



**SOUTHEAST MISSOURI  
STATE UNIVERSITY · 1873**

**REQUEST FOR PROPOSAL 5912  
AMENDMENT 1**

**TITLE:       ADVERTISING AND MARKETING SERVICES**  
**DATE:        AUGUST 3, 2018**  
**BUYER:       AMY HANCOCK**  
**EMAIL:       abhancock@semo.edu**  
**PHONE:       (573) 651-2021**

**BID MUST BE RECEIVED NO LATER THAN:**

**DATE:        AUGUST 14, 2018**  
**TIME:        3:30 P.M.**

**DELIVERY INSTRUCTIONS**

For USPS/FedEx/UPS, etc.

**Bids must be mailed to:**  
**Purchasing Department**  
**Southeast Missouri State University**  
**One University Plaza, Mail Stop 3280**  
**Cape Girardeau, MO 63701**

**OR delivered by bidder to:**  
**Purchasing Department**  
**Academic Hall Room 200F**  
**Normal Avenue**  
**Cape Girardeau, MO 63701**

The notice of award is made subject to availability and appropriation of funds, and the selection of the lowest and best bidder is made in accordance with all applicable public procurement laws.

**MUST BE SIGNED TO BE VALID**

The bidder hereby agrees to furnish items and/or services, at the firm, fixed prices quoted, pursuant to all requirements and specifications contained herein, upon either the receipt of an authorized purchase order from the Purchasing Department or when this document is countersigned by the Purchasing Department as a binding contract, and further agrees that the language of this document shall govern in the event of a conflict with his or her bid.

AUTHORIZED SIGNATURE		PRINTED NAME/TITLE	
COMPANY NAME			CURRENT DATE
MAILING ADDRESS			TELEPHONE NUMBER/EXT.
CITY		STATE	ZIP CODE
CONTACT PERSON	CONTACT PERSON EMAIL ADDRESS		FACSIMILE NUMBER
DELIVERY DATE: _____ DAYS ARO, FOB DESTINATION      PROMPT PAYMENT TERMS: _____%    _____ DAYS    NET _____ DAYS			
NOTICE OF AWARD (SOUTHEAST MISSOURI STATE UNIVERSITY USE ONLY)			
AUTHORIZED SIGNATURE FOR SOUTHEAST MISSOURI STATE UNIVERSITY			DATE

**SOUTHEAST MISSOURI STATE UNIVERSITY  
ADVERTISING AND MARKETING SERVICES  
REQUEST FOR PROPOSAL 5912**

**AMENDMENT #1**

The offeror is hereby notified that Request for Proposal 5912 is amended as follows:

A. RFP 5912 Questions and Answers

1. **Can you provide more details regarding the vision, goals, objectives and success measures for the advertising and marketing services requested in the RFP?**
  - a. **Is the primary focus enrollment of new students? If so, is the effort primarily focused on undergraduate students? Graduate students? And do you have established enrollment goals that the winning agency will be responsible for helping achieve?** The primary focus of our marketing campaigns is recruitment in all populations.
  - b. **Is brand growth a goal of this effort? If so, do you currently do any brand awareness tracking?** Brand growth is an ancillary goal. No.
2. **What is the total investment (including media) you anticipate for this project in year one, including media buying and related services?** Unknown. Last year, the University spent approximately \$350,000 in media spends across multiple platforms.
3. **Understanding that a branding/messaging effort was undertaken in 2014, are there background materials and research from that effort that will be shared with the winning agency?** No.
4. **Did this effort include development of customer personas and journey maps? If not, should we include a quote for these in our proposal?** Customer personas were completed in 2014. An update might be warranted. Journey mapping is currently underway. A new proposal would be welcome for both services.
5. **Do you have established KPIs that you track and review on a regular basis?** Not at this time, but will going forward.
6. **Do you have an existing performance measurement/analytics strategy in place? No. If not, should we include a quote for this in our proposal?** Yes.
7. **Can you break down, by percentage, the current investment in each of the following digital marketing tactics:**

***Estimated percentages are as follows:***

  - a. **Paid Search** 10%
  - b. **Display Advertising** 12%
  - c. **Online Video Advertising** 3%
  - d. **Search Engine Optimization** none
  - e. **Lead Generation** 6%
  - f. **Social Media** 20%
  - g. **Email** Unknown

- h. **Mobile marketing (Display/Paid Search/SMS/Apps/Mobile site(s))** Included in Display Advertising
  - i. **Microsites/Landing Pages** 0%
8. **Of these tactics what have you found to be the most effective?** Last click attribution reports search. **Have you established cost per leads for each?** No. **Do you have application per lead rates for each media type?** No.
  9. **What is your current marketing technology ecosystem? What CMS is your website on?** CMS=OmniUpdate (OUCampus) **Do you have a CRM in place?** Yes. Ellucian Recruit. **Do you utilize a marketing automation solution?** Not at this time. **Are you utilizing Google Analytics and Google Tag Manager?** Yes and yes.
  10. **Page 3 of the RFP states that “depending on the scope/complexity of the need, meetings may be necessary, and will be conducted at no charge to the university.” Does this refer to meetings related to the RFP process, or to the execution of services outlined in the RFP once a contract has been established with the winning agency?** Both. The University will only be responsible for the costs listed on the Pricing Page of the RFP.
  11. **Page 3 of the RFP states that “multiple contracts” will be awarded. Does this mean that several agencies will be selected as part of the RFP process? Is the University open to providing one contract to an agency that can provide all services requested in the RFP?** Yes. The University prefers to have multiple contracted agencies in order to provide flexibility and variety.
  12. **Do you currently work with an agency for advertising (overall or service line)? If so, is this agency/vendor participating in the process for this RFP?** Yes. Unknown.
  13. **How many agencies received this RFP?** Unknown. The RFP was publicly advertised in two daily newspapers. Email solicitations were sent to approximately 30 agencies.
  14. **For proposal purposes, how should we scope for creative services like Graphic Design, Video Production, Radio Ad Production, Photography and Content Marketing?** Per hour.
    - a. **What types of print collateral need to be created? It varies. Do you need a new website? No. Or just landing page/email design, etc.?** Yes.
    - b. **How many radio ads do you need?** Unknown. On an as needed basis.
    - c. **How many videos do you need, and of what type?** Unknown. On an as needed basis.
    - d. **How much photography do you need?** Unknown. On an as needed basis.
    - e. **What kinds of content marketing do you need? Blog post writing? Website content enhancements? And how many of each of these do you anticipate needing?** Unknown. On an as needed basis.
  15. **Do you have an existing SEO strategy to guide content development and website enhancement aimed at enhancing organic traffic to the website?** No. **Should we include a quote for this in our proposal?** Yes.

16. **Can you please elaborate how you would like to see the pricing information on page 10 of the RFP? Specifically, in 1.1 and 1.2, what do you mean by % firm? Are you simply looking for hourly rates by service as listed 1.1-1.9?** The University is simply requesting hourly rates by service. As a state entity and a steward of tax dollars, we must be able to evaluate based on cost. The % firm would pertain perhaps to, for example, a billboard design the University Marketing team created but has asked your organization to place. Essentially, what is the charge for placing ads or media buying that your organization does not create.
17. **This is an open RFI, however do you already have a roster of agencies you work with? Are they participating?** We have a variety of agencies we've worked with in the past, but no knowledge of who and who will not participate in the RFP
18. **Please confirm that the scope is for media AND creative services? Is there a priority here?** University Marketing has an in house creative team, and most work is done within the department. However, with a large scope of work, we do need to lean on outside assistance for some projects. What and how many will likely depend on cost and timeframe.
19. **Can you share any research or foundational work that would help inform our response?** The University is requesting from the potential offerors what services they offer, samples of services, what they bring to the table, and not necessarily for how they'd approach a particular campaign, but work in general.
20. **Will you publicly post questions from other interested parties?** The University plans to post questions asked to date on Friday, August 3 to the Purchasing website.
21. **Please confirm you're looking for 3 printed responses.** The University is requesting three additional copies, one each for evaluating committee members.
22. **Is there a preferred format (8.5 x 11, or landscape/presentation)?** No.
23. **It appears SEMO envisions awarding multiple contracts on this work, correct? Or possibly several one-year contracts? Would our organization be helping to facilitate other agencies or vendors?** The University is not expecting this award to include facilitating other agencies and vendors.
24. **Are you able to share any other details about the selection process beyond what is found in the Terms and Conditions sections 7 and 8? E.g., if selected, would we pitch via phone and then in person? Also, we noticed in the verbiage describing Attachment 3 (page 9) that bonus points will be awarded to veteran-owned businesses.** The University will evaluate the responses based on the evaluation criteria below and may contact prospective vendors with questions or clarifications. Please complete and return any and all attachments that pertain to your organization.
25. **Are you able to describe the points/ranking system?** As stated on Page 7, Item 5 of RFP 5912

**5. EVALUATION PROCESS:** The award of any contract resulting from the RFP shall be based on the best proposal(s) received in accordance with the following evaluation criteria. The evaluation criteria are further defined in subsequent paragraphs. Failure to provide adequate information for evaluation of the criteria listed may result in minimal subjective consideration and/or in rejection of the offeror's proposal package.

5.1 Cost .....	30%
5.2 Proposed Method of Performance .....	25%
5.3 Sample Work/Portfolio .....	25%
5.4 Experience and Reliability of Offeror's Organization .....	20%

26. **Terms and conditions section 8 Evaluation/award, part d., (3) complies with Sections 34.010 and 34.070 RSMo and Executive Order 04-09, can you please share details on those particular statutes and orders?** Please visit the State of Missouri Purchasing website for more information on the laws. <https://oa.mo.gov/purchasing#mini-panel-purchasing-tabs1>
27. **Are you able to share any information about the selection committee?** The committee will be comprised of members of our University Marketing and Admissions leadership teams.
28. **What will the primary focus of the media buying and or other tactics focus on over the next year?** Recruitment is our main focus.
29. **Does SEMO have a preference on the structure for which they are billed?** Invoicing through our Accounts Payable department
30. **The RFP states, “Meetings will be conducted at no charge to the University.” Does this apply to hours related to the pitch process specifically or for the entirety of the partnership?** The University will only be responsible for the charges related to the items listed on the Pricing Page of RFP 5912.
31. **Cost is weighed more heavily than the other categories. May we inquire about previous arrangements?** As a state entity and a steward of tax dollars, cost will almost always be the most heavily weighted evaluation criteria.
32. **Can you please share your brand standards? E.g., logo, colors, etc.** Please find information for the University’s brand standards here. <http://semo.edu/university-marketing/brand.html>.
33. **Holistically, is SEMO searching for a media or full service partner?** We are searching for several partners who can assist with expertise in a multitude of areas so that with a heavy production schedule, we have partners with which to work would the need arise.
34. **Is there an incumbent agency(s)?** This RFP is designed so that we have multiple agencies on contract with the ability to provide a range of services, so under that structure, it’s not necessarily that there is an incumbent agency, though we have had a variety on contract in the past.
- a. If there is an incumbent agency, what do you like or not like about the relationship?** The contract is up for re-bid.
- b. Is the incumbent agency invited to respond to this RFP?** Yes.
35. **Our firm handles some national advertising accounts that include the St. Louis market, but we do not have clients directly targeting St. Louis or the southeastern Missouri region. Some of our clients prefer national vs. local marketing firms to get new ideas. How important is local market experience vs. national experience for the University’s decision for a marketing agency?** Our primary market will be Missouri and Illinois, so ability to deliver in those markets is necessary.
36. **Please describe what is entailed within PR services (1.9) within the Scope of Services on page 3.** Writing, media pitches, event assistance and promotion, crisis communications.
37. **Is the concept of hiring multiple agencies and having them on-hand a new model for the University?** No.
38. **Ideally, how many firms does the University want to select?** The University has no number in mind. It will depend on the level of response we receive and qualifications of the agencies.

39. **Does the response need to follow any certain order?** It seems following the order it was prepared in the RFP would be logical.
40. **Who is the incumbent agency?** The incumbent agency is Red Letter Communications based in Cape Girardeau, MO.
41. **Is the incumbent part of this RFP?** The contract with the incumbent is expiring so the University is re-issuing this RFP
42. **Is this a mandatory RFP?** As stated on page 5, item 9, "The contractor agrees and understands that the contract shall not be construed as an exclusive arrangement and further agrees that the University may secure identical and/or similar services from other sources at any time in conjunction with or in replacement of the contractor's service."
43. **Service(s) sought: Page two, section two of the document emphasizes purchasing media, and page three, section one lists a number of other potential types of services. Do you foresee media buying being the primary focus of this engagement? How much of the engagement will involve the other service types?** It's hard to say at the outset. We've recently reorganized our University Marketing team, so we want to have access to vendors to provide services when we need them. I don't have data on how much has been outsourced in the past as it normally is dependent upon workload and budget.
44. **Is there a primary contact within the University with whom the winning contractor(s) will work? Or is the relationship based on a project-by-project basis, where University project managers select the contractor(s) best suited for the specific job?** For the most part the Director of University Marketing will be the contact, though there may be some instances where members of her leadership team will be primary on some projects.
45. **The above scenario (project managers reaching out to us for various needs) is how we currently work with the University of Missouri. Is this relationship considered a conflict of interest on your end?** Not necessarily, but would likely depend upon the type of work performed for them and what our needs might be.
46. **Attachment Four: We always verify citizenship when hiring employees, but have never undergone the FAR/E-Verify system. The system has a 210-day timeline related to verifying all employees of an organization. How will this affect the submission of our proposal? Is it possible to have this requirement removed? We do work with various other State organizations and have not come across this requirement.** The University is unable to remove the E-Verify requirement as it is required of state agencies by Missouri Statute 285.530. In order to be considered for award for this RFP, our vendors must be enrolled in E-Verify. Please visit this link <https://oa.mo.gov/purchasing/vendor-information/e-verify-information> for a list of acceptable documentation. The University is not familiar with the 210-day timeline and have had little trouble obtaining this requirement from our current vendors.

## **B. RFP closing date and time remain the same.**

All other terms and conditions of Request for Proposal 5912 remain the same.

If you have any questions regarding this information, please contact the Purchasing Department at 573-651-2021.

*To acknowledge receipt of this amendment, the offeror should complete, sign, and return with the proposal response.*