



UNIVERSITY OF SOUTH CAROLINA

AMENDMENT NO. 1 TO SOLICITATION

DATE: July 14, 2016

TO: ALL VENDORS

FROM: Juaquana Brookins, Procurement Officer

SUBJECT: SOLICITATION NUMBER: USC-RFP-2993-JB

DESCRIPTION: Marketing and Branding for University of South Carolina Aiken Campus

This Amendment No.1 modifies the Requests for Proposals only in the manner and to the extent as stated herein.

Vendor Questions and Answers

Links for Acceptance Package, USCA Road Piece 2015 & USCA Viewbook 2015

OFFERORS SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT NO. 1 IN THE SPACE PROVIDED BELOW AND RETURN IT WITH THEIR BID RESPONSE. FAILURE TO DO SO MAY SUBJECT BID TO REJECTION.

Authorized Signature

Name of Offeror

Date

1. There are two dates listed in the RFP as to when the proposal is due - July 27th and August 3rd. Can you confirm which date is correct?
Proposals are due on July 27, 2016 by 3:00 PM EST.

2. On the research request, it appears the research needs are primarily qualitative in nature. Are there any student satisfaction scores/research or brand awareness/perceptions/attitudinal studies that have been conducted that provide quantitative baselines or trending metrics? Are you looking for recommendations on research approaches to gain the right information to make sound marketing/brand decisions? Or has the approach been determined and we are to provide the approach and estimates outlined in the RFP?
That is correct, the research needs are primarily qualitative. The University will share any and all quantitative data or reports available with the successful offeror (Contractor). Primarily, the RFP is asking for recommendations on research approaches to gain the right information to make sound marketing/branding decisions.

3. Have the focus group participants been selected? Or will the agency be responsible for the selection and recruitment?
The participants themselves have not been selected, but some groups have been identified (current students, alumni, key administrators, faculty). The University will be responsible for the selection and recruitment of any individuals from those groups.

4. Our approach will be to provide ideas on best ways to communicate and effectively reach target audiences. Besides the website, there did not seem to be much focus around social/digital/media plans and deliverables. Beyond the ideas, are you interested in the costs for executing and managing the brand's online reputation or the media costs involved to reach the target audience effectively (across social, search, digital, email or traditional media channels)? Or will this be handled separately, and therefore, to not include in the proposal?
The University will address online branding and digital media separately and it is not required to include this in your response.

5. Regarding the website, what is the current CMS tool? What about a CRM system integration? Is there a system in place, if so, which one? If not, would there be desire to have a CRM/marketing automation program in place to develop a more sophisticated sales funnel/funnel metrics program? Or, is this an area that would be handled separately, and therefore, to not include in the proposal?
In regards to the website and the CMS, this **solicitation seeks an assessment of the existing site and recommendations for a robust and compelling new site. Offerors should make suggestions to the University as to whether a CRM integration would be beneficial (currently there is none). The CMS utilized by the University is dotCMS.**

6. Besides the internal communication tactics to prepare the Chancellor and internal teams, would there be a need to include ideas and costs for a comprehensive Public Relations campaign that would encompass PR, community relations and media relations, to help launch the new brand campaign? Or will that be handled separately, therefore, to not include in the proposal?

Public Relations efforts will need to be addressed in a separate solicitation.

7. For the price proposal, regarding the production estimates for the recruitment publications (toss piece, viewbook and admit pack), what quantities or quantity ranges would be required? (1000/2500/5000 or 5000/10000/15000 or other)?

Production costs are not required. Offeror's cost should only include the creative work.

8. Has a budget already been allocated that an agency must work within? And, will that dollar amount be shared with the agency? (We pride ourselves on working within any budget, as it depends on scope and scale of the client's need and priorities.)

Yes, a budget has been established but will not be revealed to the Offerors.

9. Please clarify the offer submission date as two are listed on the RFP – August 3, 2016, 3:00pm EST is listed on the cover page and July 27 is listed on page 13, Implementation Schedule.

Please see answer to question 1.

10. Can you identify the primary and secondary student targets for recruitment efforts? Can you identify the primary and secondary target markets? (e.g. South Carolina, South region, Northeast region, global, etc.)

Primary market is the Central Savannah River Area (CSRA) which includes South Carolina and portions of Georgia. The secondary market would be other southern and southwestern states. The University also attracts and actively seeks international students.

11. In an effort to minimize duplication of efforts and present an efficient proposal, can you please share any existing brand studies, relevant marketing research, competitive assessments, marketing and/or media plans? A focus of our research plan will be to identify and fill any key gaps in learning.

Offerors should assume that no such research or assessments exist. No brand studies have been undertaken. Any quantitative data that exists from internal assessments or reports such as enrollment data, Admitted Student Questionnaires or first year student satisfaction surveys will be shared only with the successful offeror (Contractor). Currently the University does not have a formal marketing or media plan and most decisions are made ad hoc.

12. Can you share the status or outcomes of the 2013 Marketing and Recruitment Task Force?

The final report of that Task Force can be found online at

<http://www.usca.edu/forwardtogether/marketing-and-recruitment.dot>

Offerors should assume that only minimal progress has been made on any one of the recommendations since this report was issued. There has been significant turnover in

key positions in Advancement and Marketing in the past calendar year and marketing unit remains understaffed.

13. While evaluation factors are ranked according to importance, can you please share the weights assigned to each factor?

The weights assigned will not be published.

14. Does the implementation schedule offer any flexibility? If so, may we adjust the calendar to reflect our recommended approach and action plan?

Yes, the University is receptive to this and welcomes an alternative plan.

15. Please clarify the submission details of the base service and production estimates for the three collateral pieces (toss piece, view book, admit pack) – what quantities should be estimated? Do you have a preferred vendor? Can you share existing collateral pieces?

This solicitation is not seeking production costs (printing) but rather the costs of preparing the creative, therefore quantity is not relevant. The term “production” in this context is meant to refer to preparation or preflight of materials to be sent to a printer. The University has print vendors it routinely uses, but recognizes that offerors may wish to utilize print services located near them to facilitate oversight of the print production. Existing collateral pieces do not reflect the size or page count that is contained in the RFP. Existing publications are attached.

16. What technology and content management system are you currently using for the website? Do you have a preferred system for the future?

The University currently utilizes dotCMS. The University has NOT identified a preferred system. The deliverable outlined indicates the desire for an assessment of the existing site and recommendations for a more functional, effective site. A new CMS may not be required.

17. Is the preference for the site similar to an enhanced brochure or a transactional website, or both?

Both. For the most part, the site is meant to be an evocative experience meant to drive visits and applications, but opportunities do exist for certain transactional practices such as inquiries, payment of donations or ticket purchases, etc. The goal of the RFP is to identify a consulting agency that can make recommendations and base them on an understanding of our limited resources. For the purpose of this solicitation, offerors should focus on the costs of conducting an audit and assessment and less so on the final outcomes.

18. Does the site have an architecture map that’s already built? If so, can you please share it with us?

No, the University does not have an architecture map.

19. It appears as though you’re using sub domains and outside links. Is one objective to bring all content under usca.edu?

Yes.

20. Do you need print costs for recruitment publications, as well as creative costs? If so, please supply quantities.
No, creative cost only.
21. Will USCA be able to recruit the focus groups, or will you require our assistance in recruiting and scheduling up to six undergraduate and two graduate student focus groups, as well as interviews with key community leaders?
The University assumes the responsibility of recruiting and scheduling focus groups.
22. Does USCA have a separate production-costs budget for items that might be needed as part of the brand rollout, such as t-shirts, the banners mentioned, or other branded products? If so, what are the estimated quantities and what is that budget?
Offerors should focus on making recommendations as to types of promotional materials they feel will appeal to currently enrolled students as well as college-bound high school students. Costs for production are not required, and no budget for the production of promotional items has been established. Proposals should contain cost estimates for the creative cost only.
23. Do the specifications included for the Admit Pack reflect what USCA is currently producing? (Can you supply a sample?) Could we offer options for other solutions? Admit Packets can range from the very simple (pocket folders) to the very complex. Is there a place on that scale you would like to occupy?
Sample is attached. The University desires an admit pack that is highly evocative and includes all the necessary materials bound together (with the possible exception of the admit letter) that a student would need to accept his position in the class. The University feels that this publication is just as important as the viewbook and serves as one of the final opportunities to market to the student. Is that simple or complex? Offerors should feel free to make recommendations for other solutions that they feel are compelling and effective.
24. How many paper and electronic copies of the cost proposal are you requesting?
One (1) paper copy, marked original and six (6) USB Drives Do not include cost information in the Technical Proposal. These should be submitted as two separate documents (One sealed envelope for Technical Proposal and one sealed envelope for Cost Proposal) for the hardcopy. For digital format, the proposal documents should be submitted on two separate flash drives (one labeled Technical Proposal and one labeled Cost Proposal)
25. On page 16 you include information on Minority participation. Is this a requirement of the RFP? If so, is there a percentage of Minority Participation that you would like to see?
No, this is not a requirement but the University encourages minority owned business to respond to this solicitation.
26. Regarding the website, we have several questions:

- a) Do you have any preferences around CMS—for example, open source versus proprietary? If proprietary, do you need budget estimates for CMS fees to be included in this proposal?

No preference. Offerors should focus on the cost of preparing an assessment and a report. It is not expected that offerors have this work completed for the proposals. Instead, the proposals should outline qualifications and a recommended approach to overhauling the site.

- b) Do you anticipate testing a new information architecture with the wireframes? If so, should we include architecture in our proposal?

Yes, include the cost of preparing architecture in the proposal.

- c) Do you anticipate that the “design templates” will be delivered as Adobe CS files or HTML? This is to be determined.

- d) What is your current CMS? The current CMS is dotCMS.

- e) What is your desired level of WCAG 2.0 compliance? The University should strive for 100% compliance.

27. On page one the RFP says that the proposal is due August 3rd, but then on page 13 it says that the proposal is due July 27th. Can you please confirm this date.

- a. If the due date is August 3rd, how does this affect the implementation schedule on page 13? See answers to Questions 1 and 14.

28. Whether companies from Outside USA can apply for this? (like, from India or Canada)

Companies from outside the U.S. may submit proposals and bid in response to this solicitation, but geographic distance might pose a significant problem in the execution of certain deliverables.

29. Whether we need to come over there for meetings?

It is imperative that the successful offeror (Contractor) visit our campus. It would also be highly desirable for the contractor to be present to conduct focus groups during the discovery phase of the project.

30. Can we perform the tasks (related to RFP) outside USA?(like, from India or Canada)

While the majority of deliverables could be conducted or produced anywhere, the successful offeror (contractor) must be able to meet with key constituents on our campus in the U.S. during the discovery phase of the project.

31. Can we submit the proposals via email?

No, all submissions are to be either hand delivered or mailed to the address on the cover page (page 1) of the solicitation.

32. Is the contract all or nothing or might the University split the contract based on the agencies' certain areas of expertise?

Per the RFP scope: “The University reserves the right to select from among these deliverables which ones it will include in the contract awarded from this solicitation. Inclusion of said deliverables in this RFP or your response does not commit the

University to contract for all services.” The proposal you submit should address all the requirements in Section III Scope of Work.

33. What CMS does the site currently use?

The University uses a product called dotCMS.

34. How many pages does the site have?

Currently the site has nearly 8,000 unique pages. The University is beginning the process of “cleaning house” and will migrate content that is more suitable for internal audiences to an intranet. The successful offeror (Contractor) will not be tasked with this work.

35. Is the University leaning towards a particular CMS?

The University has no preference. Functionality, ease of use, reliability and COST are the primary considerations for the University. The University may not make a change in the CMS used, but desires recommendations for products that might best suit our needs.

36. Is the vendor or University responsible for all content migration?

The University will be responsible for the migration of all content migration.

You can view "Acceptance Packet.pdf" at: <https://files.acrobat.com/a/preview/6048d6d8-adeb-4d09-baba-3b80bddd1bea>

You can view "USCA road Piece 2015 with bleeds.pdf" at: <https://files.acrobat.com/a/preview/a2590686-8e8d-4e1e-8b7d-8c6445353879>

You can view "USCA_viewbook2015.pdf" at: <https://files.acrobat.com/a/preview/208121e1-2bc0-45ec-9141-d145ce8a54e8>