



REQUEST FOR PROPOSALS
Direct Marketing & Media Strategy
January 30, 2017

A. Purpose

To provide direct marketing and data analysis for the Scholar Success Program, a requirement of Indiana's 21st Century Scholarship.

B. Background

Indiana's 21st Century Scholars program is a needs- and performance-based program that provides students the opportunity to earn up to a four-year scholarship at an Indiana college or university.

The Indiana Commission for Higher Education 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 Scholar Success Program consists of 12 college and career exploration activities 21st Century Scholars must complete in high school. The graduating class of 2017 is the first class required to complete the program. Students who fail to complete the program will not receive the scholarship.

C. Services Sought

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

1. Marketing Strategy and Timeline

- a. Development of a marketing strategy and implementation timeline using paid media and PSAs to alert 21st Century Scholars, parents of Scholars and school personnel about the Scholar Success Program. Target audiences will be directed to Scholars.IN.gov to view requirements, track progress through the program and learn more about the scholarship.

2. Media Buy

- a. Develop and manage paid media buy, including but not limited to:
 - Digital advertising, including options for social media
 - TV and radio PSAs
 - Other traditional and social media channels as recommended for target demographics
- b. Produce monthly and end-of-campaign reports indicating rate of success for each method as well as CTR and impressions.



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This marketing campaign must reach intended audiences statewide, by county, and begin February 27, 2017 and run through June 30, 2017.

D. 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

E. 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).

F. 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.



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G. 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:

kshowers@che.in.gov

317-232-1032

H. Timeline

- To be considered, responses must be received by the Indiana Commission for Higher Education via email **no later than 4:00 PM on February 6, 2017.** Confirmation of receipt will be sent.
- Determinations of proposals will be issued no later than **February 7, 2017.**
- 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 --