



To: Prospective Consultant

**From: Kip Smalligan, Strategic Sourcing Specialist, Procurement Services
Ph 616/331-3211, Fax 616/331-3287, smalligk@gvsu.edu**

Date: May 22, 2014

**Subject: Request for Proposal #214-43
Social Media Engagement Consultant**

Grand Valley State University is accepting proposals for a consultant to increase social media online engagement with GVSU alumni and others in the GVSU community. Contract is for one year (July 1, 2014 – June 30, 2015) with options up to three additional one year agreements. Please reference the attached specifications and objectives.

If you desire to submit a proposal, please do so no later than **4:00 p.m. on Thursday June 12, 2014 to Attention: Kip Smalligan, Grand Valley State University, Procurement Services, 2015 Zumberge Hall, 1 Campus Dr., Allendale, MI 49401-9403**. Your proposal must be received by this date and time. No telephone, e-mail, fax, or verbal quotations will be accepted. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.

Questions regarding this RFP should be directed to Kip Smalligan at the above contact information.

GVSU RFP #214-43 Social Media Engagement Consultant: Instructions

1. Proposals must be submitted no later than **4:00 p.m. on Thursday June 12, 2014 to Attention: Kip Smalligan, Grand Valley State University, Procurement Services, 2015 Zumberge Hall, 1 Campus Dr., Allendale, MI 49401-9403.** Your proposal must be received by this date and time. No telephone, e-mail, fax, or verbal quotations will be accepted. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.

Before sealing the envelope, check to be sure that:

- The proposal is signed
 - Any addenda received are acknowledged
 - RFP number is on your mailing envelope or package.
2. Should it become necessary to revise any part of the RFP, notice of the revision will be given in the form of an addendum to all prospective suppliers who were sent notice of the RFP. Notice also will be posted on the Bid Opportunities page of the GVSU Procurement Services website at <http://gvsu.edu/purchasing/bid-opportunities--35.htm>. Each supplier must acknowledge receipt of addenda in their proposal, but the failure of a supplier to receive or acknowledge receipt of any addendum, shall not relieve the supplier of the responsibility for complying with the terms thereof.
 3. Grand Valley State University is Michigan state sales tax exempt. Our exemption certificate is available online at www.gvsu.edu/purchasing (see Popular Pages links)
 4. GVSU reserves the right to reject any or all proposals.
 5. Award will be made by GVSU purchase order.

GVSU RFP #214-43 Social Media Engagement Consultant: Specifications

Objectives

- Run three social media engagement campaigns for GVSU alumni channels throughout the year including Facebook, twitter, and LinkedIn.
- Expand the alumni numbers in our social media networks – hitting LinkedIn aggressively
- Increase alumni engagement with social media, including increased sharing, 'liking', commenting, participating in polls, clicking on videos, etc. including both organic and paid tactics through emerging social media
- Increase volunteer efforts/events for alumni through social media
- Assist in data transfer knowledge to our team.
- While we don't have a specific goal, it's reasonable to expect that we would like to more than double our numbers.

Contract Period

- July 1, 2014 – June 30, 2015; one year contract initially with consultant doing majority of tactical work. Thereafter, three additional one-year period options if mutually agreeable with decreasing consultant tactical work (would be more strategic) and increasing in-house work.
- Either party may opt-out at any time with 30 day written notice. The fee will be pro-rated with unexpended balance refunded. Annual fee should be paid in two installments, at the beginning and at the six month point.

Roles/Responsibilities

- Consultant will have one primary contact who will direct all action and provide approvals on plans/tactics, etc.
- Consultant will run three engagement campaigns throughout the year for GVSU alumni channels.
- Consultant will be supported by a GVSU team within Alumni Relations.
- Consultant is working 'for' GVSU University Development through the Alumni Relations team.
- Management of LinkedIn content to establish a stronger presence.
- Creative new ideas for engagement.
- Consultant will provide engagement campaign strategy, creative concepts, content, e-mail client capacity and analytics/data transfer.

Consultant Specifics

- Demonstrated innovative expertise in social media engagement campaigns and strategies.
- Has measurable, successful experience in achieving identical objectives with a Michigan-based university of roughly our size (24,000 with 100,000+ alumni).
- Preferably based in Michigan for ease of communication and understanding of market (the majority of our alums are in Michigan)
- Technical support will be necessary (e.g., back-end items such as building an application or providing us with data tracking).
- Being able to deliver analytics back to us in a timely manner.
- Creative – would like to have new, fresh ideas presented to our team.
- Will be able to work within our budget to accomplish our goals.



PROPOSAL FORM

Social Media Engagement Consultant • RFP #214-43

The undersigned certifies that to the best of his/her knowledge:

There is no officer or employee of Grand Valley State University who has, or whose relative has a substantial interest in any contract award subsequent to this proposal.

The names of any and all public officers or employees of Grand Valley State University who have, or whose relative has, a substantial interest in any contract award subsequent to this proposal are identified by name as part of this submittal.

Name(s) _____

The undersigned further certifies that their company ____ IS or ____IS NOT currently debarred, _____ suspended or proposed for debarment by any federal entity. The undersigned agrees to notify the University of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Supplier declares the following legal status in submitting this proposal:

- A partnership
- A corporation organized and existing under the laws of the State of _____
- An individual doing business as (DBA) _____

Supplier declares that company is at least 51% owned, controlled and actively managed by (check all that apply):

- African-American
- Asian American
- Hispanic American
- Native American
- Multi-Racial
- Woman/Women
- ADA Disabled Person(s)

Supplier acknowledges receipt of the following addenda:

Addendum No. _____ Dated _____

Addendum No. _____ Dated _____

I. BASE PROPOSAL _____ ATTACH YOUR PROPOSAL _____ dollars
(\$ _____)

II. The undersigned proposes to furnish all labor, materials, equipment, tools and services required to complete the work in accordance with the proposed Contract Documents listed herein, including all addenda issued pertaining to same, for the sum or sums as stated, and agrees that these Documents will constitute the Contract if accepted by Grand Valley State University.

Company Name

Address City/State/Zip Code

Office Phone No. Cellular Phone No. Fax No.

Authorized Agent Signature Name & Title

Witness Signature Name

Tax Identification No. Date

VIII. ACCEPTANCE: This proposal is accepted by Grand Valley State University

Authorized Agent Signature Name & Title

Witness Signature Name

Office Phone No. Cellular Phone No. Fax No.

38 1684280
GVSU Tax Identification No. Date