

May 14, 2019

**Clarification I: Question and Answer**

**Ref: Bid #219-42 – Advertising Agency for Image/Brand Services**

Grand Valley State University has received the following questions in regards to our request for proposal(s) for Advertising Agency for Image/Brand Services. Please note responses are stated in red with e-mail information in blue.

**Question 1**

Please clarify the June 21, 2019 date. Do all materials need to be produced by this date or is June 21–September 1 the time frame for production?

These are the items we would like for a “soft launch” by June 21st:

Institute identity\*, tagline, and overall key messaging platform

Web strategy, design assets (for development by GVSU) including blog and event calendar capability (must be compatible with GVSU CMS) (<https://www.gvsu.edu/webteam/cms-4-training-video-45.htm>),

Email and newsletter template

PowerPoint template

**Question 2**

Please provide the context of the program launch events (i.e., number of attendees, formal vs. causal, speaker vs. roundtable discussion, etc.)—this will help us better determine deliverables needed and allow us to provide a more concise estimate.

We are planning on a soft launch by June 21st that relies heavily on email communication and a web presence. This date would not include a formal event. We anticipate a variety of conversational launch events that will follow. Some of these conversations may impact subsequent materials. We would want a give-away and a brochure possibly created for these conversational launch events (so in the months of July and August).

**Question 3**

Regarding the email and newsletter templates, please elaborate if the newsletter is digital or print and if we can get specifications on sizing and/or a sample.

It will be a digital newsletter. We will use either Emma or MailChimp.

**Question 4**

Do you have an expectation for the size of the launch event or any further details? Is it an intimate gathering or will a large portion of the school will attend?

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Email and newsletter template

PowerPoint template

The soft launch by June 21st will rely heavily on email communication and a web presence and will not include a formal event.

**Question 5**

Do you envision having separate service brochures for each service? If so, how many services do you want to promote with separate brochures?

For this proposal, one comprehensive brochure.

**Question 6**

Do you have a paid media plan developed, or can you characterize the scale and publications you are considering?

We have an in house advertising team that we will work with to develop the media plan. Media could include local B2B pubs, paid social media, subscription radio, email marketing, and more*.*

**Question 7**

Can you please clarify the bullet point under web strategy? I understand that we are generating a strategy and the assets to insert into the content management system. What else are we doing? Are we adding the content to the CMS? Are we designing the layout/functionality of new components for GVSU team to code?

No, you will not be adding content to CMS. We are asking you to consider our current system AND make suggestions (anything that would add value) that we can build into CMS. We are looking for creative direction and assets.

**Question 8**

Are you expecting us to source print and promotional consumables (banners, giveaways, printing, etc.)? Or will we be providing the designs to third-party vendors you source?

We are open to using you or a third party vendors as appropriate.

**Question 9**

What is the event occurring that drives the June 21, 2019 deadline for most materials?

This is the launch of the website and a public announcement. There will be subsequent conversational launch events.

**Question 10**

Can you share with us other questions that other agencies have asked and the answers provided to them?

Yes, they will be posted at this web address: **RFP-Received@gvsu.edu**

**Question 11**

What quantitative or qualitative research conducted in the last three years, if any, is available to support the successful development of the overall positioning, brand and advertising campaign?

We have conducted climate study research in a variety of settings and the findings support the kind of training curriculum we deliver. In terms of market research, we are responding to growing demand for this type of education throughout West Michigan.

**Question 12**

What, if any, benchmark data is available to support this engagement?

We have collected basic information on similar consulting services in West Michigan to develop our niche.

**Question 13**

Please provide the list of GVSU departments and/or stakeholders involved in this engagement.

The Division of Inclusion and Equity is a unit that embeds its work throughout the institution. Depending on the project – any number of faculty/staff and/or departments – could be potential resources. We also anticipate working with external educators/trainers on a contractual basis.

**Question 14**

Please describe the decision-making process and provide the final decision authority for this engagement.

The leadership team for the Division of Inclusion and Equity will review proposals and come to consensus. Ultimately, the decision is made by the Vice President of Inclusion and Equity.

**Question 15**

What is the role of GVSU’s Institutional Marketing department during this engagement?

GVSU Institutional Marketing serves as an ongoing consultant, per our invitation. We view them as the primary guide for GVSU branding and identity standards as a resource for whomever we work with. They will advise on media strategy and may fulfill some creative needs once the campaign is established.

**Question 16**

What is the advertising budget? What is the advertising time period?

We will work with GVSU Institutional Marketing to create a media plan and develop a budget. This is separate from the design creation asked for in the RFP.

**Question 17**

Who are your target audience(s)? The information about the Institute shared in the Specifications section of the RFP seems to indicate an audience outside of the university community, while the Framework documentation seems more specifically focused on the GVSU community.

Yes, these are audiences outside the university and the framework, generally, will stand as the way we organize our thoughts around social justice education with external organizations. The language will need to be adapted accordingly for specific institute communications.

**Question 18**

It has been articulated that this project will help GVSU in expressing its willingness to share content and process knowledge with others looking to further their inclusion and equity commitments and a desire to attract clients from other sectors while the Framework seems very internally focused. Do you anticipate clients to primarily include other universities (and other educational institutions), or organizations outside of higher education?

It may include other higher education institutions, however, we expect much of this work will come from corporate, business, medical/health-care, non-profit and foundations, government, and legal – as examples.

**Question 19**

Are all offerings customized, or are there some options that are more templated?

We have foundational training/curriculum for most of our work, however, we are very open to customizing. Our process for engagement allows us to do an organizational assessment to lay out options for clients.

**Question 20**

Where do you advertise or envision advertising (both types of publications and local/regional/national)?

Digital, social media, targeted email ads, national higher education associations, alumni, and corporate and non-profit partners.

**Question 21**

What makes the Inclusion and Equity Institute at Grand Valley State University unique?

See attached document. We use a social justice/intersectional lens that moves from individual work to transforming systems. We deliver content in a dynamic manner and have an incredibly diverse team – larger than most – to be able to draw upon to deliver content. The potential for educational credentialing and the pathway to an academic program is also unique. As research/practitioners, we are constantly relevant and evolving in ways that many other training organizations may not be.

**Question 22**

What does success look like for this project?

The potential for tremendous learning is broadly understood by external audiences. They are able to see how our delivery and tools may benefit their organization.

**Question 23**

Do you have an established budget we should plan to work within?

No more than $30,000 for projects outlined in this RFP with additional opportunities in the future or outside of this scope.

**Question 24**

Will we receive answers to all submitted agency questions?

Yes.

**Question 25**

How were participating agencies identified?

Recommendations from internal and external stakeholders. Open RFP process.

Thank you for your participation,

Valerie Rhodes-Sorrelle, C.P.M.

Sr. Strategic Sourcing Specialist

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