



**UNIVERSITY OF COLORADO
Procurement Service Center**

**Request for Documented Quotes
#CU-DT53542461-Q**

Communications, Marketing, and Public Relations Services

For

The Leeds School of Business

August 28, 2014

University of Colorado
Request for Documented Quotes
CU-DT53542461-Q

I. Project Motivation and Summary

Motivation

The Leeds School of Business at the University of Colorado Boulder is one of our nation's great, storied business schools. As an AAU-member school, Leeds has a rich tradition of defining and driving business education, not only in Colorado but also for the nation.

Leeds is at an inflection point in its history. Beginning in 2011, Leeds engaged in a wide and deep set of conversations that resulted in a visioning document. This report set a new course for Leeds, defining many of its priorities and setting a path forward for Leeds faculty and staff.

Two years into executing this plan, the School is firmly established on a growth plan that, over the next seven years, will allow it to emerge back onto the national agenda as a highly-rated and well recognized business school. Key accomplishments over this period include an innovative, large-scale business minor. Four new one-year masters programs will be launched this academic year. Great in-roads have been made into undergraduate student services; this includes reformulating our approach to student support, adopting a brand commitment known as the "whole student experience," substantially increasing the adoption of global learning experiences and building one of the largest student mentoring programs in the U.S.

Summary

Leeds is seeking a partner to help it in two key areas. First, Leeds has and is delivering upon a brand identity. Leeds seeks a communications, marketing and public relations firm to help it refine and better articulate that message to each of its varied constituencies. Second, where possible, Leeds seeks tactical and strategic advice as it shapes and sharpens its various degree and non-degree programs and the manner in which those programs are supported.

The ideal organization will have deep experience not only in higher education, but with top business schools in particular. This reservoir of talent and expertise, along with a demeanor and commitment to support and thrive within and among a complex academic culture is critical.

Cost Limitation

The University of Colorado anticipates spending no more than \$100,000 for this award in year one. However, this does not suggest what you should quote for this engagement. Please quote the very best price you can to accomplish the scope of work as described in this solicitation.

II. Administrative Information

A. Sole contact for this Request for Documented Quotes is:

David Turner, C.P.M.
Purchasing Agent
Procurement Service Center
Phone: 303/764-3422
Fax: 303/764-3434
Email: David.Turner@cu.edu

B. Due date for this Request for Documented Quotes is Monday, September 15, 2014 at 2 PM. Please deliver one hard copy of your response and one electronic copy in either Word or pdf format on a flash drive or CD. All responses should be sent to:

University of Colorado
Procurement Service Center
Atten: David Turner
1800 Grant St., STE 500
Denver, CO 80203

Late quotes may not be considered.

- C. Questions regarding this solicitation will be accepted in writing only and only up until 2 PM on Monday, September 8, 2014. Questions can be submitted via Email to David.Turner@cu.edu or via fax to 303-764-3434.
- D. This solicitation is published using the Colorado Bid Information and Distribution system (BIDS). Although when responding to solicitations for the University you are not required to be registered on the BIDS system, we recommend that you register. For registration information, please refer to the main page of the State of Colorado's Purchasing Office's web site (<https://www.bidscolorado.com/>) or contact the BIDS Help Desk at 303-866-6464.
- E. Any Amendments or Modifications done to this solicitation will be posted to the State's Bid Information and Distribution System (BIDS). It is the responsibility of any firm registered on BIDS to look for and download from BIDS all Amendments or Modifications. Firms not registered on BIDS may request any Amendment or Modification directly from the Purchasing Agent listed for this solicitation. Firms who do not return a signed copy of all Amendments or Modifications to this solicitation by the deadline for responses will not be allowed to make any revisions to their quote as a result of any such Amendment or Modification.
- F. Award determination will be based on the quote deemed to be the most advantageous to the University at the University's sole discretion utilizing the following criteria:
- Experience and capabilities of the firm in higher education in general and with top business schools in particular;
 - Experience and capabilities of the individuals assigned to this engagement in higher education in general and with top business schools in particular;

- Explanation of the Scope of Services and Outcomes proposed;
- Fee for service and related expenses.

Upon receiving all responses, the University will assess the merits of each response, arriving at a decision as to which responses represent the best potential solutions. Upon reaching this decision, the University may then arrange a site visit with one or more firms to further assess and decide the best firm to move forward with in final consideration. After site visits with selected firms (if any), the University may invite the best firm to campus for a meeting with key school stakeholders. Should the firm invited to campus not succeed in the process of final selection, the University may select a different firm for an invite to campus, repeating the cycle, or terminate the solicitation process entirely.

Attached to this solicitation in a separate pdf file is the School's Strategic Vision Statement, dated April 2012, for reference purposes.

III. Scope of Work

Leeds is seeking a partner to help it advance on this progress. Key areas of need are:

- 1) Leeds has a set of brand values and is not seeking new or even revised brand identity. Leeds does need a partner who can help the school clearly articulate its values and also lend advice so that its operations consistently deliver on that brand promise. Related to this topic, Leeds needs a clean, clear message as to its strategic and tactical plans as to its future.
- 2) Leeds seeks advice on undergraduate admissions and new student recruiting. Here, Leeds seeks advice on how it is messaging key constituents through its website and other collateral. Leeds is also open to hearing advice and counsel on its strategic approach to undergraduate recruiting.
- 3) Leeds is making great in-roads into masters education. Four new one-year MS programs have been or will be launched in AY2015. New programs are being considered. Further, Leeds has a traditional day-time MBA program and an evening program which are ready for strategic review. Leeds would benefit from an experienced partner who could advise the faculty on what type or types of degree programs will best meet the needs of these types of students.

It is possible that the University may want to have the consultant chosen for this engagement implement some or all of its recommendations. Therefore services related, but in addition to, those described above may be procured from the firm chosen as a result of this solicitation. Should that be the case, the University will negotiate those additional related services with the chosen vendor and add those services by way of an Amendment to the contract.

Term of the Agreement

The contract resulting from award of this solicitation will be for one year. If services are required after the first year the contract may be extended for an additional one-year period.

IV. Minimum Mandatory Qualification

Following are the minimum mandatory qualifications vendors must meet in order to be considered for award. Please confirm that you meet, and provide a brief description of how you meet, the following (see Section V. C. Submittal Requirements):

Firm must have completed as least one engagement similar in size & scope to the Scope of Work described above.

V. Submittal Requirements

Please provide one (1) original and one electronic copy of your response in either Word or pdf format on either a flash drive or CD. Your quote must contain the following information, in the order and format provided below.

A. *Cover Letter.* Provide key contact information, including phone number, fax number, and email address. State that you meet each of the minimum mandatory qualifications as listed above. State any exceptions or deviations you may have with any term, condition, or requirement listed in this solicitation.

B. *OFFERORS INFORMATION.*

1. General Offeror Information: Provide principal contact information for this RDQ, including address, telephone number, fax number, e-mail, and website (if applicable).

2. Responsibility Information:

References. Please provide information from at least three (3) accounts of similar scope. Include, at a minimum, the following information: 1) company name, 2) contact name, 3) phone number, 4) email address, 5) brief description of project scope and value, 6) status of project. References may be contacted at any time during this RDQ process to determine an offeror's responsibility.

C. *Minimum Mandatory Qualification.* Provide a brief description of how you meet the Minimum Mandatory Qualification listed above in Section IV.

- D. *Response to Criteria.* Please provide a narrative responding to, or describing your experience with, each of the following:
1. Please describe the experience and capabilities of your firm in regard to similar engagements for higher education institutions in general and top business schools in particular.
 2. Please describe any requirements you may have for the school in performance of the agreement.
 3. Please provide any additional information necessary that demonstrates your firm's capabilities to creatively and innovatively address the school needs outlined above.
 4. Please describe the experience and capabilities of the individuals you propose assigning to this engagement in regard to higher education institutions in general and top business schools in particular.
 5. Please describe the extent of the scope of services and outcomes you propose for this engagement. Include the date at which services could begin. Provide an anticipated schedule of visits to the school in the performance of the agreement.
 6. Please provide a schedule of deliverables proposed including anticipated completion dates.
- E. *Pricing.* Offers should be in the form of a flat fee for all services needed to accomplish the scope of work detailed in Section III., above, including related expenses; or a flat fee , with a "not to exceed" limit on related expenses.
- F. *Signature Block.* Please provide the "Signature Block" page which is Section VI., below.
- G. CUW-9. Please provide a CUW-9 as found at: <https://www.cu.edu/psc/forms/>.

VI. Signature Block – *This page must be submitted with your quote.*

Original Signature by Authorized Officer/ Agent

Vendor's Tax ID Number (FEIN)

Type or printed name of person signing

Company Name

Title

Phone Number

Vendor Mailing Address

Fax Number

City, State, Zip

Quote Valid Until (at least for 30 days)

E-Mail Address

Website Address

SUBMIT THIS PAGE WITH YOUR QUOTE