



Idaho State
University

Request for Proposal
RFP 230524

Marketing Services

Issue Date: June 21, 2023

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1 RFP Administrative Information

RFP Title:	Idaho State University Marketing Services
RFP Project Description:	Idaho State University's (the University) is seeking a company to create and lead strategic implementation of marketing deliverables that support and drive the University's brand development and awareness, recruitment, outreach, and marketing goals.
RFP Lead:	Wendy Holder, C.P.M. Senior Buyer Idaho State University 921 S 8 th Avenue Stop 8110 Pocatello, ID 83209-8110 holdwend@isu.edu (208) 282-2955
Submit sealed proposal via US Mail: Submit sealed proposal via Delivery Service: MANUAL PROPOSALS MUST BE RECEIVED AT THE PHYSICAL ADDRESS DESIGNATED FOR COURIER SERVICE AND TIME/DATE STAMPED BY IDAHO STATE UNIVERSITY PRIOR TO THE CLOSING DATE AND TIME. Submit electronic proposals to:	See address above. Wendy Holder, C.P.M. Idaho State University 921 S 8 th Avenue Administration Building Room 114 Pocatello, ID 83209 holdwend@isu.edu
RFP issue date: Pre-Proposal Conference: Pre-Proposal Conference Location: Register by:	June 21, 2023 July 12, 2023 Via Zoom July 7, 2023
Deadline to Receive Questions (written):	July 26, 2023
Questions answered via addendum:	August 17, 2023
RFP Closing Date (proposals due):	September 28, 2023, 5 PM MT- Late responses will not be accepted.

RFP Opening Date:	10:30 AM MT the day after the RFP closing date.
Oral Presentations and Demonstrations may be conducted with the vendors receiving the highest preliminary scores.	First 2 weeks of November. To be scheduled at a later date for vendors from whom a presentation is requested.
Initial Term of Contract and Renewals:	The initial term of the contract is to be one (1) year with an option to renew for an additional three (3), one (1) year periods.

2 OVER VIEW

2.1 Purpose

Idaho State University is requesting proposals from experienced and qualified vendors to create and lead strategic implementation of marketing deliverables that drive the University's brand development, recruitment, outreach, and marketing goals. A successful proposal will include a comprehensive strategy that builds upon the University's current momentum in a competitive higher education market. The proposed plan will need to seamlessly support the University's defined brand guidelines and identity standards as we are not looking to reinvent our brand. Our goal is to evolve brand representation and awareness.

While proposals should include strategies and tactics for statewide top-of-mind awareness, our primary focus is on student recruitment. An internal focus group identified three qualities that differentiate the University from its competitors. Known as Idaho's State competitive context, the three differentiators are: comprehensive university (degree offerings and services); health care focus; and career readiness and industry connections. The University's previously identified competitive context must be a prominent part of the marketing campaign.

The Office of Marketing and Communications will lead the University's marketing efforts with the plan to continue to build upon recent successful marketing campaigns to directly target potential students. The measurement of success for future marketing campaigns will be closely tied to enrollment targets and recruitment key performance indicators. The selected vendor(s) will work in close collaboration with, and in support of, the University's Office of Marketing and Communication and Office of Admissions in the development of marketing deliverables that align and strengthen the University's marketing strategic plan and goals. As a state institution that is supported through public funds, Idaho State is committed to the effective and efficient use of a limited budget.

2.12 Background

Founded in 1901, Idaho State University is one of the most comprehensive higher education institutions in the country with more than 12,000 students. ISU offers more than 250 degree programs, from technical certifications through graduate and professional degrees, in seven colleges: Arts and Letters, Business, Education, Health, Pharmacy, Science and Engineering, Technology, and the Graduate School. The University is a Carnegie-classified doctoral research institution that attracts students from around the world to its main campus in Pocatello and locations in Meridian, Idaho Falls, Twin Falls and Anchorage, AK.

Since 1966, the University has been Idaho's designated leader for training and educating health care professionals, awarding more than 75 percent of Idaho's health degree programs. This unique position requires the University to fulfill the workforce needs in a rural state that has a shortage of medical professionals. The University has 18 in-house clinics that provide excellent training for students while offering medical services to surrounding communities throughout the state.

In 2019, Idaho State University launched a state-wide marketing campaign and introduced a rebranding of the University, which included new fonts, university mark, Bengal logo, and the tagline "ROAR". The purpose of the rebrand was to revitalize, strengthen, and provide Idaho State University with a creative new look that aligns with the University's mission, vision, and values. The rebrand messaging and graphics are used in all communications including web, digital and print marketing materials, along with all promotional use across the University.

Idaho State University's brand platform is strengthened by the many beloved traditions that are celebrated throughout the year. These experiences amplify the Bengal experience for students and

preserve memories and sacred traditions for our Bengal alumni. “Bengal Wednesday” is a weekly show of Bengal pride when the ISU community wears orange and black. The annual March Through the Arch ceremony memorializes the moment new students enter campus and begin their academic journey, then later commemorates graduation when students exit as Bengal alumni. And Homecoming is the ultimate reunion with generations of Bengals coming together to remember the past, support present students and inspire future Bengals.

The University is proud to have more than 90,000 Bengal alumni. The Idaho State University Foundation Office and ISU Alumni Association actively engage with Bengal alumni, partners, and friends of the University through year-round events and solicitations, such as Bengal Giving Day, with the goal of bringing the Bengal community together, supporting future students, and contributing to the overall success of the University.

More information about Idaho State University can be found at isu.edu and more information about the University’s brand can be found at isu.edu/brand.

2.13 2023 – 2027 Strategic Plan, Mission, Vision, Values, Goals, and Target Markets

After a University-wide collaborative and inclusive process, Idaho State University launched a 2023-2027 Strategic Plan that outlines the top-level mission, vision, values, and goals for the University. This plan further defines how we operate as a student-centric institution focused on bettering student lives through education. In addition, an internal focus group focused on recruitment strategies identified three qualities that differentiate the University from its competitors. Known as Idaho’s State competitive context, the three differentiators are: comprehensive university (degree offerings and services); health care focus; and career readiness and industry connections. Target markets for the multi-year campaign have also been identified and include: first-time college students, high school graduates, transfer students, and parents/guardians of prospective students.

The University’s 2023-2027 Strategic Plan outlines the vision, values, goals, and target markets and is shared below.

Mission Statement: *We engage students through learning and research opportunities that improve the intellectual vigor, cultural vitality, and health of our communities.*

Vision Statement: *We inspire a passion for knowledge and discovery.*

Values:

- Integrity: *Honesty in our actions and words*
- Community: *Fostering connections*
- Inclusivity: *Valuing all and building a culture of belonging*
- Teamwork: *Collaborating with compassion and respect*
- Shared Responsibility: *All contributing to our success*
- Learning: *Continuous growth and development*

Goals: (More information about Idaho State University’s Strategic Plan Performance Measures tied to our goals can be found at isu.edu/strategicplan.)

- Increase Student Access, Opportunity, Retention, and Success
 - o Increase access and enrollment using targeted recruitment efforts
 - o Improve student retention by strengthening students’ ISU experience
 - o Improve ISU’s graduation rate
- Strengthen Programmatic Excellence
 - o Attract, support, and retain outstanding faculty and staff
 - o Enhance ISU’s infrastructure

- o Increase the number of nationally recognized programs
- o Align ISU's programs with community, regional, and national needs
- Cultivate External Partnerships
 - o Increase the number of relationships with corporate, non-profit, and government entities
 - o Maximize the impact of new and existing partnerships to support ISU's mission
 - o Expand collaborations with K-12 and post-secondary educational institutions
- Expand Research, Clinical, and Creative Activities
 - o Enhance faculty's ability to initiate research and innovative projects
 - o Increase productivity in research, scholarly, and creative activities
 - o Engage students in Interprofessional Educational and/or clinical research
 - o Enhance ISU student research, clinical, and creative opportunities
- Energize the Bengal Community
 - o Enhance student life and engagement
 - o Increase faculty and staff connection, engagement, and recognition
 - o Increase alumni connections to and participation with ISU
 - o Increase ISU's impact on its communities

Target Markets:

- First-time students and/or high school graduates
- In-state transfer students
- Parents/guardians of prospective students
- Additional general awareness of a statewide audience

More information about the Idaho State University Strategic Plan can be found at isu.edu/strategicplan.

2.2 Pre-Proposal Conference

A non-mandatory pre-proposal Zoom meeting will be held at the time indicated in Section 1, of this RFP, Administrative Information. This will be an opportunity to ask questions, in person, with the ISU stakeholders. All interested parties are invited to participate by contacting the RFP Lead. Those choosing to participate must pre-register with the RFP Lead via email with the name and contact information of participant(s) to receive Zoom meeting details and an invitation. Offerors are asked to register by July 7. Any oral answers given by the University during the pre-proposal conference are unofficial, and will not be binding on the University. Questions asked during the pre-proposal conference are to be submitted in writing using *Attachment 1, Offeror Questions*.

2.3 Questions

This solicitation is issued by Idaho State University. All correspondence shall be in writing. In the event that it becomes necessary to revise any part of this RFP, amendments will be posted at <https://www.isu.edu/purchasing/vendor-resources/solicitation-process/> "Solicitation Opportunities." It is the responsibility of the Offeror to monitor this site for any updates or amendments. Any oral interpretations or clarifications of this RFP will not be relied upon.

Questions or other correspondence must be submitted in writing via e-mail to:

Wendy Holder
holdwend@isu.edu

Questions relating to this RFP must be submitted in writing to the RFP Lead, by the date and time noted in section 1 in order to be considered.

Written questions must be submitted using Attachment 1, Offeror Questions.

It is requested that the email subject line state "RFP230524 Marketing Services. Official answers to all written questions will be posted on the Idaho State University Purchasing web <https://www.isu.edu/purchasing/vendor-resources/solicitation-process/> "Solicitation Opportunities" as an addendum to this RFP.

Any questions regarding the Terms and Conditions found within this RFP and the Idaho State University Standard Contract Terms and Conditions, found at <https://www.isu.edu/purchasing/vendor-resources/terms-and-conditions/> must also be submitted in writing, using Attachment 1, Offeror Questions, by the deadline identified in Section

1. The University will not consider proposed modifications to these requirements after the date and time set for receiving questions. Questions regarding these requirements must contain the following:

The rationale for the specific requirement being unacceptable to the party submitting the question (define the deficiency);

If verbiage change is desired, the University has an Addendum Agreement that, if both parties sign, will negate the necessity of sending red line versions of Terms and Conditions back and forth.

Proposals which condition the Proposal based upon the University accepting other terms and conditions not found in the RFP, or which take exception to the University's terms and conditions, will be found non-responsive, and no further consideration of the Proposal will be given.

3 INSTRUCTIONS FOR PROPOSAL SUBMISSIONS

You may submit a proposal for one or both Scopes of Work (Attachment 3). Contract(s) will be awarded accordingly based on evaluations and points awarded in all evaluated sections of this RFP.

The current versions of the Idaho State University Standard Contract Terms and Conditions and Solicitation Instructions to Vendors are incorporated, by reference into this solicitation, and any resulting contracts as if set forth in their entirety. Also incorporated by reference into this solicitation are Idaho Bills 189, 190, 191, and 294.

Idaho State University Standard contract terms and conditions are found at <https://www.isu.edu/purchasing/vendor-resources/terms-and-conditions> . Failure by any submitting vendor to review these documents will in no way constitute or be deemed a waiver by Idaho State University of any term, condition or requirement contained in the referenced documents; and no liability will be assumed by Idaho State University for a submitting vendor's failure to consider the Idaho State University Standard Contract Terms and Conditions and Solicitation Instructions to Vendors in preparing its response to the solicitation.

3.1 Submission of Proposals

Proposals may be submitted manually or electronically. Include your TECHNICAL PROPOSAL, COST PROPOSAL AND ALL OTHER REQUIRED DOCUMENTS, ETC.). The Technical Proposal consists of Section 5 Mandatory Submission Requirements; Section 6 Business Information; Section 7 Organization and Staffing; and Section 8 Scope of Work.

3.2 Manually Submitted Proposals

Proposals must be addressed to the RFP Lead listed on the RFP Administrative Information Page and clearly marked "TECHNICAL PROPOSAL RFP 230524 Marketing Services".

Each proposal must be submitted in one (1) original with ten (10) copies of the Technical Proposal and one (1) original and one (1) copy of the Cost Proposal.

Offerors submitting manually must also submit one (1) electronic copy of the proposal on CD or USB device. Word or Excel format is required (the only exception is for financials, brochures or other information only available in an alternate format). The format and content must be the same as the manually submitted proposal. The electronic version must NOT be password protected or locked in any way.

If your proposal contains trade secret information which you have identified, you must also submit a redacted copy of the Technical Proposal (in electronic format, with the word "redacted" in the file name) with all trade secret information removed or blacked out; as well as a separate document containing a complete list (per the instructions in Subsection 5.2, below) of all trade secret information which was removed or blacked out in the redacted copy.

Your Proposal must be sealed, and identified as "RFP 230524 Marketing Services".

The Cost Proposal must be separately sealed, identified as "Cost Proposal – RFP 230524 Marketing Services".

The Technical Proposal and separately sealed Cost Proposal must be submitted at the same time (place all proposal response materials within a larger package).

(M) Signature Page

Proposals must include an Idaho State University supplied signature page, located within the solicitation, which must contain a HANDWRITTEN signature executed in INK and be returned with the relevant Solicitation documents. Your Signature Page should be included at the FRONT of your Technical Proposal.

4 PROPOSAL FORMAT

4.1 These instructions describe the format to be used when submitting a proposal. The format is designed to ensure a complete submission of information necessary for an equitable analysis and evaluation of submitted proposals. There is no intent to limit the content of proposals.

4.1.1 Evaluation Codes

(M) Mandatory Specification or Requirement - failure to comply with any mandatory specification or requirement may render Offeror's proposal non-responsive and no further evaluation will occur.

(ME) Mandatory and Evaluated Specification - failure to comply may render Offeror's proposal non-responsive and no further evaluation will occur. Offeror is required to respond to this specification with a statement outlining its understanding and how it will comply. Points will be awarded based on predetermined criteria.

(E) Evaluated Specification - a response is desired and will be evaluated and scored. If not available, respond with "Not Available" or other response that identifies Offeror's ability or inability to supply the item or service. Failure to respond will result in zero (0) points awarded for the specification.

Note: Offerors are directed to IDAPA 38.05.01.074.03.a, as well as IDAPA 38.05.01.091.05, which allow the designated UNIVERSITY official to waive minor informalities as well as minor deviations. The University also reserves the right to seek clarification on any M or ME requirement.

4.1.2 Table of Contents

Include a table of contents in the Technical Proposal identifying the contents of each section, including page numbers of major subsections.

4.1.3 Format

Proposals shall follow the numerical order of this RFP starting at the beginning and continuing through the end of the RFP. Proposal sections and subsections shall be identified with the corresponding numbers and headings used in this RFP. In your response, restate the RFP section and/or subsection, followed with your response.

Offerors are encouraged to use a different color font, bold text, italics, or other indicator to clearly distinguish the RFP section or subsection from the Offeror's response.

5 MANDATORY SUBMISSION REQUIREMENTS

5.1 (M) Cover Letter (Sections 5.1 – 5.1.8 and 5.3 are Mandatory)

The Technical Proposal must include a cover letter on official letterhead of the Offeror; with the Offeror's name, mailing address, telephone number, e-mail address, and name of Offeror's authorized signer. The cover letter must identify the RFP Title and number, and shall be signed by an individual authorized to commit the Offeror to the work proposed. In addition, the cover letter must include:

5.1.1 Identification of the Offeror's corporate or other legal entity status. Offerors must include their tax identification number. The Offeror must be a legal entity with the legal right to contract.

5.1.2 A statement indicating the Offeror's acceptance of and willingness to comply with the requirements of the RFP and attachments, including but not limited to Idaho State University Standard Contract Terms and Conditions <https://www.isu.edu/purchasing/vendor-resources/terms-and-conditions>

5.1.3. A statement of the Offeror's compliance with affirmative action and equal employment regulations.

5.1.4 A statement that Offeror has not employed any company or person other than a bona fide employee working solely for the Offeror or a company regularly employed as its marketing agent, to solicit or secure this contract, and that it has not paid or agreed to pay any company or person, other than a bona fide employee working solely for the Vendor or a company regularly employed by the Vendor as its marketing agent, any fee, commission, percentage, brokerage fee, gifts or any other consideration contingent upon or resulting from the award of this contract. The Offeror must affirm its understanding and agreement that for breach or violation of this term, the University has the right to annul the contract without liability or, in its discretion, to deduct from the contract price the amount of any such fee, commission, percentage, brokerage fee, gifts or contingencies.

5.1.5 A statement naming the firm and/or staff responsible for writing the proposal.

5.1.6 A statement that Offeror is not currently suspended, debarred or otherwise excluded from federal or state procurement and non-procurement programs. Vendor information is available on the Internet at: <http://sam.gov>.

5.1.7 A statement affirming the proposal will be firm and binding for one hundred twenty (120) days from the proposal opening date and through the duration year one (1) of the contract.

5.1.8 A statement, by submitting its proposal, that the Offeror warrants that any contract resulting from this Solicitation is subject to Executive Order 2009-

10 [http://gov.idaho.gov/mediacenter/execorders/eo09/eo_2009_10.html]; it does not knowingly and

willfully employ persons who cannot legally work in this country; it takes steps to verify that it does not hire persons who have entered our nation illegally or cannot legally work in the United States; and that any misrepresentation in this regard or any employment of persons who have entered our nation illegally or cannot legally work in the United States constitutes a material breach and will be cause for the imposition of monetary penalties up to five percent (5%) of the contract price, per violation, and/or termination of its contract.

5.2 Trade Secrets

Trade secrets are described as a technique to “include a formula, pattern, compilation, program, computer program, device, method, technique or process that derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by other persons and is subject to the efforts that are reasonable under the circumstances to maintain its secrecy.” If there is any material in your proposal that contains trade secrets, mark sections with a trade mark notation. Offerors must also:

Identify with particularity the precise text, illustration, or other information contained within each page marked “trade secret” (it is not sufficient to simply mark the entire page). The specific information you deem “trade secret” within each noted page must be highlighted, italicized, identified by asterisks, contained within a text border, or otherwise clearly delineated from other text/information and specifically identified as a “trade secret.”

Provide a separate document entitled “List of Redacted Trade Secret Information” which provides a succinct list of all trade secret information noted in your proposal; listed in the order it appears in your submittal documents, identified by Page#, Section#/Paragraph#, Title of Section/Paragraph, specific portions of text/illustrations; or in a manner otherwise sufficient to allow the University’s procurement personnel to determine the precise text/material subject to the notation.

5.3 Executive Summary

Include an executive summary in the Technical Proposal providing a condensed overview of the contents of the Technical Proposal demonstrating an understanding of the services to be performed.

6 BUSINESS INFORMATION

6.1 (ME) Experience

Idaho State University is seeking responses from proposers with a minimum of 5 years of experience in the business requests in the Scope of Work in the higher education context. Describe in detail your knowledge and experience in providing services similar to those required in this RFP. Include business history, and customer base. If possible, include a list of higher education institutions where you have provided similar services in the past 5 years. If your company has limited higher education experience, list experience that is as similar as possible.

6.2 (E) References

Provide three (3) completed Reference Questionnaires. *See Attachment 4.* The University prefers to receive references from higher education institutions. If you have limited references from higher education, ask for references from entities as similar to higher education as possible. ISU reserves the right to contact your references by phone and/or email; and to contact other entities with whom your firm has done business, whether or not they were provided as a reference.

7 ORGANIZATION AND STAFFING

Describe your qualifications to successfully complete the requirements of this RFP by providing a detailed response to the following:

7.1 (M) Key Personnel

Provide a list of key management, customer service, and other personnel, and their qualifications to be used in the fulfillment of this contract.

7.2 (ME)

Provide resumes for employees who will be managing and/or directly providing services under the contract. Include a list of projects these individuals have worked on (with dates of engagement), a description of the project, and the role of each individual. For positions that are not filled, a position description (including requisite qualifications, certifications, and experience) must be provided. In the event the personnel identified initially for this project become reassigned or are no longer available to perform the requirements of this contract, Vendor shall be required to submit resumes to the University for review and acceptance of personnel assuming the responsibilities of the project. The University reserves the right to reject a proposed replacement(s). If a proposed replacement is rejected, the Vendor shall put forward another individual(s) for review and acceptance.

8 SCOPE OF WORK and Deliverables (See Attachment 3)

For Idaho State University to be successful with our mission and goals, we seek a partner with a proven track record for creative excellence and executing multi-faceted marketing for higher education institutions. The University's partner will strategically place content that will resonate with the identified target markets and uphold the Idaho State's image. The selected organization must be experts at creative storytelling, brand adherence, and adoption of new/emerging media opportunities.

The Scope of Work has been divided into two sections - Office of Marketing and Communications and Office of Admissions - in order to meet the University's marketing and recruitment goals. You may submit a proposal for one or both Scopes of Work. Contract(s) will be awarded accordingly. This attachment is an Excel sheet that consists of 3 tabs. The third tab is a question sheet. This sheet will not be scored, but the committee will use it for informational purposes.

8.1 (ME) Requirements

Use this proposal outline as part of your response to the RFP. Keep in mind, the evaluators will be scoring your proposal based on the methodologies proposed and the completeness of the response to each item listed on the Scope of Work *Attachment 3*.

Describe how you will perform each requirement listed on Attachment 3. Include abilities, additional enhancements etc. that you can provide that the University may not be aware of.

If you use a separate sheet for any answers, please restate the question along with your response.

Attachment 3 must be submitted with your proposal.

9 COST/BUDGET PROPOSAL

(ME) Use *Attachment 2* (located in the RFP document) to respond to the Cost/Budget Proposal of this RFP. Do not alter the format of the attachment. Doing so may cause your proposal to be found non-responsive.

Proposers must provide fully-burdened rates which must include, but not be limited to, travel costs, administrative costs, and all other work that will be required to meet the scope of work in this RFP.

10 PROPOSAL REVIEW AND EVALUATION

The objective of the University in soliciting and evaluating proposals is to ensure the selection of a firm or individual that will produce the best possible results for the funds expended.

10.1 All proposals will be reviewed first to ensure they meet the Mandatory Submission Requirements of the RFP as addressed in Sections noted with an (M). Any proposal(s) not meeting the Mandatory Submission Requirements may be found non-responsive.

10.2 The Technical Proposal will be evaluated first and determined as either “pass” or “fail,” based on compliance with those requirements listed in the RFP with an (M) or (ME). All proposals which are determined to be responsive will continue in the evaluation process outlined in this section.

10.3 The Technical Proposals that pass will be evaluated and scored by a Proposal Evaluation Committee.

10.4 Oral Presentations/Demonstrations will be evaluated and scored by a Proposal Evaluation Committee. The University may invite a minimum of two vendors at its discretion (or with the highest Technical scores). These vendors may be asked to make oral presentations/demonstrations to show the evaluation committee how their proposal meets the requirements in this RFP. All expenses associated with this part of the evaluation are the responsibility of the vendor.

10.5 A maximum of 200 points are being allotted for the proposal with the best strategic plan for utilizing the budget on Attachment 2, Cost Proposal. The proposal with the best strategic plan will be at the determination of the evaluation committee’s review of Attachment 2, Cost/Budget Proposal. Other proposals will receive a portion of the maximum points based on a ranking by the evaluation committee.

10.6 The University will award a contract(s) to the high point responsive responsible proposer(s), or whatever is in the best interest of the University. Firm/s awarded contracts will have exclusivity rights.

10.7 Once a vendor is selected, final approval from the Idaho State Board of Education must be obtained before proceeding.

10.8 The University is requesting that the company awarded the contract register in PaymentWorks, ISU’s vendor onboarding system. If awarded the contract will you register your company in PaymentWorks?

Yes _____ No _____

EVALUATION CRITERIA

Step 1

Technical Proposal Includes:

Mandatory Submission Requirements (Section 5)	Pass/Fail
Business Information (Section 6)	100 points
References (Section 6)	100 points
Organization and Staffing (Section 7)	100 points
Scope of Work (Section 8, Attachment 3)	700 points

Total Step 1 **1000 points**

Step 2

Oral Presentations/Demonstrations 300 points

Total Step 2 **300 points**

Step 3

Cost/Budget Proposal (Attachment 2) **200 points**

Grand Total

1500 points

**The University reserves the right to contact any school, organization, or client that uses your services whether or not you have listed them as a reference and/or provided their contact information.*

Best and Final Offer (BAFO) and other proposal discussions: Proposal discussions with individual Offerors (including the utilization of one or more BAFO's may be conducted in accordance with IDAPA 38.05.01.083 and .084, as determined by the University to be in its best interest. *NOTE: Offerors should submit their best proposals initially as there is no guarantee that the University will conduct any discussions.*

ATTACHMENT 2 – COST/BUDGET PROPOSAL: MARKETING AND COMMUNICATIONS
(Scope of Work Attachment 3: 8.1)
RFP230524 Marketing Services

The Office of Marketing and Communications plans to spend \$550,000 in FY25. Please indicate how you would spend this budget. Your proposed costs below should equal \$550,000 or less, and must strategically meet the needs of the University included in the Scope of Work on Attachment 3 (Office of Marketing and Communications, 8.1). You may submit a cost proposal for one or both scopes of work. Contract(s) will be awarded accordingly.

In addition to proposed costs, the University wants to see how your responses reflect utilizing the budget to achieve the most effective and strategic results.

Deliverable Options	Details	Frequency	Proposed Cost
Brand Strategy	Brand strategy and development that continues to strengthen the University's brand.	Ongoing	
Creative Asset Development	Create digital and traditional creative assets to support and align with the University's brand, outreach, and marketing efforts.	Ongoing	
Media Planning, Buying, and Placement	Recommend and manage a marketing plan with media mix planning, buying, and placement to strategically align with the University's mission and goals.	Ongoing/strategic timing and flights	
Video/ Commercial Production	Full production of one :30 spot and 5 additional format videos using the same content that extends the University's brand story.	Complete by January 1, 2025	
*Retainer Fees	Integrated retainer fees for all University units		

** The Office of Marketing and Communications will lead the University's marketing efforts. However, additional University units may request additional services throughout the year. Expenses beyond the integrated retainer for services added after the beginning of the contract will be billed separately.*

ATTACHMENT 2 – COST/BUDGET PROPOSAL: ADMISSIONS
(Scope of Work Attachment 3: 8.2)
RFP230524 Marketing Services

The Office of Admissions plans to spend \$100,000 in FY25. Please indicate how you would spend this budget. Your proposed costs below should equal \$100,000 or less, and must meet the needs of the University included in the Scope of Work on Attachment 3 (Office of Admissions, 8.2). You may submit a cost proposal for one or both scopes of work. Contract(s) will be awarded accordingly.

In addition to proposed costs, the University wants to see how your responses reflect utilizing the budget to achieve the most effective and strategic results.

Deliverable Options	Details	Frequency	Proposed Cost
Enrollment Campaign	Develop a comprehensive strategic enrollment campaign, with detailed calls to action that will encourage prospective students to inquire, visit, apply, and/or enroll, that aligns with the University’s top-level marketing, media placement, and brand strategy.	Ongoing	
Creative Asset Development	Create digital and traditional creative assets to support and align with the University’s recruitment goals.	Ongoing	

Attachment 2, “Cost/Budget Proposal” must be completed and returned with your proposal.

Company Name: _____

Name of Individual submitting proposal: _____

Phone: _____

E-mail: _____

ATTACHMENT 1 – OFFEROR QUESTIONS

DO NOT IDENTIFY YOUR NAME OR YOUR COMPANY'S NAME OR PRODUCT NAMES OF INTELLECTUAL PROPERTY IN YOUR QUESTIONS.

ADD ROWS BY HITTING THE TAB KEY WHILE WITHIN THE TABLE AND WITHIN THE FINALROW.

The following instructions must be followed when submitting questions using the question format on the following page.

1. DO NOT CHANGE THE FORMAT OR FONT. Do not bold your questions or change the color of the font.
2. Enter the RFP section number that the question is for in the "RFP Section" field (column 2). If the question is a general question not related to a specific RFP section, enter "General" in column 2. If the question is in regards to a State Term and Condition or a Special Term and Condition, state the clause number in column 2. If the question is in regard to an attachment, enter the attachment identifier (example "Attachment A") in the "RFP Section" (column 2), and the attachment page number in the "RFP page" field (column 3).
3. Do not enter text in column 5 (Response). This is for the University's use only.
4. Once completed, this form is to be e-mailed per the instructions in the RFP. The e-mail subject line is to state the RFP number followed by "Questions."

RFP 230524 Marketing Services

Question	RFP Section	RFP Page	Question	Response
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Page 16 is the last page of the RFP document.