**REQUEST FOR PROPOSALSDirect Marketing & Media Strategy**

**July 20, 2015**

1. **Purpose**To provide direct marketing, customer service and data analysis services for Indiana’s Return and Complete initiative.
2. **Background**

The Indiana Commission for Higher Education (CHE) is a 14-member public body created in 1971 to define the missions of Indiana's colleges and universities, plan and coordinate the state's postsecondary education system, and ensure that Indiana's higher education system is aligned to meet the needs of students and the state.

The Return and Complete Initiative is a statewide effort, led by the Indiana Commission for Higher Education, to reach out to the 750,000 Hoosiers with some college but no degree, encourage them to return to school, and support them with adult-friendly policies to ease the transition back to school and through to graduation. In 2015, the Indiana General Assembly tasked the Commission with partnering with Indiana’s postsecondary institutions to conduct targeted outreach to students who formerly attended Indiana institutions but did not graduate. The Commission is charged with handling the targeted outreach for any institution that opts not to do it independently.

The services sought in this RFP are to support the Commission with its obligations under this project and this law, including the direct outreach, the triage of responses and the reporting of data to the General Assembly.

1. **Services Sought**

The Commission seeks the following services. Please itemize your bid by service provided, separating agency costs from deliverable costs:

1. Direct Marketing
   1. Receive and manage data from universities regarding previous students and supplement those data with other datasets to provide updated addresses and demographic information.
   2. Provide a centralized database capturing response and interaction from all channels including direct mail and email
   3. Send personalized direct mail to all former students in database  
      - 3 mailings to same households, 4-6 weeks apart
   4. Develop an online tool or decision tree to assist adults in finding appropriate college  
      - to be housed on LearnMoreIndiana.org and utilized by inbound call center
   5. Develop and manage e-mail campaign
   6. Manage inbound and outbound call center, including automated response and next steps e-mail to inquiring students
   7. Produce monthly and end-of-campaign reports indicating rate of success for each method (measured through number of households contacted, response rate and, with assistance from institutions, re-enrollment rate of those contacted)
2. Media Buy
   1. Develop and manage paid media buy, including but not limited to:

- Website Banner ads

- Social media (Facebook, Twitter, etc.)

- Streaming media (e.g., Pandora, Hulu)

- TV and radio PSAs

- Other traditional and social media channels as recommended for appropriate demographics

* 1. Produce monthly and end-of-campaign reports indicating rate of success for each method as well as CTR and impressions

Please note that different components of this RFP may be awarded to different vendors, depending on available and competitive services.

1. **Response Requirements**

Responses are limited to no more than 15 pages, excluding appendices, and must include description of the entity interested in providing the services, including:

* History of company, services, experience
* Explanation of similar work performed
* Description for each component of work outlined above:
* Itemized price estimate/budget for services, including travel fees
* References

1. **Terms**

Funding for this project will come from state funds. Vendors must be able to agree to the terms and conditions of the Commission’s standard Professional Services Agreement (sample appended to this document). Vendors must be registered with the Indiana Secretary of State’s Office (vendors may do so at <http://www.in.gov/sos/business/3648.htm>). All payments will be 35 days in arrears and via ACH/electronic deposit from the Indiana Auditor of State’s Office. Invoices must detail expenses and charges in accordance with any purchase orders issued; total payment shall not exceed the accepted bid amount. Any and all travel reimbursed via this contract will be subject to the reimbursement rates of Financial Management Circular 20014-1 (vendors should review at <http://www.in.gov/sba/files/FMC_2014-1.pdf>).

1. **Scoring Criteria**

Responses will be reviewed by Commission staff for completeness and compliance with each of the requirements outlined in **Section D. Response Requirements**. Any questions about omissions from a proposal will be referred to the applicant. If, in the judgment of the Commission, a proposal is late, incomplete or does not adhere to or address the guidelines set forth, the response will be omitted from the review process. The Commission may request revision to proposal and budget prior to approval, award or release of funding. The decision of the Commission is final, and applicant will be notified in writing.

The following weights will be used to score each section **except** the last bullet noted in Section B. Therefore, the scoring will apply to the following areas:

* History of company, services, experience; (10 points)
* Explanation of similar work performed; (30 points)
* Description of work to be performed; (20 points)
* Itemized price estimate for services, including travel fees; (40 points)
* References.

1. **Communication with the Commission for Higher Education**  
   All communication, including responses, questions concerning the services being sought, or the response requirements, should be directed to:

[aaudrain@che.in.gov](mailto:ap@che.in.gov)

317-232-1032

1. **Timeline**

* To be considered, responses must be received by the Indiana Commission for Higher Education via email **no later than 4:00 PM on July 29, 2015.** Reference **RFP 16-01**. Confirmation of receipt will be sent.
* Determinations of proposals will be issued no later than **August 7, 2015**.
* On-going communication between the vendor and Commission staff is expected throughout to discuss the resources and ask any clarifying questions.

*-- End of Request for Proposal --*