SEIDMAN | GRAND VALLEY STATE UNIVERSITY

| To: | Prospective Supplier |
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| From: | Karen Ruedinger, Assistant Dean, Seidman College of Business<br>616.331.7433, ruedingk@gvsu.edu |
| Date: | November 8, 2018 |
| Subject: | Request for Proposal: Seidman Graduate Programs Digital Media Strategy and Website Re-design |

**Addendum #2: Follow Up Questions and GVSU Responses**

1. *Is there a robust photography portfolio of the graduate school that includes an assortment of student photography inside and outside in a variety of experiences?*
   As a first point of clarification, there isn't a separate graduate school for Seidman College. That is, our undergraduate and graduate offerings are both offered in the L. Seidman Center (where we met for the CMS briefing). While some of our undergraduate courses are held in other buildings on the downtown campus and in Allendale that is not the case for our graduate courses.

   Regarding the photography portfolio, I would say that the inventory of existing photography is reasonably robust for the exterior building and for the building in the context of the surrounding area and the downtown including aerial photography that the University has commissioned. Existing photography of the interior of the building and, more importantly, of our students and faculty "in action", in my opinion, not very robust. We do capture still photography at our major events (see the list in response to the second question below). However, candid shots of students, classroom activity, faculty engagement and more informal community interaction is lacking. In fact, some of the images on the current graduate programs website are stock photos, and those need to be replaced by Seidman/GVSU photos. In order to do so, we'll need to add more shots to our photography portfolio.

   It will be important for the vendor to identify the types of shots we need to capture for our digital media strategy – both one time for the website build out and of an ongoing nature as well. We can contract with photographers through GVSU. Direction for the types of shots including participation on photoshoots for images needed for the website build out, should be included in the quote. You should not need to provide the photographer; however, please quote an hourly photographer rate as an additional option in case it makes sense to have this provided by the vendor or timing requires this approach.

2. *Are there any events that the team participates in to promote Seidman on or off campus that we might consider as part of the overall program?*
   Seidman College does participate in and/or coordinate several recurring events during the course of a year. Most are general to Seidman College or specific to our undergraduate program. Examples include: Secchia Breakfasts (3 per year); Alumni Social events (3-4 per year); Evening of Honors and

Recognition (March); Colliers Breakfast (January); Graduation Open House (May); Healthcheck (January); and an array of other events hosted by our Seidman Centers (VanAndel Global Trade Center, Center for Entrepreneurship & Innovation, Koeze Business Ethics Initiative, Family Owned Business Institute). Our students are also involved in several different pitch competitions both local and not local, and each of our five academic units host events such as "Careers in…" events. Finally, our student groups host events as well such as networking and etiquette dinners. For the major events, we bring in professional photographers to capture the event. We would be looking for guidance regarding the types of shots we should capture from these on an ongoing basis. These events are often the subject of our social media posts. Many of these are of general interest and do not directly pertain to our graduate programs. We would need to discuss if/which and how these events should be reflected in the graduate programs media and website.