Procurement and Risk Management Services  
Young Building, Suite 101  
203 West O Street  
Russellville, AR 72801  
479-968-0269  

REQUEST FOR PROPOSAL  

Marketing and Advertising Services  

RFP 17-033  

Request for Qualifications must be received by 4:00 p.m., April 25, 2017
**Project Scope:**

Arkansas Tech University is seeking sealed proposals from qualified firms to provide marketing and advertising services focused on brand awareness, student recruitment, legislative efforts and capital funding initiatives. Arkansas Tech University seeks to engage an agency who will collaborate with the Office of University Marketing and Communication to assist in raising the stature and reputation of the university through media buying and positioning. As needed, the agency may also be engaged in the creative strategy process.

This Request for Proposals (RFP) outlines basic requirements for services to be provided. Arkansas Tech University is the client and makes no guarantee as to the number and size of projects, which may be awarded under this proposal. Arkansas Tech University’s Office of University Marketing and Communication will be the firm’s point of contact throughout the contract and will coordinate the professional services required of the firm. The term for the agreement will be one (1) year with an option to renew for three (3) additional one-year terms if mutually agreed upon by Arkansas Tech University and the firm.

**The capabilities and attributes being sought include:**

- Media-buying expertise, including social and digital media.
- Experience positioning at both a regional and national level.
- Experience in conducting marketing research and the ability to demonstrate how research shaped and informed subsequent campaigns.
- Experience utilizing paid search and SEO to impact awareness of client.
- A proven track record in developing and executing multi-media marketing campaigns, preferably including experience at the higher-education level.
- Ability to provide strategic consulting services, including but not limited to, recommendations on social media, search-engine marketing, web and graphic design, advertising and other forms of marketing communications.

**Background:**

Arkansas Tech is a state supported, SREB four-year level III, liberal arts institution; the third-largest in the state with an enrollment close to 12,000 students. The Russellville campus, located in the scenic Arkansas River Valley between the Ozark and Ouachita Mountains, is just one hour from the capital city of Little Rock. Offering over 100 undergraduate and more than 25 graduate degree programs across seven academic colleges and two campuses, Arkansas Tech strives to provide a solid educational foundation for life-long learning to a diverse community.

Arkansas Tech University-Ozark Campus is the regional provider for technical and career education, offering more than 25 programs with a variety of industry specific options, as well as certificates of proficiency, technical certificates, associate degrees and general education coursework.

Arkansas Tech University is dedicated to student success, access, and excellence as a responsive campus community providing opportunities for progressive intellectual development and civic engagement. Embracing and expanding upon its technological traditions, Tech inspires and empowers members of the community to achieve their goals while striving for the betterment of Arkansas, the nation, and the world. Without losing sight of this goal, we are looking for help executing our brand message in order to:
• Reinforce the university’s position as a natural fit for students looking for a residential, public-4-year university in the region.
• Promote the university throughout its market area as the school of choice.
• Strengthen the public perception of academic quality of the institution.

The university has several key audiences that it seeks to engage with as part of its efforts. Those markets include:

• Undergraduate
• Non-traditional students
• International Admissions
• Graduate College Admissions
• Ozark Campus Admissions
• Elected Officials
• Alumni, Donors and Friends of the University

The university has set marketing and recruitment goals, which have been focused specifically on recruiting high-quality students through increasing enrollment in the following segments:

• Traditional students (on-campus, first-year students, in-state and out-of-state)
• Transfer students
• Adult Learners (non-traditional, certificates, letters of completion, stackable degrees)
• Graduate Student Enrollment (on-site and online)
• International Student Enrollment
• Broadening our regional recruitment territory

Additionally, the university anticipates embarking on a capital campaign in the near future. During the campaign, collateral and marketing materials may be utilized for a variety of purposes including:

• Raising awareness of Arkansas Tech
• Sharing with donors and friends
• Generating support through web, social and online content

Proposal and Selection Criteria:

1. General Company Overview

• Provide a company overview that outlines your key competencies and approach to brand building.
• Include an overview on what sets you apart from other agencies.
• List the experiences and role of staff members who will work on the account. Include titles, roles, responsibilities and office location. Identify the expectations for interactions with the internal Arkansas Tech team.
• Provide at least three professional references from comparable clients.

2. General Capabilities and Qualifications

• Include a statement of what can be expected during the on-boarding process of a new client.
• Provide capabilities of the agency’s media department and practices used to ensure efficient and effective media placement.
• Describe the methodology to justify creative and media investments and describe how ROI is established and measured.
• College bound students live in a highly digital environment. Describe how your digital creative and media expertise will uniquely support Arkansas Tech to help engage this important target audience.
• Provide an example of how your agency’s approach to media planning and buying has benefited a client’s ability to engage a large proportion of their target audience with minimal advertising dollars.
• Describe the agency’s strategic process including research, creative development, placement, and analysis.
• Describe the capabilities of the agency’s production department and practices used to minimize product costs and maximize efficiency of production.
• Indicate any production that is outsourced.

3. Solution and Approach

• Include a thought starter proposal for ideas and strategy on how to execute the objectives listed in the scope and background. Proposals should include a budget of approximately $800,000 for all media placement activities and professional service fees for the year. This should include paid search, television placement, print advertising, digital advertising placement and other suggested tactics.
• Include a sample plan that outlines the recommended media buys to reach traditional audience, non-traditional, online and international environments.
• Submit samples of work done to impact relationships with donors, elected officials and other key stakeholders.
• Provide examples of at least one multi-platform campaign (digital, advertising, print, billboard, TV commercial, new media) completed within the past two years for a similar client.

4. Other relevant information

• Information about the university is available at:
  o  http://www.atu.edu/
  o  http://www.atu.edu/marcomm/
  o  http://www.atu.edu/hr/by-the-numbers.php
  o  http://www.arkansastechnews.com
• Arkansas Tech University is located in Russellville Arkansas, which is grouped into the 56th market in terms of media market size across the United States.
• Arkansas Tech University is in the process of developing a current brand campaign that will inform the look and feel of future collateral and messages moving forward.
• Arkansas Tech will share with the selected successful vendors its marketing and research survey results.
• Arkansas Tech University will retain ownership rights of all materials developed during the relationship. Additionally, the university has the right to utilize any creative developed as templates for additional collateral.
• Arkansas Tech University will approve all deliverables created by the vendor.
• Arkansas Tech University expects that personnel assigned to its account management team will serve diligently throughout the term of the contract. Account team should include senior level members of the agency. Any changes to the account team must be discussed with and any proposed replacements must be approved in writing by the university.
• Arkansas Tech University expects billing transparency and a clear delineation between media placement costs and costs associated with professional services. Costs should clearly denote media placement versus agency fees.
Arkansas Tech University expects regular and timely meetings, e-communications and teleconferencing. Meeting agendas should include media planning, placement, assessment items, budget updates and reconciliation items and other creative planning activities.

The selected vendor will accept Arkansas Tech University’s logo, style-guide, and Arkansas Tech provided theme lines and use as directed.

Arkansas Tech University may undertake a branding exercise, and the results of such exercise may impact the logo, style guide, and other items provided. Should an exercise take place, updated materials would be provided.

Any marketing research will become the property of Arkansas Tech University and may not be shared without express prior written consent of the university.

Proposing agencies are asked to certify they have no conflicts of interest in serving Arkansas Tech University.

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

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<td>Under $100,000</td>
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5. **IN A SEPARATE SEALED ENVELOPE, provide a list of charges and/or hourly rates.**

What services may the University expect at no charge?

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

**Award:**

This contract will be awarded from year to year and can be renewed by written agreement of the parties for a maximum of four (4) years.

The University reserves the right to reject any or all proposals, or any portion thereof, and re-advertise if deemed necessary. Awards will be made to the proposer whose proposal conforms to the RFP and, in the sole judgement of the University, will be the most advantageous to the University.

**Cancellation**

The University reserves the right to cancel any resulting contract, in part or in whole, without penalty upon 30 days written notice to the Contractor. Any cancellation shall not relieve the Contractor of the obligation to perform on all outstanding accounts placed prior to the effective date of cancellation.

**Submittal Instruction:**

Responses to this Request for Qualifications must be received by **4:00 p.m., April 25, 2017**, to be considered.

**Send one original hard copy and one (1) electronic copy of the response, preferably on a flash drive.**
Submittals are to be delivered to:
Procurement Office
Young Building, Suite 101
203 West O Street
Russellville, AR 72801
Attn: Jessica Holloway, APO, Director
RFP 17-033

Late responses, responses en route, or those left at locations other than the Procurement Office will not be considered. Questions regarding this request for qualifications can be directed Jessica Holloway, Director of Procurement, Tel. (479) 968-0269, Email jholloway@atu.edu.

ALL Respondents will be required to complete the following forms:
- Contract and Grant Disclosure and Certification Form
- EEO Policy Letter
- Illegal Immigrant Certification Form

Forms are available on our web site. www.atu.edu/purchasing

Failure to provide the completed forms may result in rejection of response.

MINORITY BUSINESS POLICY: It is the policy of the State of Arkansas and this university that Minority Business Enterprises shall have the maximum opportunity to participate in the State Procurement process. Therefore, the University encourages all minority businesses to compete for, win, and receive contracts for goods, services, and construction. Also, the State encourages all companies to subcontract portions of any state contract to Minority Business Enterprises. If contractors are unable to include minority owned businesses as subcontractors, they may explain the circumstances preventing minority exclusion.

Funding Out Clause:
Following is the Arkansas Office of State Procurement’s policy for multiple year contracts:

“In the event that the anticipated term of this contract extends beyond the current biennial period, the contract will be terminable on the part of the University without cause at the end of the current biennial period. However, the University may agree to continue the contract, but in no case will any renewal, automatic or otherwise, cause the contract to continue beyond a biennial period for which the contract is renewed.

Any services or products on contract accepted by the University must be paid but does not obligate the University to continue the contract beyond the end of a biennial period.”

CONTRACT GOVERNANCE AND INDEMNIFICATION. The contract will incorporate the contents of the RFP as well as any negotiated terms and conditions. Vendors should note the following regarding the State’s contracting authority and amend their documents accordingly. Failure to conform to these standards will result in rejection of the proposal.

This contract shall be governed by and constructed in accordance with the laws of the state of Arkansas. Arkansas Tech University is an agency of the state of Arkansas and the state and its agencies are protected from suit by sovereign immunity. Nothing in this contract is intended to nor shall it waive this sovereign immunity. Any provision of this contract in conflict with the laws of the state of Arkansas is null and void.
The Vendor shall indemnify and hold harmless the University, its officers, and its employees from all claims, suits, actions, damages, and costs of every nature and description arising out of or resulting from the contract or the provision of services thereunder.

The University will cooperate with the Vendor in the defense of any action or claim brought against the Vendor seeking damages or relief for any loss, expense, damage, liability, claim, or demand either at law or in equity for actual or alleged injuries to persons or property arising from any negligent act or omission by the University or its employees or agents in performance of this contract. The University also will cooperate in good faith with the Vendor should the Vendor present any claims of the aforementioned nature against the University to the Arkansas State Claims Commission and will make reasonable effort to expedite any hearing or other action before the Commission. However, the University reserves the right to assert in good faith any and all claims and defenses available to it in any such proceedings before the Commission or other appropriate forum.

Additionally:

A. The State of Arkansas may not contract with another party to:
   1. Indemnify and defend that party for any liability and damages. However, the University may agree to hold other party harmless from any loss or claim resulting directly from and attributable to the University’s use or possession of equipment or software and reimburse the party for the loss caused solely by the University’s use or possession.
   2. Upon default, to pay all sums to become due under the contract.
   3. Pay damages, legal expenses or other costs and expenses of any party.

B. A party wishing to contract with Arkansas Tech University must:
   1. Remove any language from its contract that grants remedies other than:
      The right to possession.
      The right to accrued payment.
   2. Include in its contract language specifying that the laws of the State of Arkansas govern the contract.
   3. Acknowledge in writing that contracts with the University become effective when awarded.
Names and Titles of Agency’s Principals:

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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:

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