

November 4, 2016

**Questions & Answers – Specification Clarification III**

**Request for Proposal #217-20**

Grand Valley State University (GVSU) has the following answers to questions that have been submitted for request for proposal #217-20. Note: GVSU’s responses have been noted in red.

**OBJECTIVE:**

1. Why are you departing from the existing method and schedule for the annual magazine?  We have enjoyed the current design/direction for the past ten years and look forward to an update.  Our current strategy is to transition to an annual magazine complemented by internally-generated monthly newsletters.

2. What needs improvement from the earlier format and process?  We are interested in a cohesive and intentional blend of graphic design and photography to complement the editorial content of the magazine.

3. Can you tell us more about the potential partnerships and collaborative initiatives stated in the objective? The Kirkhof College of Nursing (KCON) establishes mutually beneficial relationships with many types of organizations to provide high-impact learning experiences for our students and to respond to the needs of our communities. The partnerships and collaborative initiatives referred to in the objective revolve around these activities.

4. Is the recruitment objective for faculty, students, or both? Both

**DESIGN & CONTENT:**

5. Can you verify this is a redesign, not oversight of the current template?  This is a redesign.

How do you see the content as different from the earlier magazines? We are interested in a cohesive and intentional blend of graphic design and photography to complement the editorial content of the magazine.

6. Can you elaborate on "content development" from the Service Specifications section? Are the ideas coming from GVSU with oversight from your agency partner? Who will be creating the content for the articles—researching, interviewing, writing, etc.?  Content direction will be handled collaboratively between KCON & selected provider.  The selected provider will manage content development services to include researching, writing, gathering, organizing, and editing information.

**PRODUCTION:**

7. Will we have access to a photography portfolio?  The GVSU photography team will work with the selected partner to access existing photography and to secure new photography.

8. In Service Specifications, it lists the development and coordination of a three proof review system. We are comfortable with proofing on larger print pieces—is there something specific that you see as working for you in the review system that you would like carried on?  Please present your preferred/recommended method for proofing and approval.  A specific system has not been predetermined.

9. Do you have a preferred list of printing vendors or are you looking for our resources? We are open to recommendations for print vendors.

10. Is there an established mailing list, or would you like us to suggest lists to purchase? We have a mailing list.

11. Is this piece a self-mailer or does it require an envelope? A self-mailer is preferred, but we are open to exploring options.

Bid Opening: December 2, 2016 @ 10:00 AM

Thank you for your participation,

Valerie Rhodes-Sorrelle, C.P.M.

Sr. Strategic Sourcing Specialist

***Procurement Services - 2033 Zumberge Hall - Allendale, MI 49401***

***Phone – 616/331-2283 – Fax 616/331-3287***