

RFP198-PSC

**UNIVERSITY OF LOUISVILLE
CONTRACT ADMINISTRATION AND PROCUREMENT SERVICES
BELKNAP CAMPUS
LOUISVILLE, KY 40292**

**PERSONAL SERVICE CONTRACT
REQUEST FOR PROPOSAL
COVER/SIGNATURE PAGE**

REQUEST DATE:

1. November 4, 2015

2. NAME OF DEPARTMENT : Office of the President

CONTACT PERSON: Kathleen M. Smith, Chief of Staff

3. Service: The University of Louisville (UofL) is seeking the services of a national multi-faceted Public Relations firm to help the University build a larger national image/brand in anticipation of launching its next capital campaign. The University is finishing a campaign feasibility study and the data are positive about moving forward to promote the Cardinal/University of Louisville brand to a national market, utilizing the alumni and other resources to increase UofL's visibility.

4. Due Date:

November 20, 2015

5. Time Due:

5:00PM EDT

6. Fax: (502) 852-5419

Email: kathleen@louisville.edu

Proposals should be sent to the department by the following method:

7. MAIL, EMAIL OR FAX PROPOSALS TO:

Department Name: Office of the President – Attn: Kathleen M. Smith, Chief of Staff
Address: University Louisville, 102 Grawemeyer Hall
Fax # 502-852-7226 Email: kathleen@louisville.edu

The bottom portion of this form is to be completed by the vendor.

Equal Employment Opportunity – All parties must be in compliance with executive order 11246 of September 24, 1965 as amended by executive order 11375 of October 13, 1967.

STATEMENT OF NON-COLLUSION AND NON-CONFLICT OF INTEREST

I hereby swear (or affirm) under penalty for false swearing as provided by KRS 523.040:

1. That attached Request For Proposal has been submitted without collusion with , and without any agreement, understanding or planned common course of action with, any other vendor of materials, supplies, equipment or services described in the Request For Quotation designed to limit independent competition.
2. That the proposer is legally entitled to enter into the contract with the University of Louisville, an agency of the Commonwealth of Kentucky, and is not in violation of any prohibited conflict of interest, including those prohibited by the provisions of KRS 45A.325, to 45A.340, 45A.990 and 164.990 and 164.821 (7).
3. That I have fully informed myself regarding the accuracy of the statements made above.

In submitting this response to the RFP, it is expressly agreed that upon proper acceptance by the University of Louisville, of any or all items proposed, a contract shall thereby be created with respect to the services accepted.

SIGNED BY: _____ TELEPHONE: _____ FAX: _____

PRINT NAME: _____

FIRM: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

REQUEST FOR PROPOSAL COMPONENTS

1) Scope of Services:

The University of Louisville requires the services of a national Public Relations (PR) firm to help build a larger national image/brand, focusing on quality and accomplishments. The firm will assist in developing short term and long term communication and marketing strategies for the next \$1-2 billion dollar fundraising campaign. Deliverables below describe in detail the objectives of the RFP.

Identify successful strategies that have been designed and implemented by the firm to position university clients' brands and reputations nationally

- a. Include the challenges and opportunities of each of these strategies for the clients
- b. Describe the outcomes of the strategies after 1 year, after 5 years, and after 10 years
- c. Compare the image building strategy with successful fundraising and other results
- d. Include other advantages of the strategic implementations, as well as any unintended consequences/disadvantages of the implementations

Identify incidents of unplanned negative publicity affecting clients' brands, and describe what your firm did to mitigate the PR consequences for clients (share brief impact of tactical plan per incident, including references), and assessment of the long term impact of the restoration—change in image or positive brand position.

Develop a specific tactical plan to achieve a larger national positive image/brand position:

- a. Timeline/duration of actions to be taken,
 - i. In short term (estimated length of time), goals to implement immediately
 - ii. For long term (estimated length of time), goals to achieve overall and timeline for strategy
- b. PR media used to implement the brand strategy (including University's communications resources)
- c. Identification of Stakeholders; Communication objectives for individual groups as well as overarching communication goals
- d. Assignment of Firm's principals to contract
 - i. Description of firm's personnel and client resources targeted for UofL
 - ii. Utilization of existing UofL/Cardinal brand support
 - iii. Goals for Cardinal Family: faculty, students, staff, alumni, Board members, donors, fans/friends, public officials, HS counselors, others
- e. Cost proposal for short term and long term strategic implementation
- f. Strategy to use national television media: ABC/ESPN, CBS, Fox, NBC, Cable, other
- g. Strategy to use other media, e.g., social, print, radio, etc.
- h. Assessment of University personnel to sustain progress and reach goals—plan for bolstering resources as needed.

Recruit stake-holders needed to participate in plan implementation and methods of engagement.

Other components of the brand/image building strategic plan not outlined above.

2) Required Submittals with Proposal:

Proposals should include description of personnel who will be assigned to contract with biographical and experiential data attached; references from past assignments with higher education/university clients and descriptions of the client outcomes; update information regarding work with past clients as directed in

deliverables (see section 1); copies of strategic outcomes as authorized by firm's clients; examples that describe the firm's effectiveness in past engagements; and other information that the firm wants to provide.

Ten copies of materials submitted with RFP should be sent in electronic (flash drive) as well as in printed format for members of the screening committee.

3) Interviews:

The screening committee will use videoconferencing for preliminary interviews and, if needed, on site meetings to make the final selection.

4) Method of Award:

Criteria for Award are: national outreach of the firm (15%); professionals assigned to the contract (15%); experience of firm with higher education/university clients (15%); specific examples of outcomes regarding brand recognition (15%); reference reports (10%); electronic interview discussion (10%); and Cost (20%)

5) Questions Period:

The University of Louisville will accept questions regarding this RFP only if they are submitted by email no later than November 9, 2015 at 1:00 p.m. Please send to Kathleen Smith at (kathleen@louisville.edu). Answers to questions will be issued as an addendum and posted to the website location of the RFP by November 11, 2015.

6) Contract Period:

The desired contract start and end dates are December 1, 2015 through June 30, 2016, with option to renew. No services are to be provided prior to the start date indicated on the fully executed Personal Services Contract. A subsequent additional two year contract may be established from this RFP process to run from July 1, 2016 through June 30, 2018 should all terms, conditions and pricing remain the same. Any changes will require a new contract be executed.

7) Reciprocal Preference:

In accordance with KRS 45A.490 to 45A.494, a resident Offeror of the Commonwealth of Kentucky shall be given a preference against a nonresident Offeror. In evaluating proposals, the University will apply a reciprocal preference against an Offeror submitting a proposal from a state that grants residency preference equal to the preference given by the state of the nonresident Offeror. Residency and non-residency shall be defined in accordance with KRS 45A.494(2) and 45A.494(3), respectively. Any Offeror claiming Kentucky residency status shall submit with its proposal a notarized affidavit affirming that it meets the criteria as set forth in the above referenced statute. Forms can be found at <http://louisville.edu/purchasing/forms>

8) Foreign Corporation Registration: Requirement for vendor awarded the contract

The Government Contract Review Committee has directed committee staff to inform all agencies and entities filing contracts with the committee that it will not consider any contract between an agency and an out-of-state corporate contractor that is not properly registered with the Kentucky Secretary of State or, if appropriate, the Department of Revenue. Foreign Corporations are required to register with the Secretary of State pursuant to KRS 271B.15-010. That statute states "[a] foreign corporation...shall not transact business in this state until it obtains a certificate of authority from the Secretary of State." The requirements for registration with the Department of Revenue are found at KRS 45A.067. The registration form is found at <http://www.sos.ky.gov/bus/business-filings/Forms/Documents/COA.PDF>