

ARKANSAS TECH UNIVERSITY
Russellville, AR 72801-2222

Request for Qualifications No. 13-017

Arkansas Tech University is requesting qualifications for a Marketing and Public Relations firm. The purpose of this contract is to market and promote the services and programs of the University. Initial contract will be for the period of July 1, 2013 through June 30, 2014, with an option to renew for additional terms for an additional six (6) years.

Arkansas Tech University is a regional state university located in Russellville, Arkansas, offering programs at the technical, baccalaureate and graduate levels. Although faculty scholarship and service are supported, the primary mission of the University is teaching. Tech is the fastest growing 4-year school in Arkansas with a Fall 2012 enrollment exceeding 10,000.

Criteria considered for evaluation of applicants will include, but not be limited to, experience, personnel assigned to the University, financial strength and cost. The University reserves the right to negotiate for best and final offer. Award will be made in the best interest of the University.

Requirements for Agencies:

- 1) Full-service marketing, advertising and public relations agency with an office in Arkansas
- 2) Excellent creative and design capabilities
- 3) Must have no principals serving as trustees for any higher education institution in Arkansas
- 4) Must have previous experience in marketing a 4-year university in a competitive environment
- 5) Must involve Agency principal(s) in management of account
- 6) Must be able to provide strategic consulting service on limited notice
- 7) Must have no current accounts representing higher education institutions in Arkansas

For additional information, contact:

Ms. Susie Nicholson
VP for Student Affairs
University Relations
(479) 968-0238
snicholson@atu.edu

If requested, firm must be willing to make an oral presentation to the University's evaluation committee.

Submit three (3) copies of response with RFQ 13-017 noted on the outside of the envelope. Responses must be received no later than 3:00 p.m. local time, March 15, 2013. Late responses will not be accepted and will be returned to the submitting firm.

Send to: Purchasing Department
Arkansas Tech University
Young Building East End
203 West O Street
Russellville, AR 72801-2222

Company Name: _____

Contact Person: _____
(Name & Title)

Mailing Address: _____

City, State & Zip: _____

Telephone No: _____ Fax No: _____

E-mail Address: _____

Names and Titles of Agency's Principals:

NAME	TITLE

Name and title of person who would be our primary account representative:

Name: _____ Title: _____

List other employees who would work on our account and the skills/expertise they would bring:

NAME & TITLE	SKILLS & EXPERTISE

Attach resume' for each person listed above.

Provide a one-page history of the agency and its operations.

Provide an organizational chart for the agency.

Briefly describe the function of your account management. How does it interact with a typical client?

Briefly describe the creative department. What are its strengths? To what extent are creative department personnel in contact with clients?

In general, what are the agency's strengths? In what kinds of accounts do you believe you have special skill? What other agency experience do you believe might provide useful background for working with Arkansas Tech University?

Provide a list of the firm's major current clients and years of service for each.

Describe firm's experience with any education-related accounts.

Include at least three (3) case studies that describe work similar to that requested for the University. Case studies are to include the following information:

- 1) Name of client with contact person and telephone number
- 2) Scope of project
- 3) Project development
- 4) Project implementation
- 5) Measurement of success

Indicate the number of accounts you presently serve in each of the following billing categories:

AMOUNT	NUMBER	AMOUNT	NUMBER
Under \$100,000		\$250,000 to \$500,000	
\$100,000 to \$250,000		Over \$500,000	

Provide total annual billings for 2010, 2011 and 2012.

Provide samples and concise descriptions of your experiences with:

- 1) Brochure design and production
- 2) Television advertising design and production
- 3) Video design and production
- 4) Outdoor advertising design and production
- 5) Color ad design and production
- 6) Radio ad design and production
- 7) Web/Interactive CD design and production
- 8) Work with state government elected officials

IN A SEPARATE SEALED ENVELOPE, provide a list of charges and/or hourly rates.

What services may the University expect at no charge?