Strategy

Create a detailed integrated public relations campaign strategy (including multiple print and non-print components such as web, media relations, social media, publications, advertising and email campaign). Recommend an optimal blend of communication components that maximize resources and compliment

ongoing institutional efforts. The strategy should include components that can be deployed at a national and multi-state level. The plan will further develop the integrated public relations strategy proposed in Strategic Project Plan (ref. **Section 5.2.2** of this RFP) and must include a detailed timeline and itemized budget.

Work collaboratively with the Steering Committee to refine and finalize final integrated public relations strategy.

Deliverables:

- A. Propose a comprehensive integrated public relations strategy that includes a variety of media components (such as Web-based, print, television or radio) optimized for national- and/or state-level deployment. The proposed strategy should:
 - Incorporate and further develop prior intelligence and research provided and gathered including refined goals, objectives, and audiences;
 - Incorporate a variety of components deployable in multiple contexts that demonstrate potential for maximal return on investment;
 - Include a detailed timeline and itemized budget.
- B. Incorporate Steering Committee feedback and collaborate with Steering Committee to finalize the integrated public relations strategy.

5.2.4 Creative Campaign Concept Design

The Steering Committee will select and approve the integrated public relations strategy components for Contractor development.

Based on Project Plan and Steering Committee integrated public relations campaign strategy, Contractor must design three (3) creative concepts that include all components in the approved integrated public relations campaign strategy (ref. **Section 5.2.3** of this RFP). The proposed concepts must include key messages and an overall theme for the integrated strategy.

Creative concept designs will be grounded in the research and intelligence gathered, refined project goals and objectives, and target audience reach and exposure. Within each concept design, the design of strategy components should be detailed and include aspects such as visual, content, medium, use, frequency, timing, investment, policies, and potential impact specifications.

Present three (3) concept designs, including design specifications for components, messages and themes.

Collaborate with Steering Committee to refine and arrive at a final campaign concept.

Deliverables:

- A. Develop three (3) creative concepts that incorporate the integrated public relations campaign strategy selected by the Steering Committee representatives:
 - Within each concept design, the design of strategy components should be detailed and include aspects such as visual, content, medium, use, frequency, timing, investment, policies, and potential impact specifications;
 - Components should include print and/or non-print media such as web, media relations, social media, publications, advertising and email campaigns;
 - Each concept design must include a production and implementation timeline and budget.
- B. Present three (3) comprehensive concept designs to the Steering Committee.
- C. Test three (3) comprehensive concept designs in focus groups and based on focus group results and Steering Committee feedback, select one concept to develop.
- D. Provide a final design of one (1) creative campaign concept that may be customized for each Steering Committee institution and is approved by the Steering Committee in hard copy and electronic copy (shared via cloud-based technologies) format.

5.2.5 Creative Deliverable Development

Develop creative deliverables based on the approved creative campaign concept, including print and non-print media components and materials.

Develop initial deliverables that are optimized for customization for target audiences in local, state, and national contexts.

Deliverables must be developed in a manner which adheres to the accessibility and security policies of the Steering Committee Universities and federal government:

<http://security.utexas.edu/policies/>

<https://itservices.msu.edu/guidelines-policies/>

<http://technology.ku.edu/security>

<http://www.technology.pitt.edu/category/security-guidelines>

http://www.ada.gov/2010_regs.htm

Deliverable:

Present to the Steering Committee final creative deliverables based on creative campaign concept design (ref. **Section 5.2.4** of this RFP) including print and non-print components and materials.

Deliverables must be developed in a way so that they can be customized by each of the participating institutions to reach target audiences in local, state and national contexts.

5.2.6 Recommendation for Campaign Production and Implementation

Develop a production and implementation plan for full campaign launch and multi-year effort. The plan must include timelines for strategy execution, production and use of deliverables in a variety of contexts (local, state, or national) to target audiences, a line itemed budget, and key performance indicators for the overall strategy and individual components.

Deliverable:

Provide Steering Committee with a recommended production and implementation plan:

- The plan should include proposed timelines for strategy execution, deliverable production and use, and a line itemed budget;
- Provide copies in hard and electronic (cloud-based) formats to each Steering Committee member.

5.2.7 **Phase One** Project Deliverables Summary

Prior to the project start date, Steering Committee will review delivery schedule and budget with the Contractor. Due dates for each deliverable can vary, but University desired **Phase One** completion deadline is six (6) months after contract execution.

Upon completion of **Phase One**, the Steering Committee will select the Contractor to implement **Phase Two** pending majority of affirmative votes for each of the following four (4) criteria:

- Contractor completed **Phase One** on time;
- Contractor completed **Phase One** within approved budget;
- Contractor and Steering Committee communicated regularly and at all key points of work, including at the completion of each deliverable and prior to beginning work on the next deliverables;
- Focus group yielded positive outcome for one (1) of Contractor's concept designs.

Section #	Section Name	Item	Payment Schedule (% budget paid upon deliverable completion)
5.2.1.A	Intelligence Gathering and Project Goal Refinement	Assessment of Steering Committee member resources, including: time, money, people, infrastructure, contexts, and needs.	10%
5.2.1.B		Scan of the external environment for the University, including principal trends of the following types: political, economic, social, technological and demographic.	
5.2.1.C		Propose refined goals, objectives and audiences for the public relations campaign.	
5.2.2.A	Strategic Project Plan Development	Development of a strategic project plan including: <ul style="list-style-type: none"> - Refined and approved goals, objectives, and audiences; - Plan including timeline, budget, staffing, expectations for Steering Committee engagement for the integrated public relations campaign strategy planning and development. Plan should be inclusive of all steps that will lead to successful execution of the Phase One deliverables.	20%
5.2.2.B		Detailed evaluation plan to be shared with the Steering Committee and revised based on feedback from participating institutions. The evaluation plan should at least include: <ul style="list-style-type: none"> - Specific measures or metrics to assess the resources invested and recommendations on how to gather these measures; - Processes and procedures used to develop the public relations campaign; - Specific measures or metrics to assess campaign outcomes. 	
5.2.3.A	Integrated Public Relations Campaign Strategy	Propose a comprehensive integrated public relations strategy that includes a variety of components optimized for national- and/or state-level deployment. The proposed strategy should: <ul style="list-style-type: none"> - Incorporate and build on prior intelligence and research provided and gathered including refined goals, objectives, and audiences; - Incorporate a variety of components deployable in multiple contexts that demonstrate potential for maximal return on investment; - Include a detailed timeline and itemized budget. 	20%
5.2.3.B		Incorporate Steering Committee feedback and collaborate with client to finalize the integrated public relations strategy.	

5.2.4.A	Creative Campaign Concept Design	Develop three (3) creative concepts that incorporate the integrated public relations campaign strategy selected by the Steering Committee representatives: - Within each concept design, the design of strategy components should be detailed and include aspects such as visual, content, medium, use, frequency, timing, investment, policies, and potential impact specifications; - Components should include print and/or non-print media such as web, media relations, social media, publications, advertising and email campaigns; - Each concept design must include a production and implementation timeline and budget.	20%
5.2.4.B		Present the three (3) comprehensive concept designs to the Steering Committee.	
5.2.4.C		Test the three (3) comprehensive concept designs in focus groups and based on focus group results and Steering Committee feedback, select one concept to develop.	
5.2.4.D		Provide a final design of one (1) creative campaign concept approved by the Steering Committee in hard and electronic copy (via cloud) format.	
5.2.5	Creative Deliverable Development	Present to the Steering Committee final creative deliverables based on creative campaign concept design (ref. Section 5.2.4 of this RFP) including print and non-print components and materials.	5%
5.2.6	Recommendation for Campaign Production and Implementation	Provide Steering Committee with a recommended production and implementation plan: -The plan should include proposed timelines for strategy execution, deliverable production and use, and a line itemed budget; -Provide copies in hard and electronic formats.	25%
5.2.7		Phase One completion	

Once delivery schedule and budget are approved by both Steering Committee and Contractor, any changes to the delivery date or budget must have prior approval (in writing) by Steering Committee.

All deliverables must be submitted in a format approved by Steering Committee.

If the deliverable cannot be provided within the scheduled time frame, Contractor is required to contact Steering Committee in writing with a reason for the delay and the proposed revised schedule. The request for a revised schedule must include the impact on related tasks and the overall project.

A request for a revised schedule must be reviewed and approved by Steering Committee before the revised schedule can be placed into effect. Contract terms

and conditions may dictate penalties that will be applied based on the facts related to the request for a revised schedule. Penalty structure will be determined by Steering Committee and Contractor after award of the RFP. Agreement signature will depend on successful negotiation of the penalty structure.

Contractor will complete a review of each submitted deliverable within seven (7) working days of the date of receipt.

A kickoff meeting will be held at a location and time selected by Steering Committee where Contractor and its staff will be introduced to the Steering Committee.

5.2.8 **Phase Two** Services

Details for the project's **Phase Two** scope of work will be determined based on **Phase One** deliverables, including Contractor recommendations, project outcomes, projected impact as well as the number of partner institutions. (In preparation for **Phase Two**, the Steering Committee will recruit additional partner institutions to expand the reach of implementation.) The Steering Committee anticipates **Phase Two** will include full campaign production, rollout and implementation at national and state-levels and may include responsibilities such as:

- Production of creative deliverables (i.e. writing script, hiring talent, obtaining talent buyout, art production, filming, editing, and any other aspects associated with production of creative deliverables);
- Arrangement for duplication and distribution of non-print media;
- Guarantee of continued availability of non-print media and creative materials regarding the campaign;
- Ongoing evaluation of the campaign;
- Provision of quarterly reports of overall project. The reports will include suggested campaign revisions based on the results of the ongoing evaluations;
- Copytesting on all developed media to ensure the pieces resonate with target audience members and accurately present the message(s);
- Negotiation of media buys and provision of reports of media placement (paid and free);
- Tracking and monitoring of media placement (paid and free) and provide the partner institutions with quarterly reports. These reports will also include media post-buy analyses verifying that reach and frequency goals (established in the communication plans) are met;
- Development and production of print and collateral materials that further support the campaign and its messages;
- Provision of annual evaluation reports of the campaign which should include related media statistics (paid vs. free), reach and frequency numbers, changes in public awareness, attitude changes and

behavioral changes among target audience members, clipping counts, etc. for each year;

- Provision of a final evaluation report of the public relations campaign including related media statistics (paid vs. free), reach and frequency numbers, changes in public awareness, attitude changes and behavioral changes among target audience members, clipping counts, etc. for the entire campaign. Report will cover overall project and individual reports for each university partner.

Odwyerpr.com

5.3 Additional Questions Specific to this RFP

Proposer must submit the following information as part of Proposer’s proposal:

Proposer Qualifications and Experience (30%)

1. How long has Proposer been in the strategic communications business?
2. Describe two or three (2 or 3) public relations campaign projects, similar to the specifications of this RFP, which Proposer completed within the last three (3) years.
3. Describe other pertinent experience, not included above, demonstrating that Proposer’s firm is best suited to perform the work described in this RFP.
4. Has Proposer worked with the University or any other higher education client in the past five (5) years? If “yes”, state department name, department contact and describe services performed.

Project Approach and Management (35%)

5. Explain in detail Proposer’s Plan to meet University’s desired Project completion deadline (ref. **Section 5.2.7** of this RFP).
6. Provide attainable deadlines (complete Due Date column in the table below) for each project stage.

Section #	Section Name	Item	Due Date
5.2.1.A	Intelligence Gathering and Project Goal Refinement	Assessment of Steering Committee member resources, including: time, money, people, infrastructure, contexts, and needs.	
5.2.1.B		Scan of the external environment for the University, including principal trends of the following types: political, economic, social, technological and demographic.	
5.2.1.C		Propose refined goals, objectives and audiences for the public relations campaign.	
5.2.2.A	Strategic Project Plan Development	Development of a strategic project plan including: - Refined and approved goals, objectives, and audiences; - Plan including timeline, budget, staffing, expectations for Steering Committee engagement for the integrated public relations campaign strategy planning and development. Plan should be inclusive of all steps that will lead to successful execution of the Phase One deliverables.	

5.2.2.B		Detailed evaluation plan to be shared with the Steering Committee and revised based on feedback from participating institutions. The evaluation plan should at least include: <ul style="list-style-type: none"> - Specific measures or metrics to assess the resources invested and recommendations on how to gather these measures; - Processes and procedures used to develop the public relations campaign; - Specific measures or metrics to assess campaign outcomes. 	
5.2.3.A	Integrated Public Relations Campaign Strategy	Propose a comprehensive integrated public relations strategy that includes a variety of components optimized for national- and/or state-level deployment. The proposed strategy should: <ul style="list-style-type: none"> - Incorporate and build on prior intelligence and research provided and gathered including refined goals, objectives, and audiences; - Incorporate a variety of components deployable in multiple contexts that demonstrate potential for maximal return on investment; - Include a detailed timeline and itemized budget. 	
5.2.3.B		Incorporate Steering Committee feedback and collaborate with client to finalize the integrated public relations strategy.	
5.2.4.A	Creative Campaign Concept Design	Develop three (3) creative concepts that incorporate the integrated public relations campaign strategy selected by the Steering Committee representatives: <ul style="list-style-type: none"> - Within each concept design, the design of strategy components should be detailed and include aspects such as visual, content, medium, use, frequency, timing, investment, policies, and potential impact specifications; - Components should include print and/or non-print media such as web, media relations, social media, publications, advertising and email campaigns; - Each concept design must include a production and implementation timeline and budget. 	
5.2.4.B		Present the three (3) comprehensive concept designs to the Steering Committee.	
5.2.4.C		Test the three (3) comprehensive concept designs in focus groups and based on focus group results and Steering Committee feedback, select one concept to develop.	
5.2.4.D		Provide a final design of one (1) creative campaign concept approved by the Steering Committee in hard and electronic copy (via cloud) format.	
5.2.5	Creative Deliverable Development	Present to the Steering Committee final creative deliverables based on creative campaign concept design (ref. Section 5.2.4 of this RFP) including print and non-print components and materials.	

5.2.6	Recommendati on for Campaign Production and	Provide Steering Committee with a recommended production and implementation plan: -The plan should include proposed timelines for strategy execution, deliverable production and use, and a line itemed budget; -Provide copies in hard and electronic formats.	
5.2.7		Phase One completion	

Odwyerpr.com

7. Provide qualifications for Project Manager that will be assigned to the project.
8. Provide qualifications for key staff to be assigned to this project.
9. Provide qualifications for any other positions planned for the project.
10. Describe Proposer's approach and methods for retaining a stable consulting staff. Include processes Proposer has in place to motivate staff to perform at their maximum capability.
11. Provide an overall project plan demonstrating Proposer's ability to deliver a project of this scale (use Gantt chart). Include:
 1. Proposed work plan;
 2. Milestones;
 3. Timelines;
 4. Meetings;
 5. Progress reports and templates.

Odwyerpr.com

SECTION 6

PRICING AND DELIVERY SCHEDULE

Proposal of: _____
(Proposer Company Name)

To: The University of Texas at Austin

RFP No.: 721-1510 Public Affairs Campaign

Ladies and Gentlemen:

Having carefully examined all the specifications and requirements of this RFP and any attachments thereto, the undersigned proposes to furnish the required pursuant to the above-referenced Request for Proposal upon the terms quoted (firm fixed price) below. The University will not accept proposals which include assumptions or exceptions to the work identified in this RFP.

6.1 Pricing for Services Offered (35%)

Pricing submitted in response to the proposal shall be considered all inclusive. **Section 6.1** is not to be modified (addition of lines or comments) by Proposers in any way. The pricing shall be listed to coincide with the scope of work described in **Section 5.2** and total costs for both phases in **APPENDIX FOUR**. Any costs or fees associated with **Section 5.2** of this proposal shall be included here. The University will not be additionally invoiced for any travel expenses or miscellaneous charges of any kind.

A. Total cost for **Phase One** \$ _____

B. Total estimated cost for **Phase Two** \$ _____

6.3 Delivery Schedule of Events and Time Periods

Indicate number of calendar days needed to commence the Services from the execution of the services agreement:

_____ Calendar Days

6.4 University's Payment Terms

University's standard payment terms for services are "Net 30 days." Proposer agrees that University will be entitled to withhold _____ percent (_____%) of the total payment due under the Agreement until after University's acceptance of the final work product. Indicate below the prompt payment discount that Proposer will provide to University:

Prompt Payment Discount: _____% _____ days/net 30 days.

Respectfully submitted,

Proposer: _____

By: _____
(Authorized Signature for Proposer)

Name: _____

Title: _____

Date: _____

Odwyerpr.com

APPENDIX ONE
PROPOSAL REQUIREMENTS

TABLE OF CONTENTS

SECTION 1: GENERAL INFORMATION..... 1

SECTION 2: EXECUTION OF OFFER 5

SECTION 3: PROPOSER'S GENERAL QUESTIONNAIRE 8

SECTION 4: ADDENDA CHECKLIST 10

Odwyerpr.com

SECTION 1

GENERAL INFORMATION

1.1 Purpose

University is soliciting competitive sealed proposals from Proposers having suitable qualifications and experience providing services in accordance with the terms, conditions and requirements set forth in this RFP. This RFP provides sufficient information for interested parties to prepare and submit proposals for consideration by University.

By submitting a proposal, Proposer certifies that it understands this RFP and has full knowledge of the scope, nature, quality, and quantity of the services to be performed, the detailed requirements of the services to be provided, and the conditions under which such services are to be performed. Proposer also certifies that it understands that all costs relating to preparing a response to this RFP will be the sole responsibility of the Proposer.

PROPOSER IS CAUTIONED TO READ THE INFORMATION CONTAINED IN THIS RFP CAREFULLY AND TO SUBMIT A COMPLETE RESPONSE TO ALL REQUIREMENTS AND QUESTIONS AS DIRECTED.

1.2 Inquiries and Interpretations

University may in its sole discretion respond in writing to written inquiries concerning this RFP and mail its response as an Addendum to all parties recorded by University as having received a copy of this RFP. Only University's responses that are made by formal written Addenda will be binding on University. Any verbal responses, written interpretations or clarifications other than Addenda to this RFP will be without legal effect. All Addenda issued by University prior to the Submittal Deadline will be and are hereby incorporated as a part of this RFP for all purposes.

Proposers are required to acknowledge receipt of each Addendum as specified in this Section. The Proposer must acknowledge all Addenda by completing, signing and returning the Addenda Checklist (ref. **Section 4 of APPENDIX ONE**). The Addenda Checklist must be received by University prior to the Submittal Deadline and should accompany the Proposer's proposal.

Any interested party that receives this RFP by means other than directly from University is responsible for notifying University that it has received an RFP package, and should provide its name, address, telephone number and FAX number to University, so that if University issues Addenda to this RFP or provides written answers to questions, that information can be provided to such party.

1.3 Public Information

Proposer is hereby notified that University strictly adheres to all statutes, court decisions and the opinions of the Texas Attorney General with respect to disclosure of public information.

University may seek to protect from disclosure all information submitted in response to this RFP until such time as a final agreement is executed.

Upon execution of a final agreement, University will consider all information, documentation, and other materials requested to be submitted in response to this RFP, to be of a non-confidential and non-proprietary nature and, therefore, subject to public disclosure under the *Texas Public Information Act (Government Code, Chapter 552.001, et seq.)*. Proposer will be advised of a request for public information that implicates their materials and will have the opportunity to raise any objections to disclosure to the Texas Attorney General. Certain information may be protected from release under Sections 552.101, 552.110, 552.113, and 552.131, *Government Code*.

1.4 Type of Agreement

Contractor, if any, will be required to enter into a contract with University in a form substantially similar to the Agreement between University and Contractor (the "**Agreement**") attached to this RFP as **APPENDIX TWO** and incorporated for all purposes.

1.5 Proposal Evaluation Process

University will select Contractor by using the competitive sealed proposal process described in this Section. University will open the HSP Envelope submitted by a Proposer prior to opening the Proposer's proposal in order to ensure that the Proposer has submitted the number of completed and signed originals of the Proposer's HUB Subcontracting Plan (also called the HSP) that are required by this RFP (ref. **Section 2.5.4** of the RFP.) All proposals submitted by the Submittal Deadline accompanied by the number of completed and signed originals of the HSP that are required by this RFP will be opened publicly to identify the name of each Proposer submitting a proposal. Any proposals that are not submitted by the Submittal Date or that are not accompanied by the number of completed and signed originals of the HSP that are required by this RFP will be rejected by University as non-responsive due to material failure to comply with advertised specifications. After the opening of the proposals and upon completion of the initial review and evaluation of the proposals, University may invite one or more selected Proposers to participate in oral presentations. University will use commercially reasonable efforts to avoid public disclosure of the contents of a proposal prior to selection of Contractor.

University may make the selection of Contractor on the basis of the proposals initially submitted, without discussion, clarification or modification. In the alternative, University may make the selection of Contractor on the basis of negotiation

with any of the Proposers. In conducting such negotiations, University will use commercially reasonable efforts to avoid disclosing the contents of competing proposals.

At University's sole option and discretion, University may discuss and negotiate all elements of the proposals submitted by selected Proposers within a specified competitive range. For purposes of negotiation, University may establish, after an initial review of the proposals, a competitive range of acceptable or potentially acceptable proposals composed of the highest rated proposal(s). In that event, University will defer further action on proposals not included within the competitive range pending the selection of Contractor; provided, however, University reserves the right to include additional proposals in the competitive range if deemed to be in the best interests of University.

After submission of a proposal but before final selection of Contractor is made, University may permit a Proposer to revise its proposal in order to obtain the Proposer's best and final offer. In that event, representations made by Proposer in its revised proposal, including price and fee quotes, will be binding on Proposer. University will provide each Proposer within the competitive range with an equal opportunity for discussion and revision of its proposal. University is not obligated to select the Proposer offering the most attractive economic terms if that Proposer is not the most advantageous to University overall, as determined by University.

University reserves the right to (a) enter into an agreement for all or any portion of the requirements and specifications set forth in this RFP with one or more Proposers, (b) reject any and all proposals and re-solicit proposals, or (c) reject any and all proposals and temporarily or permanently abandon this selection process, if deemed to be in the best interests of University. Proposer is hereby notified that University will maintain in its files concerning this RFP a written record of the basis upon which a selection, if any, is made by University.

1.6 Proposer's Acceptance of Evaluation Methodology

By submitting a proposal, Proposer acknowledges (1) Proposer's acceptance of [a] the Proposal Evaluation Process (ref. **Section 1.5** of **APPENDIX ONE**), [b] the Criteria for Selection (ref. **2.3** of this RFP), [c] the Specifications and Additional Questions (ref. **Section 5** of this RFP), [d] the terms and conditions of the Agreement (ref. **APPENDIX TWO**), and [e] all other requirements and specifications set forth in this RFP; and (2) Proposer's recognition that some subjective judgments must be made by University during this RFP process.

1.7 Solicitation for Proposal and Proposal Preparation Costs

Proposer understands and agrees that (1) this RFP is a solicitation for proposals and University has made no representation written or oral that one or more agreements with University will be awarded under this RFP; (2) University issues this RFP predicated on University's anticipated requirements for the Services, and University has made no representation, written or oral, that any particular scope of services will actually be required by University; and (3) Proposer will bear, as its sole risk and responsibility, any cost that arises from Proposer's preparation of a proposal in response to this RFP.

1.8 Proposal Requirements and General Instructions

- 1.8.1 Proposer should carefully read the information contained herein and submit a complete proposal in response to all requirements and questions as directed.
- 1.8.2 Proposals and any other information submitted by Proposer in response to this RFP will become the property of University.
- 1.8.3 University will not provide compensation to Proposer for any expenses incurred by the Proposer for proposal preparation or for demonstrations or oral presentations that may be made by Proposer. Proposer submits its proposal at its own risk and expense.
- 1.8.4 Proposals that (i) are qualified with conditional clauses; (ii) alter, modify, or revise this RFP in any way; or (iii) contain irregularities of any kind, are subject to disqualification by University, at University's sole discretion.
- 1.8.5 Proposals should be prepared simply and economically, providing a straightforward, concise description of Proposer's ability to meet the requirements and specifications of this RFP. Emphasis should be on completeness, clarity of content, and responsiveness to the requirements and specifications of this RFP.
- 1.8.6 University makes no warranty or guarantee that an award will be made as a result of this RFP. University reserves the right to accept or reject any or all proposals, waive any formalities, procedural requirements, or minor technical inconsistencies, and delete any requirement or specification from this RFP or the Agreement when deemed to be in University's best interest. University reserves the right to seek clarification from any Proposer concerning any item contained in its proposal prior to final selection. Such clarification may be provided by telephone conference or personal meeting with or writing to University, at University's sole discretion. Representations made by Proposer within its proposal will be binding on Proposer.
- 1.8.7 Any proposal that fails to comply with the requirements contained in this RFP may be rejected by University, in University's sole discretion.

1.9 Preparation and Submittal Instructions

1.9.1 Specifications and Additional Questions

Proposals must include responses to the questions in Specifications and Additional Questions (ref. **Section 5** of this RFP). Proposer should reference the item number and repeat the question in its response. In cases where a question does not apply or if unable to respond, Proposer should refer to the item number, repeat the question, and indicate N/A (Not Applicable) or N/R (No Response), as appropriate. Proposer should explain the reason when responding N/A or N/R.

1.9.2 Execution of Offer

Proposer must complete, sign and return the attached Execution of Offer (ref. **Section 2** of **APPENDIX ONE**) as part of its proposal. The Execution of Offer must be signed by a representative of Proposer duly authorized to bind the Proposer to its proposal. Any proposal received without a completed and signed Execution of Offer may be rejected by University, in its sole discretion.

1.9.3 Pricing and Delivery Schedule

Proposer must complete and return the Pricing and Delivery Schedule (ref. **Section 6** of this RFP), as part of its proposal. In the Pricing and Delivery Schedule, the Proposer should describe in detail (a) the total fees for the entire scope of the Services; and (b) the method by which the fees are calculated. The fees must be inclusive of all associated costs for delivery, labor, insurance, taxes, overhead, and profit.

University will not recognize or accept any charges or fees to perform the Services that are not specifically stated in the Pricing and Delivery Schedule.

In the Pricing and Delivery Schedule, Proposer should describe each significant phase in the process of providing the Services to University, and the time period within which Proposer proposes to be able to complete each such phase.

1.9.4 Proposer's General Questionnaire

Proposals must include responses to the questions in Proposer's General Questionnaire (ref. **Section 3** of **APPENDIX ONE**). Proposer should reference the item number and repeat the question in its response. In cases where a question does not apply or if unable to respond, Proposer should refer to the item number, repeat the question, and indicate N/A (Not Applicable) or N/R (No Response), as appropriate. Proposer should explain the reason when responding N/A or N/R.

1.9.5 Addenda Checklist

Proposer should acknowledge all Addenda to this RFP (if any) by completing, signing and returning the Addenda Checklist (ref. **Section 4** of **APPENDIX ONE**) as part of its proposal. Any proposal received without a completed and signed Addenda Checklist may be rejected by University, in its sole discretion.

1.9.6 Submission

Proposer should submit all proposal materials enclosed in a sealed envelope, box, or container. The RFP No. (ref. **Section 1.3** of this RFP) and the Submittal Deadline (ref. **Section 2.1** of this RFP) should be clearly shown in the lower left-hand corner on the top surface of the container. In addition, the name and the return address of the Proposer should be clearly visible.

Proposer must also submit the number of originals of the HUB Subcontracting Plan (also called the HSP) as required by this RFP (ref. **Section 2.5** of the RFP.)

Upon Proposer's request and at Proposer's expense, University will return to a Proposer its proposal received after the Submittal Deadline if the proposal is properly identified. University will not under any circumstances consider a proposal that is received after the Submittal Deadline or which is not accompanied by the number of completed and signed originals of the HSP that are required by this RFP.

University will not accept proposals submitted by telephone, proposals submitted by Facsimile ("FAX") transmission, or proposals submitted by electronic transmission (i.e., e-mail) in response to this RFP.

Except as otherwise provided in this RFP, no proposal may be changed, amended, or modified after it has been submitted to University. However, a proposal may be withdrawn and resubmitted at any time prior to the Submittal Deadline. No proposal may be withdrawn after the Submittal Deadline without University's consent, which will be based on Proposer's submittal of a written explanation and documentation evidencing a reason acceptable to University, in University's sole discretion.

By signing the Execution of Offer (ref. **Section 2** of **APPENDIX ONE**) and submitting a proposal, Proposer certifies that any terms, conditions, or documents attached to or referenced in its proposal are applicable to this procurement only to the extent that they (a) do not conflict with the laws of the State of Texas or this RFP and (b) do not place any requirements on University that are not set forth in this RFP or in the Appendices to this

RFP. Proposer further certifies that the submission of a proposal is Proposer's good faith intent to enter into the Agreement with University as specified herein and that such intent is not contingent upon University's acceptance or execution of any terms, conditions, or other documents attached to or referenced in Proposer's proposal.

1.9.7 Page Size, Binders, and Dividers

Proposals must be typed on letter-size (8-1/2" x 11") paper, and must be submitted in a binder. Preprinted material should be referenced in the proposal and included as labeled attachments. Sections within a proposal should be divided by tabs for ease of reference.

1.9.8 Table of Contents

Proposals must include a Table of Contents with page number references. The Table of Contents must contain sufficient detail and be organized according to the same format as presented in this RFP, to allow easy reference to the sections of the proposal as well as to any separate attachments (which should be identified in the main Table of Contents). If a Proposer includes supplemental information or non-required attachments with its proposal, this material should be clearly identified in the Table of Contents and organized as a separate section of the proposal.

1.9.9 Pagination

All pages of the proposal should be numbered sequentially in Arabic numerals (1, 2, 3, etc.). Attachments should be numbered or referenced separately.

Odwyerpr.com

SECTION 2
EXECUTION OF OFFER

THIS EXECUTION OF OFFER MUST BE COMPLETED, SIGNED AND RETURNED WITH PROPOSER'S PROPOSAL. FAILURE TO COMPLETE, SIGN AND RETURN THIS EXECUTION OF OFFER WITH THE PROPOSER'S PROPOSAL MAY RESULT IN THE REJECTION OF THE PROPOSAL.

- 2.1** By signature hereon, Proposer represents and warrants the following:
- 2.1.1 Proposer acknowledges and agrees that (1) this RFP is a solicitation for a proposal and is not a contract or an offer to contract; (2) the submission of a proposal by Proposer in response to this RFP will not create a contract between University and Proposer; (3) University has made no representation or warranty, written or oral, that one or more contracts with University will be awarded under this RFP; and (4) Proposer will bear, as its sole risk and responsibility, any cost arising from Proposer's preparation of a response to this RFP.
 - 2.1.2 Proposer is a reputable company that is lawfully and regularly engaged in providing the Services.
 - 2.1.3 Proposer has the necessary experience, knowledge, abilities, skills, and resources to perform the Services.
 - 2.1.4 Proposer is aware of, is fully informed about, and is in full compliance with all applicable federal, state and local laws, rules, regulations and ordinances.
 - 2.1.5 Proposer understands (i) the requirements and specifications set forth in this RFP and (ii) the terms and conditions set forth in the Agreement under which Proposer will be required to operate.
 - 2.1.6 If selected by University, Proposer will not delegate any of its duties or responsibilities under this RFP or the Agreement to any sub-contractor, except as expressly provided in the Agreement.
 - 2.1.7 If selected by University, Proposer will maintain any insurance coverage as required by the Agreement during the term thereof.
 - 2.1.8 All statements, information and representations prepared and submitted in response to this RFP are current, complete, true and accurate. Proposer acknowledges that University will rely on such statements, information and representations in selecting Contractor. If selected by University, Proposer will notify University immediately of any material change in any matters with regard to which Proposer has made a statement or representation or provided information.
 - 2.1.9 PROPOSER WILL DEFEND WITH COUNSEL APPROVED BY UNIVERSITY, INDEMNIFY, AND HOLD HARMLESS UNIVERSITY, THE UNIVERSITY OF TEXAS SYSTEM, THE STATE OF TEXAS, AND ALL OF THEIR REGENTS, OFFICERS, AGENTS AND EMPLOYEES, FROM AND AGAINST ALL ACTIONS, SUITS, DEMANDS, COSTS, DAMAGES, LIABILITIES AND OTHER CLAIMS OF ANY NATURE, KIND OR DESCRIPTION, INCLUDING REASONABLE ATTORNEYS' FEES INCURRED IN INVESTIGATING, DEFENDING OR SETTLING ANY OF THE FOREGOING, ARISING OUT OF, CONNECTED WITH, OR RESULTING FROM ANY NEGLIGENT ACTS OR OMISSIONS OR WILLFUL MISCONDUCT OF PROPOSER OR ANY AGENT, EMPLOYEE, SUBCONTRACTOR, OR SUPPLIER OF PROPOSER IN THE EXECUTION OR PERFORMANCE OF ANY CONTRACT OR AGREEMENT RESULTING FROM THIS RFP.
 - 2.1.10 Pursuant to Sections 2107.008 and 2252.903, *Government Code*, any payments owing to Proposer under any contract or agreement resulting from this RFP may be applied directly to any debt or delinquency that Proposer owes the State of Texas or any agency of the State of Texas regardless of when it arises, until such debt or delinquency is paid in full.
- 2.2** By signature hereon, Proposer offers and agrees to furnish the Services to University and comply with all terms, conditions, requirements and specifications set forth in this RFP.
- 2.3** By signature hereon, Proposer affirms that it has not given or offered to give, nor does Proposer intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor or service to a public servant in connection with its submitted proposal. Failure to sign this Execution of Offer, or signing with a false statement, may void the submitted proposal or any resulting contracts, and the Proposer may be removed from all proposal lists at University.
- 2.4** By signature hereon, Proposer certifies that it is not currently delinquent in the payment of any taxes due under Chapter 171, *Tax Code*, or that Proposer is exempt from the payment of those taxes, or that Proposer is an out-of-state taxable entity that is not subject to those taxes, whichever is applicable. A false certification will be deemed a material breach of any resulting contract or agreement and, at University's option, may result in termination of any resulting contract or agreement.
- 2.5** By signature hereon, Proposer hereby certifies that neither Proposer nor any firm, corporation, partnership or institution represented by Proposer, or anyone acting for such firm, corporation or institution, has violated the antitrust laws of the State of Texas, codified in Section 15.01, et seq., *Business and Commerce Code*, or the Federal antitrust laws, nor

communicated directly or indirectly the proposal made to any competitor or any other person engaged in such line of business.

2.6 By signature hereon, Proposer certifies that the individual signing this document and the documents made a part of this RFP, is authorized to sign such documents on behalf of Proposer and to bind Proposer under any agreements and other contractual arrangements that may result from the submission of Proposer's proposal.

2.7 By signature hereon, Proposer certifies as follows:

"Under Section 231.006, *Family Code*, relating to child support, Proposer certifies that the individual or business entity named in the Proposer's proposal is not ineligible to receive the specified contract award and acknowledges that any agreements or other contractual arrangements resulting from this RFP may be terminated if this certification is inaccurate."

2.8 By signature hereon, Proposer certifies that (i) no relationship, whether by blood, marriage, business association, capital funding agreement or by any other such kinship or connection exists between the owner of any Proposer that is a sole proprietorship, the officers or directors of any Proposer that is a corporation, the partners of any Proposer that is a partnership, the joint venturers of any Proposer that is a joint venture or the members or managers of any Proposer that is a limited liability company, on one hand, and an employee of any component of The University of Texas System, on the other hand, other than the relationships which have been previously disclosed to University in writing; (ii) Proposer has not been an employee of any component institution of The University of Texas System within the immediate twelve (12) months prior to the Submittal Deadline; and (iii) no person who, in the past four (4) years served as an executive of a state agency was involved with or has any interest in Proposer's proposal or any contract resulting from this RFP (ref. Section 669.003, *Government Code*). All disclosures by Proposer in connection with this certification will be subject to administrative review and approval before University enters into a contract or agreement with Proposer.

2.9 By signature hereon, Proposer certifies its compliance with all federal laws and regulations pertaining to Equal Employment Opportunities and Affirmative Action.

2.10 By signature hereon, Proposer represents and warrants that all products and services offered to University in response to this RFP meet or exceed the safety standards established and promulgated under the Federal Occupational Safety and Health Law (Public Law 91-596) and the *Texas Hazard Communication Act*, Chapter 502, *Health and Safety Code*, and all related regulations in effect or proposed as of the date of this RFP.

2.11 Proposer will and has disclosed, as part of its proposal, any exceptions to the certifications stated in this Execution of Offer. All such disclosures will be subject to administrative review and approval prior to the time University makes an award or enters into any contract or agreement with Proposer.

2.12 If Proposer will sell or lease computer equipment to the University under any agreements or other contractual arrangements that may result from the submission of Proposer's proposal then, pursuant to Section 361.965(c), *Health & Safety Code*, Proposer certifies that it is in compliance with the Manufacturer Responsibility and Consumer Convenience Computer Equipment Collection and Recovery Act set forth in Chapter 361, Subchapter Y, *Health & Safety Code* and the rules adopted by the Texas Commission on Environmental Quality under that Act as set forth in Title 30, Chapter 328, Subchapter I, *Texas Administrative Code*. Section 361.952(2), *Health & Safety Code*, states that, for purposes of the Manufacturer Responsibility and Consumer Convenience Computer Equipment Collection and Recovery Act, the term "computer equipment" means a desktop or notebook computer and includes a computer monitor or other display device that does not contain a tuner.

2.13 **Proposer should complete the following information:**

If Proposer is a Corporation, then State of Incorporation: _____

If Proposer is a Corporation, then Proposer's Corporate Charter Number: _____

RFP No.: 721-1510 Public Affairs Campaign

NOTICE: WITH FEW EXCEPTIONS, INDIVIDUALS ARE ENTITLED ON REQUEST TO BE INFORMED ABOUT THE INFORMATION THAT GOVERNMENTAL BODIES OF THE STATE OF TEXAS COLLECT ABOUT SUCH INDIVIDUALS. UNDER SECTIONS 552.021 AND 552.023, *GOVERNMENT CODE*, INDIVIDUALS ARE ENTITLED TO RECEIVE AND REVIEW SUCH INFORMATION. UNDER SECTION 559.004, *GOVERNMENT CODE*, INDIVIDUALS ARE ENTITLED TO HAVE GOVERNMENTAL BODIES OF THE STATE OF TEXAS CORRECT INFORMATION ABOUT SUCH INDIVIDUALS THAT IS INCORRECT.

Submitted and Certified By:

(Proposer Institution's Name)

(Signature of Duly Authorized Representative)

(Printed Name/Title)

(Date Signed)

(Proposer's Street Address)

(City, State, Zip Code)

(Telephone Number)

(FAX Number)

(Email Address)

Odwyerpr.com

SECTION 3

PROPOSER'S GENERAL QUESTIONNAIRE

NOTICE: WITH FEW EXCEPTIONS, INDIVIDUALS ARE ENTITLED ON REQUEST TO BE INFORMED ABOUT THE INFORMATION THAT GOVERNMENTAL BODIES OF THE STATE OF TEXAS COLLECT ABOUT SUCH INDIVIDUALS. UNDER SECTIONS 552.021 AND 552.023, GOVERNMENT CODE, INDIVIDUALS ARE ENTITLED TO RECEIVE AND REVIEW SUCH INFORMATION. UNDER SECTION 559.004, GOVERNMENT CODE, INDIVIDUALS ARE ENTITLED TO HAVE GOVERNMENTAL BODIES OF THE STATE OF TEXAS CORRECT INFORMATION ABOUT SUCH INDIVIDUALS THAT IS INCORRECT.

Proposals must include responses to the questions contained in this Proposer's General Questionnaire. Proposer should reference the item number and repeat the question in its response. In cases where a question does not apply or if unable to respond, Proposer should refer to the item number, repeat the question, and indicate N/A (Not Applicable) or N/R (No Response), as appropriate. Proposer will explain the reason when responding N/A or N/R.

3.1 Proposer Profile

3.1.1 Legal name of Proposer company:

Address of principal place of business:

Address of office that would be providing service under the Agreement:

Number of years in Business: _____

State of incorporation: _____

Number of Employees: _____

Annual Revenues Volume: _____

Name of Parent Corporation, if any _____

NOTE: If Proposer is a subsidiary, University prefers to enter into a contract or agreement with the Parent Corporation or to receive assurances of performance from the Parent Corporation.

3.1.2 State whether Proposer will provide a copy of its financial statements for the past two (2) years, if requested by University.

3.1.3 Proposer will provide a financial rating of the Proposer entity and any related documentation (such as a Dunn and Bradstreet analysis) that indicates the financial stability of Proposer.

3.1.4 Is Proposer currently for sale or involved in any transaction to expand or to become acquired by another business entity? If yes, Proposer will explain the expected impact, both in organizational and directional terms.

3.1.5 Proposer will provide any details of all past or pending litigation or claims filed against Proposer that would affect its performance under the Agreement with University (if any).

3.1.6 Is Proposer currently in default on any loan agreement or financing agreement with any bank, financial institution, or other entity? If yes, Proposer will specify the pertinent date(s), details, circumstances, and describe the current prospects for resolution.

3.1.7 Proposer will provide a customer reference list of no less than three (3) organizations with which Proposer currently has contracts and/or to which Proposer has previously provided services (within the past five (5) years) of a type and scope similar to those required by University's RFP. Proposer will include in its customer reference list the customer's company name, contact person, telephone number, project description, length of business relationship, and background of services provided by Proposer.

- 3.1.8 Does any relationship exist (whether by family kinship, business association, capital funding agreement, or any other such relationship) between Proposer and any employee of University? If yes, Proposer will explain.
- 3.1.9 Proposer will provide the name and Social Security Number for each person having at least 25% ownership interest in Proposer. This disclosure is mandatory pursuant to Section 231.006, *Family Code*, and will be used for the purpose of determining whether an owner of Proposer with an ownership interest of at least 25% is more than 30 days delinquent in paying child support. Further disclosure of this information is governed by the *Texas Public Information Act*, Chapter 552, *Government Code*, and other applicable law.

3.2 Approach to Project Services

- 3.2.1 Proposer will provide a statement of the Proposer's service approach and will describe any unique benefits to University from doing business with Proposer. Proposer will briefly describe its approach for each of the required services identified in **Section 5.2** Scope of Work of this RFP.
- 3.2.2 Proposer will provide an estimate of the earliest starting date for services following execution of the Agreement.
- 3.2.3 Proposer will submit a work plan with key dates and milestones. The work plan should include:
- 3.2.3.1 Identification of tasks to be performed;
 - 3.2.3.2 Time frames to perform the identified tasks;
 - 3.2.3.3 Project management methodology;
 - 3.2.3.4 Implementation strategy; and
 - 3.2.3.5 The expected time frame in which the services would be implemented.
- 3.2.4 Proposer will describe the types of reports or other written documents Proposer will provide (if any) and the frequency of reporting, if more frequent than required in the RFP. Proposer will include samples of reports and documents if appropriate.

3.3 General Requirements

- 3.3.1 Proposer will provide summary resumes for its proposed key personnel who will be providing services under the Agreement with University, including their specific experiences with similar service projects, and number of years of employment with Proposer.
- 3.3.2 Proposer will describe any difficulties it anticipates in performing its duties under the Agreement with University and how Proposer plans to manage these difficulties. Proposer will describe the assistance it will require from University.

3.4 Service Support

Proposer will describe its service support philosophy, how it is implemented, and how Proposer measures its success in maintaining this philosophy.

3.5 Quality Assurance

Proposer will describe its quality assurance program, its quality requirements, and how they are measured.

3.6 Miscellaneous

- 3.6.1 Proposer will provide a list of any additional services or benefits not otherwise identified in this RFP that Proposer would propose to provide to University. Additional services or benefits must be directly related to the goods and services solicited under this RFP.
- 3.6.2 Proposer will provide details describing any unique or special services or benefits offered or advantages to be gained by University from doing business with Proposer. Additional services or benefits must be directly related to the goods and services solicited under this RFP.
- 3.6.3 Does Proposer have a contingency plan or disaster recovery plan in the event of a disaster? If so, then Proposer will provide a copy of the plan.

SECTION 4
ADDENDA CHECKLIST

Proposal of: _____
(Proposer Company Name)

To: The University of Texas _____

Ref.: Public Affairs Campaign

RFP No.: 721-1510

Ladies and Gentlemen:

The undersigned Proposer hereby acknowledges receipt of the following Addenda to the captioned RFP (initial if applicable).

Note: If there was only 1 Addendum, initial just the first blank after No. 1, not all 5 blanks below.

No. 1 _____ No. 2 _____ No. 3 _____ No. 4 _____ No. 5 _____

Respectfully submitted,

Proposer: _____

By: _____
(Authorized Signature for Proposer)

Name: _____

Title: _____

Date: _____

APPENDIX TWO

AGREEMENT

(SEE SEPARATE ATTACHMENT)

Odwyerpr.com

APPENDIX THREE
HUB SUBCONTRACTING PLAN
(SEE SEPARATE ATTACHMENT)

Odwyerpr.com

APPENDIX FOUR

DETAILED PROJECT COST

Total **Cost for Phase One** and **Estimated Cost for Phase Two** will be used to score Proposer's proposal (ref. **Section 6.1** of this RFP).

Section #	Section Name	Item	Cost per Section
5.2.1.A	Intelligence gathering and project goal Refinement	Assessment of Steering Committee member resources, including: time, money, people, infrastructure, contexts, and needs.	
5.2.1.B		Scan of the external environment for the University, including principal trends of the following types: political, economic, social, technological and demographic.	\$ _____
5.2.1.C		Propose refined goals, objectives and audiences for the public relations campaign.	
5.2.2.A	Strategic Project Plan Development	Development of a strategic project plan including: - Refined and approved goals, objectives, and audiences; - Plan including timeline, budget, staffing, expectations for Steering Committee engagement for the integrated public relations campaign strategy planning and development. Plan should be inclusive of all steps that will lead to successful execution of the Phase One deliverables.	\$ _____
5.2.2.B		Detailed evaluation plan to be shared with the Steering Committee and revised based on feedback from participating institutions. The evaluation plan should at least include: - Specific measures or metrics to assess the resources invested and recommendations on how to gather these measures; - Processes and procedures used to develop the public relations campaign; - Specific measures or metrics to assess campaign outcomes.	
5.2.3.A	Integrated Public Relations Campaign Strategy	Propose a comprehensive integrated public relations strategy that includes a variety of components optimized for national- and/or state-level deployment. The proposed strategy should: - Incorporate and build on prior intelligence and research provided and gathered including refined goals, objectives, and audiences; - Incorporate a variety of components deployable in multiple contexts that demonstrate potential for maximal return on investment; - Include a detailed timeline and itemized budget.	\$ _____
5.2.3.B		Incorporate Steering Committee feedback and collaborate with client to finalize the integrated public relations strategy.	

5.2.4.A	Creative Campaign Concept Design	Develop three (3) creative concepts that incorporate the integrated public relations campaign strategy selected by the Steering Committee representatives: - Within each concept design, the design of strategy components should be detailed and include aspects such as visual, content, medium, use, frequency, timing, investment, policies, and potential impact specifications; - Components should include print and/or non-print media such as web, media relations, social media, publications, advertising and email campaigns; - Each concept design must include a production and implementation timeline and budget.	\$ _____
5.2.4.B		Present the three (3) comprehensive concept designs to the Steering Committee.	
5.2.4.C		Test the three (3) comprehensive concept designs in focus groups and based on focus group results and Steering Committee feedback, select one concept to develop.	
5.2.4.D		Provide a final design of one (1) creative campaign concept approved by the Steering Committee in hard and electronic copy (via cloud) format.	
5.2.5	Creative Deliverable Development	Present to the Steering Committee final creative deliverables based on creative campaign concept design (ref. Section 5.2.4 of this RFP) including print and non-print components and materials.	\$ _____
5.2.6	Recommendation for Campaign Production and Implementation	Provide Steering Committee with a recommended production and implementation plan: -The plan should include proposed timelines for strategy execution, deliverable production and use, and a line itemed budget; -Provide copies in hard and electronic formats.	\$ _____
5.2.7		Total Cost for Phase One	\$ _____
		Estimated Cost for Phase Two <ul style="list-style-type: none"> - Production of creative deliverables - Duplication and distribution of non-print media - Ongoing evaluation of campaign - Quarterly reports - Copytesting on developed media - Negotiation of media buys - Tracking and monitoring of media placement - Development and production of supporting print and collateral materials - Annual evaluation reports - Final evaluation report 	\$ _____