



17975

Public Relations Services

Issue Date: 11/9/2022

Questions Deadline: 12/3/2022 03:00 PM (CT)

Response Deadline: 12/7/2022 03:00 PM (CT)

Contact Information

Contact: Andy Lane
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202 PCO
Iowa City, IA 52242-2500
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Event Information

Number: 17975
Title: Public Relations Services
Type: Request for Qualifications - Sealed
Issue Date: 11/9/2022
Question Deadline: 12/3/2022 03:00 PM (CT)
Response Deadline: 12/7/2022 03:00 PM (CT)
Notes: The University of Iowa (hereafter, The University /University) located in Iowa City, Iowa, is soliciting written proposals from qualified Suppliers to provide public relations services.

Please be aware that this is an extensive bid. All Suppliers are cautioned to allow ample time for the submittal of responses well before the due date required.

Billing Information

Contact: AP
Address: AP
PCO
202
202 PCO
Iowa City, IA 52242-2500
Phone: (319) 335-0115
Fax: (319) 335-2443

Bid Attachments

UI Standard Terms and Conditions.pdf

University of Iowa standard terms and conditions.

[Download](#)

Professional_Services_Agreement_April_2021 (1).docx

Professional Services Agreement

[Download](#)

Requested Attachments

Proposal

(Attachment required)

Supplier must provide a detailed proposal as described in Attribute #6.

Audited Financial Statements

(Attachment required)

Supplier must provide audited financial statements as requested in Attribute #15.

Bid Attributes

1 Request for Qualifications

Request for Qualifications (hereafter "RFQL") responses MUST be submitted electronically through the eBid system. RFQL responses submitted by any other means will not be accepted.

Read and Agree

(Required: Check if applicable)

2 General

The University of Iowa, located in Iowa City, Iowa (hereafter, "University") desires to obtain written proposals from qualified suppliers to provide public relations services for the Tippie College of Business.

Although the University has listed general criteria that will be used in its final evaluation, the University does not intend these criteria to limit the Supplier's creativity in preparing a proposal it believes will accomplish the University's goals. The use of a specific Supplier will be based on the Supplier's performance.

The required documentation of expertise and qualifications outlined in this request is intended to serve primarily as a general guide for each statement of qualifications, with the minimum requirements listed. Each Supplier is expected to submit a fully detailed statement of qualifications, which adequately describes the advantages and benefits the University would realize by selecting the Supplier.

Read and Agree

(Required: Check if applicable)

3 University Background

The University of Iowa

The University is a broad-based public university of international stature. The University has 30,000 students and is recognized for its academic achievement; leadership in research; and its teaching hospital, The University of Iowa Hospitals and Clinics (hereafter "UIHC"). The University has an overall budget of \$2.2 billion and employs approximately 14,000 full-time faculty and staff. UIHC serves as the teaching hospital and comprehensive medical center for the State of Iowa. As part of its mission, UIHC, in conjunction with the Carver College of Medicine and other health science colleges at the University, provides world-class family-centered health care, extensive medical research, and comprehensive teaching programs for many health care professions.

4 Scope of Services

The University seeks a public relations firm knowledgeable and experienced in higher education, particularly colleges of business.

The successful Supplier will work in partnership with the University and will be expected to fulfill the following scope of services, including but not limited to:

Messaging Strategy Development

- Experience working with clients to assess and develop national media and trade media strategies targeted to the general public and academic peers.
- Demonstrated experience developing a university leader's thought leadership, preferably at the dean level.
- Ability to assess organizational media relations strategies and suggest improvements.

National Media Placement

- Track record of consistently placing national- and trade-level stories tied to a college or university's distinctives across the full scope of earned media channels (e.g. print and digital media, TV, radio, podcast).
- Ability to track, measure, and summarize the effectiveness of media campaign efforts.

Media Training

- In-house capacity to offer media training workshops, both individually and in groups, to university faculty. This should include prepping faculty to speak with journalists from TV, radio, newspaper, and podcasts; writing op-eds and teaching faculty to pitch outlets like Harvard Business Review; and using social media in a professional capacity to reach academic peers and the news media.

Bandwidth and Availability

- The successful Supplier should be able to begin engagement in January and be available for faculty media training in mid-May 2023.

Domain Expertise

- The successful Supplier should have experience in the higher education space with focus on colleges of business preferred.

5 Scope of Services - Changes

The University reserves the right to change the scope of work as required. Notices of such changes will be made in writing by the University to the Supplier.

Read and Agree

(Required: Check if applicable)

6 Project Proposal

Provide a proposal detailing the Supplier's process to be used in providing the services described herein. The proposal should clearly indicate any major requirements that cannot be met by the Supplier, and highlight the major features of the proposal to assist the reader in determining generally how the qualifications of the Supplier and the proposal meets and exceeds the requirements proposed by the University.

Please include, at minimum, the following information in your Proposal:

1. Please describe your track record in development and execution of national media and trade media strategies targeted to the general public and academic peers.
2. Please describe your internal capacity to provide high level of customer service and engagement, coupled with work for other clients.
3. Are you a "Full service" agency with limited sub-contracted services? If you do utilize sub-contractors, please explain how.
4. Please describe your experience working collaboratively with clients and their in-house service departments.
5. Please demonstrate your understanding of the changing world of higher education.
6. Keeping in mind the Scope of Work described above and your Firm's expertise, please explain your firm's past experiences managing public relations campaigns in the higher education space, preferably with other colleges of business as clients, that demonstrates your level of expertise.
7. Additionally, please explain how results were measured and quantified in #6.
8. What process do you use to establish and maintain a consistent and effective engagement with clients?
9. Please clearly describe the cost for the initial six months of service, and the costs for any extension periods. Will fees remain firm for each potential six-month extension period, or will the pricing model change after the initial engagement?

(Required: Maximum 4000 characters allowed)

7 Supplier Requirements

Suppliers must clearly demonstrate and provide documentation substantiating that they are compliant in each of the following areas. The University reserves, solely, the right to reject any submittals if the evidence or references submitted by such Supplier fails to satisfy the University that said Supplier is properly qualified in any of these areas. It shall not be the responsibility of the University to request additional information to satisfy these requirements, if such information is not provided with the submitted response. Failure to respond to any question or follow the instructions herein may result in disqualification

8 References

The successful Supplier must demonstrate to the University that it has adequate experience. Please submit three (3) references for which the Supplier has provided these services. Of particular interest to us would be your previous work with comparable colleges of business using services outlined in this RFQL. Client references should represent major accounts of the Supplier. Include the business or institution's name and address, as well as the contact's name with a telephone number, fax number and e-mail address.

(Required: Maximum 4000 characters allowed)

9 Single Point Contact

The name of a single point managerial-level contact for the University to coordinate all requirements and to be the point of contact for any problems/questions that may arise. This individual will meet periodically with University personnel and/or the committee, will research information and deliver special reports as needed or directed by the University and/or the committee.

Please indicate the individual consultant(s) who will be the key participants in delivering these services. You must include name(s), qualifications, and level of involvement.

(Required: Maximum 4000 characters allowed)

10 Stakeholders Involvement

Include Supplier's approach to involving stakeholders throughout the data gathering and planning processes and the development of recommendations. Based on Supplier's experience from similar engagements identify the individuals and/or groups that Supplier believes should be informed of the process, and/or those that should provide input into this engagement, and explain Supplier's rationale for including those groups in this process.

(Required: Maximum 4000 characters allowed)

1 1	Expertise Please recommend other areas you may be able to address in addition to the requirements mentioned which you have gathered from prior engagements and your expertise. <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <i>(Required: Maximum 4000 characters allowed)</i>
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1 2	Exceptions to Terms and Conditions Any contract resulting from this bid process will reference the University of Iowa Standard Terms and Conditions (found under the 'Attachments' tab). Any exceptions to these terms and conditions must be provided with the proposal submission. If no exceptions are provided, the bidding supplier certifies compliance with all terms and conditions stated herein. <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <i>(Optional: Maximum 4000 characters allowed)</i>
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1 3	Professional Services Agreement The Supplier selected to provide these services will be required to sign a University of Iowa Professional Services Agreement (UI-PSA). All terms and conditions as detailed in the UI-PSA shall prevail during the term of any Agreement established with the successful Supplier. The Professional Services Agreement is attached for Supplier's review. Please note all requisite terms and conditions including but not limited to, insurance requirements and liability obligations. <input type="checkbox"/> Read and Agree <i>(Required: Check if applicable)</i>
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1 4	Intended Contract Duration When this RFQL is awarded, the resultant Agreement will have an initial duration of six (6) months, unless earlier terminated. Thereafter, the contractual agreement may be extended upon the written mutual consent of both parties for a maximum agreement duration of five (5) years.
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1 5	Financials The University requests that the Supplier's audited financial statements and annual report for the previous two (2) years be submitted as attachments to your response to this RFQL. <input type="checkbox"/> Read and Agree <i>(Required: Check if applicable)</i>
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1 6	Compliance The successful Supplier shall comply with all state and federal laws including but not limited to the Health Insurance Portability and Accountability Act (HIPAA) and the Gramm-Leach-Bliley Act (GLB). Documentation of such compliance shall be provided to the University upon request. <input type="checkbox"/> Read and Agree <i>(Required: Check if applicable)</i>
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1 7	Proposal Compliance Supplier hereby certifies total compliance with all terms, conditions, attachments and specifications of this RFQL, except as expressly stated herein. <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <i>(Required: Maximum 4000 characters allowed)</i>
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1 8	Supplier Information No oral interpretation will be made to any Supplier as to the meaning of the RFQL documents. Should Supplier find discrepancies in, omission from, or be in doubt as to the true meaning of any part of the RFQL documents, Supplier should at once, submit a written request for an interpretation thereof to Andy Lane at andy-lane@uiowa.edu . All requests must include the RFQL number on the face of the correspondence. Requests received less than 72 hours before bid closing will not be answered. The University reserves the right to amend this RFQL without altering the timing requirements indicated. Any changes or addenda to these documents will be communicated in writing to all Suppliers as quickly as possible. The University will assume no cost for proposal preparation and submission. Answers to Supplier's questions that impact scope, timetable, etc., will be communicated in writing to all Suppliers as quickly as possible. If the University awards a contract to a proposing Supplier, the Supplier's responses to this RFQL will become part of the executed contract. Therefore, all questions must be answered in an honest and straightforward manner. <input type="checkbox"/> Read and Agree <i>(Required: Check if applicable)</i>
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1 9	Purchase Order Contact Information Please provide all contact information to be used to place orders (if varying from information provided in the preceding attributes). This should include the name, address, phone number, fax number and email. <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <i>(Required: Maximum 4000 characters allowed)</i>
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Diversity and Inclusion

The University of Iowa has a broad commitment to inclusion and diversity. The Supplier agrees to provide information about diversity spend upon UI request.

Read and Agree
(Required: Check if applicable)

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Payment Terms

Net 30 days for payment.

(Optional: Maximum 1000 characters allowed)

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Evaluation Criteria/Method of Award

Evaluation will be based upon presentation of the materials outlined herein, with particular attention paid to the scope and nature of services. A University committee intends to select Supplier(s) exclusively from written proposals, but reserves the right to request a follow-up interview and presentation from qualified suppliers.

The University will select the Supplier(s) that best meets the requirements of the solicitation and other considerations as stated in the RFQL. However, the University reserves the right to withdraw this RFQL and to make decisions it determines to be in the best interest of the University.

The University reserves the right to conduct discussions with Suppliers, to seek further information and clarification, to accept revisions of proposals, and to negotiate price changes. During this discussion period, the University will not disclose any information derived from proposals submitted, or from discussions with other bidders. Upon selection of the successful Supplier(s) the University will enter into negotiations with Supplier(s) for an appropriate agreement(s). These negotiations may not depart substantially from the selected proposal without the University's agreement. If the University and the Supplier selected are unable to reach an agreement, the University may terminate negotiations and begin negotiations with another Supplier or seek new proposals.

Supplier's submission of a proposal constitutes Supplier's acceptance of the evaluation technique and Supplier's recognition and acceptance, that subjective judgments will be used by the University during the assignment of points.

Determination of compliance and responsiveness to the requirements of the RFQL will be made after a thorough and careful review of the proposals. Your proposal must contain information relative to each of the items listed herein to be considered responsive. Answers should be detailed and complete.

(Optional: Maximum 4000 characters allowed)

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Supplier Background

If applicable, Supplier shall ensure that background checks are obtained and documented with respect to all assigned Supplier and subcontractor personnel with all such background checks being current within the last 12 months as of the time when each individual is first assigned to the performance of the Services and including investigation and identification of all state or federal misdemeanor or felony convictions of such individual. At the request of the University, Supplier shall deliver a written certification to the University that a background check has been performed, and the subject individual has passed such verification procedures as set forth in this Section.

Read and Agree
(Required: Check if applicable)

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4 **Trade Secret of Proprietary Information**

As a public entity, the University is subject to Iowa’s open records laws, which require procurement records to be made public. At the conclusion of the selection process, the contents of RFQ Proposals, RFP Proposals, RFQL Proposals, final contract documents, and related materials from all participants will be subject to disclosure and inspection by interested parties. Certain types of records are considered confidential and exempt from disclosure, including records containing trade secrets or proprietary information that are recognized as such and protected by Iowa law. To the extent the University concurs, information marked “Proprietary Information” in your RFQL Proposal will not be considered public information. The University is the final authority as to the extent of material that is considered confidential.

Read and Agree
(Required: Check if applicable)

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5 **Independent Contractor**

Supplier is an independent contractor and shall not be considered the agent or employee of the University.

Read & Acknowledged
(Required: Check if applicable)

Bid Lines

1 **Fee for Services**

Price: \$ Total: \$

Supplier Notes: _____

- No bid
- Alternate specification
(Attach separate sheet)
- Additional notes
(Attach separate sheet)

Item Attributes

1. Fee Details

Submit in detail, Supplier's service fee structure for these services including, but not limited to, reimbursable and non-reimbursable items. The Supplier should clearly delineate fee structure and how fees related to services performed. All fee structures are appropriate, e.g. fee for service (not to exceed), fixed fee, and combination of fee for service and fixed fee.

(Required: Maximum 4000 characters allowed)

