

## Earned Media Support for EdPlus at Arizona State University

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<b>Open</b>	5/29/2020 12:00 PM MST	Type	Request for Proposal
<b>Close</b>	6/15/2020 3:00 PM MST	Number	RFP 332004
		Currency	US Dollar

**Sealed Until** 6/15/2020 3:00 PM MST

### Contacts

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**Angelica Lopez**

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### Commodity Codes

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*None Added*

## Description

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The purpose of this Request for Proposal is to create a pool of approved communications and public relations suppliers, which can provide media support, social media support, global media relations and additional services for EdPlus at Arizona State University as it relates to the EdPlus thought leadership initiatives. Additional services may be requested for other EdPlus products and services on an as-needed basis, with the goal of reaching a global audience. Suppliers must have the experience and expertise to help position Arizona State University as a global leader in digital teaching and learning, to understand the landscape and to be able to market ASU as a differentiator within the online education space.

Suppliers may be contracted by individual departments on an as-needed basis to supplement the university's needs for media support.

When these services are requested from a supplier, ASU department(s) will provide the supplier a specific request for services in as much detail as possible. Should the supplier wish to respond they will provide at a minimum a Statement of Work detailing the specific resource(s), a description of the work to be delivered, the initial begin and end work dates if applicable, and also the resource cost rate which will have been provided in this RFP response.

After awarding, the University does not guarantee a certain amount of hours of work or projects per year.

The University may, at its discretion, award to multiple suppliers or individuals whichever is in the best interest of the University.

**NOTE: IF YOU ARE CURRENTLY WORKING WITH THE UNIVERSITY ON A PROJECT, YOU WILL NEED TO RESPOND TO THIS RFP AS A SEPARATE PROJECT IF YOU ARE INTERESTED**

## Prerequisites

- ★ 1. Review the Instructions to Proposers
- ★ 2. Review the Intent, Background and Term of the RFP
- ★ 3. Review the Evaluation Criteria instructions
- ★ 4. Review the Small Business & Small Disadvantaged Business Information
- ★ 5. Review the Cooperative Agreements Information
- ★ 6. Review the Green Purchasing Requirements
- ★ 7. Complete the attached Mandatory Certifications and upload in this section

## **Buyer Attachments**

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There are no Buyer Attachments added to this event.

<b>Group 1.1:</b>	<b>Specifications</b>	
1.1.1	See attached Specifications/Scope of Work. Proposers to upload their response. By submitting your response, you have read and understood the requirements.	★
<b>Group 2.1:</b>	<b>Value-Added Services</b>	
2.1.1	Proposer should provide a brief summary of any other value-added services or programs which may contribute to the overall value of your proposal, including but not limited to: Training, Industry Partnerships, Support of ASU's Charter and Goals, Support of sustainable development, veterans' affairs, initiatives in support of women, wellness, and our changing regional demographics, Support and enhancement of ASU's reputation as an innovative foundational model for the New American University, Commitment to provide significant financial and non-financial support for the University and its signature program. If providing Value Add, please choose "yes". Otherwise choose "No".	★
2.1.2	Please upload your response for Value Add in this section.	★
<b>Group 3.1:</b>	<b>Proposer Qualifications</b>	
3.1.1	The University is soliciting proposals from firms, which are in the business of providing services as listed in this Request for Proposal. Your proposal shall include, at a minimum, the following information. Failure to include these items may be grounds for rejection of your proposal. I have read and understand the requirements.	★
3.1.2	The proposer shall present evidence that the firm or its officers have been engaged for at least the past five (5) years in providing services as listed in this Request for Proposal.	★
3.1.3	In addition to overall media relations and social media expertise, the Proposer will demonstrate their experience in providing similar services to Universities or other entities, as it relates to thought leadership, influencer marketing, and online learning.	★
3.1.4	The proposer will include two case studies highlighting experience in media relations, thought leadership and influencer marketing. One (1) of the submitted case studies should be specific to higher education industry.	★
3.1.5	References: The proposer must provide references for a minimum of three (3) clients of similar size and scope. References shall include contact person's name and telephone number, dates of services, types of personnel supplied, and descriptions of services performed.	★
3.1.6	Experience level of specific key personnel of the firm to be assigned. Proposer shall provide resumes for key personnel.	★
3.1.7	7.Review and acceptance of ASU's Terms and Conditions per Section XII. Note: all exceptions with justification and alternative language MUST be submitted with the proposal. In no event is a Proposer to submit its own standard contract terms and conditions or a previously negotiated ASU contract as a response to this section.	★
<b>Group 4.1:</b>	<b>Pricing Schedule</b>	
4.1.1	Proposer shall submit a detailed itemized cost proposal to include all aspects of providing the scope of work associated with this Request for Proposal. NOTE: All costs must be identified in your response as the University will not pay for any hidden costs.	★
<b>Group 5.1:</b>	<b>Sustainability Questionnaire</b>	
5.1.1	Complete attached document if company is a Large Business	
5.1.2	Complete attached document if company is a Small Business	
<b>Group 6.1:</b>	<b>ASU's Terms and Conditions</b>	
6.1.1	I have read and agree to ASU's Terms and Conditions located at <a href="https://www.asu.edu/purchasing/pdf/Stand_TsCs_Provisions.pdf">https://www.asu.edu/purchasing/pdf/Stand_TsCs_Provisions.pdf</a> . If "NO", you will be required to submit exceptions with justification and alternate language. Proposals that are contingent upon any changes to these mandatory terms and conditions may be deemed non-responsive and may be rejected	★
6.1.2	All exceptions must be submitted with justification and alternate language, and MUST be submitted with the submittal. In no event is a proposer to submit its own standard contract terms and conditions as a response to this Request for Proposal.	★
<b>Group 7.1:</b>	<b>Insurance Requirements</b>	
7.1.1	I have read the attached ASU insurance requirements and all requirements will be met.	★

- 7.1.2 All exceptions to insurance must be submitted with justification and alternate language, and MUST be submitted with the proposal. ★

**Group  
8.1:**

**Proprietary/Confidential Statement**

If you are submitting any information you consider to be proprietary or confidential, you must create a password protected zip file and upload the document along with a justification in the appropriate area within this RFP. In an email outside of the RFP, send the password directly to the Buyer referencing the RFP number (angelica.m.lopez@asu.edu). If the Executive Director of Procurement concurs, this information will not be considered public information.

- 8.1.1 The Executive Director of Procurement is the final authority as to the extent of material, which is considered proprietary or confidential. Pricing information cannot be considered proprietary or confidential. Proprietary or confidential information must be submitted per the Instructions to Proposers, item 11. Any watermarks, footnotes, copyright or reference to proprietary or confidential throughout the submitted proposal will be disregarded as boilerplate markings. I have read and understand. ★

- 8.1.2 If you have proprietary or confidential information, upload the password protected zip file here and email the Buyer with the password.

- 8.1.3 For each individual document you've included in your zip file, with the exception of Financial Statements properly submitted via the instructions provided (if applicable), you MUST provide a justification explaining for why this is considered proprietary and confidential to your business. Please provide this information via the file attached. If no justification supporting your submitted Proprietary and Confidential information is enclosed, the request will be disregarded.

### Product Line Items

★ Product Line Items

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There are no Items added to this event.

### Service Line Items

★ Service Line Items

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There are no Items added to this event.