

Scope of Work

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4 **I. Scope of Solicitation**
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I. SCOPE OF SOLICITATION

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14 Clemson University desires to develop a coordinated marketing and advertising campaign for the College of Health,
15 Education, and Human Development (HEHD) with the professional assistance from a third party vendor that
16 specializes in the promotion of higher education programs. This campaign will help create a branding identity that
17 is regionally, nationally, and internationally known. Currently there is limited or no branding identity for HEHD
18 programs. The HEHD marketing and advertising campaign must fit into the overall Clemson University branding
19 strategy.
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21 In order to attain regional, national, and international awareness and credibility for both our on-campus and our off-
22 campus programs, the College needs a coordinated marketing and advertising campaign developed with the
23 assistance of a third party. As we extend the reach of our programs, we need the assistance of professionals who
24 understand marketing higher education programs to the adult learner. This firm will need excellent contacts in the
25 Greenville, SC community, experience with social media marketing techniques, and an understanding of the adult
26 learner's and the 21st Century learner's educational needs and expectations.
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28 While we need to assure that we have excellent programs, faculty, research, and facilities commensurate with a
29 high-quality program, we need to pursue a brand identity and advertising plan that distinguishes us from the highly
30 competitive nature of the adult learning market. The marketing campaign needs to spread the word that the College
31 of Health, Education, and Human Development offers top quality programs and graduates top quality students.
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33 The anticipated final products include:

- 34 • A nationally recognized brand compatible with University standards
- 35 • An awareness and recruiting mixed-media advertising campaign targeted at the Greenville, SC market
36 including billboards, print advertisements, radio advertisements, event sponsorship, a social media plan,
37 and other marketing opportunities as needed
- 38 • Development and printing of branded program brochures
- 39 • National/international marketing campaigns to launch and maintain online programs
- 40 • Development, maintenance, and analytics associated with program web sites

Future Marketing Work:

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43 The successful vendor awarded this contract will be the vendor on contract with Clemson University for any HEHD
44 related marketing for the duration of this contract. See maximum contract period clause on Page 2 of this document.
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46 The contract will be managed through the College of Health, Education, and Human Development Office of
47 Distance Education in conjunction with Clemson University Procurement Services.
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50 **MAXIMUM CONTRACT PERIOD - ESTIMATED**

51 Start date: 03/06/2012 End date: 03/05/2017. Dates provided are estimates only. Any resulting
52 contract will begin on the date specified in the notice of award.

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54 **Deadline for Receipt of Questions:** All questions must be emailed to Tammy Crooks at
55 duncant@clemsun.edu prior to Thursday, January 26, 2012, 12:00 Noon ET.

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57 **Timeline for Project:**

58 Successful Offeror must immediately begin working on this project upon contract award.

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61 **II. INSTRUCTIONS TO OFFERORS**

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63 1. **DESCRIPTIVE LITERATURE – LABELLING:** Include Offeror’s name on the cover
64 of any specifications or descriptive literature submitted with your proposal.

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66 2. **SUBMITTING YOUR PROPOSAL:** Regardless of specific requirements below or in
67 this document, Offerors are required to submit their proposal electronically through the
68 Clemson University online bidding system. To do so you must login (registering first) at
69 <https://sciquest.ionwave.net/prod/default.aspx?company=clemson>, and follow specific
70 instructions for this solicitation. Do NOT simply email or mail in proposals based on this
71 scope of work document. You must attach your complete proposal response as two
72 separate .pdf files in the online bidding system - one file as a technical only (i.e. no cost
73 information) and one file as a cost proposal. Submit any additional files if required as
74 redacted proposals. These attachments must address all the specific requirements outlined
75 in Section II, Instructions to Offerors, as well as Section III, Scope of
76 Work/Specifications.

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78 3. **INFORMATION FOR OFFERORS TO SUBMIT** - In addition to information
79 requested elsewhere in this solicitation, Offerors should submit the following information
80 for purposes of evaluation:

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82 **A. Cover Letter**

83 Offeror’s shall provide a cover letter that contains a commitment to provide the
84 product/services described in this solicitation. The cover letter must include the name
85 and signature of a representative of the Offeror who is authorized to negotiate a
86 contract with the University and should summarize the overall benefits to selecting
87 your company and what your company considers to be the most important factors
88 involved in the selection of a marketing and advertising campaign.

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90 **B. Offeror’s Qualifications**

91 Include an overview of the company, qualifications of personnel working on the
92 project, and examples of similar work for other organizations.

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C. Technical Proposal

Provide a technical proposal with a detailed description of how your product/service meets the requirements documented in Section III/Scope of Work/Specifications and address how you will perform this scope. Offeror's proposed solution must describe and identify all products/services to fulfill the scope of this RFP document which must be identified as Offeror's "base solution". It is the intent of Clemson University to acquire the best base solution possible and for evaluation purposes, it is imperative that Offeror's completely and carefully word and convey all of the information requested. Offers should be prepared simply and economically, providing a straightforward, concise description of Offeror's capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content. Offeror's must demonstrate a thorough understanding of the project purpose, scope, activities, requirements and responsibilities. Technical Proposal responses must be complete and detailed, must address each section using identical section titles, and must follow the order and use the numbering scheme contained in the RFP Purpose and Scope of Work. Offeror's must discuss their approach and methodology for each of the activities and deliverables in the proposal and identify key dates.

Again, the base solution **must** describe/identify/include all products/services to fulfill the scope of this RFP document. However, there may be additional products/services/enhancements/add-ons that have **not** been requested in the scope of the RFP document but **will be required** for Offeror's product/service to fulfill the scope of the RFP document. If this is the case, Offeror's **must** identify/describe/include these additional products/services in their technical proposal as the "base solution". Any additional products/services/enhancements/add-ons Offeror **requires** in the base solution to fulfill the scope of the RFP **must** also be identified/included in the Offeror's Cost Proposal as the cost of the "base solution". If your offer includes any additional enhancements and/or add-on components or services that is **not required** to fulfill the scope of the RFP, these products/services **must** be identified and described in your Technical Proposal as well as your Cost Proposal documents and labeled in each proposal as Appendix A so that Clemson University can easily and clearly identify what is included in your technical base solution and what is included in your cost base solution. Including a separate appendix for products/services **not** included in the base solution will aide in our evaluation process along with providing a complete understanding of your offer contents. Offers which include either modifications to any of the solicitation's contractual requirements or an offeror's standard terms and conditions may be deemed non-responsive and not considered for award.

D. Selection of Media

Provide a proposed plan for selection of media and other components of a comprehensive plan.

E. Forms or Agreements

Include any forms or agreements.
i.e. Service Level Agreements (SLA) to include performance commitments.

141 F. **Cost Proposal**

142 The cost of the proposed products/services must be itemized by Offeror in the
143 Technical Proposal as well as the Cost Proposal, addressing the requirements
144 listed throughout proposal document. Offeror's proposed solution must describe
145 and identify all products/services to fulfill the scope of this RFP document which
146 must be identified as Offeror's "base solution". It is the intent of Clemson
147 University to acquire the best base solution possible and for evaluation purposes,
148 it is imperative that Offeror's completely and carefully word and convey all of
149 the information requested. For each requirement, the Offeror's response to the
150 item must be presented, along with which product/service addresses the
151 requirement. At the end of the document in the Cost Proposal, the Offeror must
152 present all products/services identified as necessary to fulfill the requirements of
153 the RFP document and the cost of each must be listed separately as the "base
154 solution". Again, the base solution **must** describe/identify/include all
155 products/services to fulfill the scope of this RFP document. However, there may
156 be additional products/services/enhancements/add-ons that have **not** been
157 requested in the scope of the RFP document but **will be required** for Offeror's
158 product to fulfill the scope of the RFP document. If this is the case, Offeror's
159 **must** identify/describe/include these additional products/services in their Cost
160 Proposal as the "base solution". If your offer includes any additional
161 enhancements and/or add-on components or services that is **not required** to
162 fulfill the scope of the RFP, these products/services **must** be identified and
163 described in your Cost Proposal and labeled as Appendix A so that Clemson
164 University can easily and clearly identify what is included in your cost base
165 solution. Including a separate appendix for products **not** included in the base
166 solution will aide in our evaluation process along with providing a complete
167 understanding of your offer contents. All costs must be included in the Cost
168 Proposal. Cost Proposal must be separate from the Technical Proposal as stated
169 above in RFP Submittal section. **Do not include cost in Technical Proposal.**
170 **These should be submitted as two separate documents via .PDF attachments**
171 **in the online bidding system Total cost to fulfill requirements specified**
172 **herein must also be indicated in Bid Line Item Pricing in online bidding**
173 **system.**

174 **Services to be priced in offer include:**

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- 176 1. Total firm fixed price for all products/services for the 2011-2012 academic
177 year as outlined in above Scope of Work and any other costs involved to
178 complete Offerors proposed technical solution for the 2011-2012 academic
179 year based on scope. This firm fixed price will be used for evaluation
180 purposes. Travel, meals, lodging and all expenses must be included.
 - 181 2. Hourly rate for future consulting services to include travel, meals, lodging and
182 all expenses for future work in 2012-2013, 2013-2014, 2014-2015, 2015-2016
183 academic years throughout contract term must be specified.
 - 184 3. Media rates may be negotiated with successful vendor throughout contract
185 term for campaigns awarded after 2011-2012 academic year. If available,
186 please include detailed listings of type(s) of media, other components and

187 rates for future work that may be negotiated at a later date throughout contract
188 term.
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190 **III. SCOPE OF WORK / SPECIFICATIONS**

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192 **1. Overview**

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200 **2. Background**

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217 **3. Requirements**

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230 **4. Implementation/Installation/Setup**

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Vendor will be responsible for negotiation of media rates, development of design, production, and implementation of media campaigns. Vendor will be responsible for

233 identification and negotiation of rates for public events. Design of Internet and social
234 media materials will include analytics of response rates.

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236 5. **Project Timeline**

237 Initial campaign is for the 2011-12 academic year. Future campaigns will continue
238 through the 2015-16 academic year.

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240 6. **Invoicing**

241 Vendor will submit a detailed monthly invoice to the HEHD Office of Distance
242 Education, 426 Edwards Hall, Clemson, SC 29634.

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244 7. **Clemson's Responsibilities**

245 Clemson University will provide content, collaborate on design and media selection,
246 approve all branding and advertising materials, and participate in public events and social
247 media campaigns. HEHD Office of Distance Education will track telephone, electronic,
248 and personal responses and inquiries.

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250 8. **Service/Support** – Vendor will respond to telephone and electronic requests and
251 inquiries from HEHD Office of Distance Education personnel within 72 hours.

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255 **IV. TERMS AND CONDITIONS – SPECIAL**

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257 1. **Minimal Required Qualifications:** - Knowledge and experience with branding and
258 advertising campaigns targeted at markets in higher education

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261 2. **AWARD CRITERIA:** Offers will be evaluated using only the factors stated below.
262 Evaluation factors are stated in the relative order of importance, with the first factor being
263 the most important. Once evaluation is complete, all responsive Offerors will be ranked
264 from most advantageous to least advantageous.

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266 A. Demonstration of knowledge of higher education, adult learners, and distance
267 education markets, the Clemson University HEHD programs, and higher
268 education in the Greenville, SC community. (50 points)

269 B. Demonstration of experience in designing similar branding and advertising
270 materials for the identified markets (25 points)

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274 **V. APPENDICES TO SCOPE OF WORK**

275 *Not Applicable*