



INDIANA COMMISSION *for*
HIGHER EDUCATION

REQUEST FOR INFORMATION: 19-006

Solicitation For: Learn More Indiana Magazines Content Development

1/4/2019

Response Due Date: 1/29/2019

Shannon Elward

Indiana Commission for Higher Education
101 W. Ohio St. Ste. 300
Indianapolis, IN 46204

SECTION ONE
GENERAL INFORMATION AND REQUESTED PRODUCTS/SERVICES

1.1 INTRODUCTION

It is the intent of the Indiana Commission for Higher Education to solicit responses to this Request for Information (RFI) in accordance with the statement of work, proposal preparation section, and specifications contained in this document. This RFI is being posted to the Commission's website (<http://www.in.gov/che/3171.htm>). Neither this RFI nor any response (proposal) submitted hereto are to be construed as a legal offer.

1.2 PURPOSE OF THE RFI

This RFI aims to gather information from vendors regarding innovative ideas, best practices, and age-appropriate content and activities about college and career readiness for the Indiana Commission for Higher Education's annual Learn More Indiana magazines.

This RFI seeks information specific to content development and creation, specifically age-appropriate content written to attract and inform the growing population to Generation Z students.

Entities with appropriate content development and qualifications may be eligible for consideration of future projects—including design of the magazines.

1.3 BACKGROUND

Led by the Indiana Commission for Higher Education, Learn More Indiana (LMI) is a partnership of state and local organizations working to help Hoosiers of all ages complete education and training beyond high school. Each year, LMI produces a series of magazines to help Hoosier students—and their families—learn about careers, plan and prepare for postsecondary education and their futures, and understand the costs of college.

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

1.4 SUMMARY SCOPE OF WORK

1.4.1 CURRENT PROGRAM

Learn More Indiana magazines are published annually for students in the State of Indiana and are distributed each fall to accredited public and non-public k-12 schools. For the scope of this project, we are seeking information on four grade-banded magazines: k-2, 3-5, 6-8 and 9-10 (16 to 20 pages in length).

Content for magazines is created by LMI and is aligned with Indiana's school counseling standards. Magazines include three sections: career, college and cost. Each section includes age-appropriate content and activities designed to educate Hoosier students about their futures.

Specifically, the career section includes information about high-demand sectors in Indiana and how to develop career skills; the college section includes information about Indiana colleges and the many postsecondary opportunities for students; and the cost section includes information about the costs of college and how to offset those costs through scholarships, financial aid, savings, etc.

Current magazines can be found at learnmoreindiana.org/classroom-materials under "Learn More Student Success Magazines."

1.4.2 GOALS

Responses should be no more than 15 pages, excluding appendices.

- LMI seeks to enhance and update magazine content, activities and best practices, specifically for needs and likes of the growing Generation Z population in Indiana's schools, to better compete with other print and digital publications that have had measured success in the last year.
 - Content plans should use current format of 4 grade-banded magazines (see section 1.5.1), divided into sections for career, college and cost.
- LMI seeks to develop content and activities that encourage students to utilize their technology (tablets, laptops, cell phones, etc.) in educational ways.
 - LMI seeks to increase web/online traffic: What tools will be used to measure traffic? Can we utilize other hard-copy measuring tools?
 - LMI seeks to integrate content and activities with existing Learn More Indiana website and its partner websites, including but not limited to:
 - LearnMoreIndiana.org
 - Scholars.IN.gov
 - NextLevelJobs.org
 - IndianaCareerReady.com
- LMI seeks to integrate its three existing campaigns: College GO!, Cash for College and Career Ready. More information is available here: learnmoreindiana.org/educators/classroom-materials.
- LMI seeks to integrate magazine content with social media platforms including Facebook, Instagram and Twitter.

- LMI seeks to increase readership: What KPIs will be used to measure content and activities?
- LMI seeks to increase engagement: How can we improve our current content and activities? Can we increase awareness of our brand? Is there proof or reason behind this?

1.4.3 PROOF OF WORK

Provide information, background and samples, as needed, to illustrate your experience with projects similar to this, including educational content for student groups. See questionnaire below. *Note: not all questions below need be addressed.*

1. Do you have experience in doing appropriate pre- and post-research of a public education campaign such as the Learn More Indiana campaign's impact on the targeted audience?
2. Do you have experience in developing creative, cutting-edge content and campaigns?
3. Have you had experience in enhancing marketing campaigns?
4. Have you had experience in developing appropriate collateral for campaign promotions?
5. Have you had experience in the use of creative, cost-effective new technology media such as print magazines, blogs, e-zines, web pages etc.?
6. Have you had experience in doing appropriate outreach for youth participation in social marketing campaigns?
7. Do you have experience in working with schools, school officials, or school based nonprofit type organizations to implement education programs?
8. Can you provide initial research, focus groups and other studies to demonstrate how to most effectively reach the target audience, youth of approximately k-10th grade?
9. Can you outline your experience in coordinating the use of traditional media outlets, i.e., print, electronic media, billboards or murals and non-traditional media, i.e., the internet and how you used this media to reach youth?
10. Can you provide samples of similar work done, including educational content for youth?

1.5 QUESTION/INQUIRY PROCESS

All questions/inquiries regarding this RFI must be submitted in writing by the deadline of **January, 14 2018 at 5 pm Eastern Time**. Questions/inquiries must be submitted in Attachment B, Q&A Template, via email to selward@che.in.gov and must be received by the time and date indicated above.

Following the question/inquiry due date, the Q&A document will be posted to the Commission's website. If it becomes necessary to revise any part of this RFI, or if additional information is necessary for a clearer interpretation of provisions of this RFI prior to the due date for proposals, an addendum will be posted to the website as well. The Commission may extend the due date and time of proposals to accommodate such additional information requirements, if required.

1.6 DUE DATE FOR RESPONSES

All responses must be received at the email address in section 1.7 below no later than the Response Due Date listed below. Responses are limited to no more than 15 pages, excluding appendices, and must include description of the entity submitting, including:

- Cover letter
- Submitted plan
- Proof of work
- Appendices (if necessary)

The following timeline is only an illustration of the RFI process. The dates associated with each step are not to be considered binding. Due to the unpredictable nature of the evaluation period, these dates are commonly subject to change. At the conclusion of the evaluation process, all Respondents will be informed of the evaluation team’s findings.

Key RFI Dates

Activity	Date
Issue of RFI	January 4, 2019
Deadline to Submit Written Questions	January 14, 2019
Deadline to Submit Intent to Respond	January 16, 2019
Response to Written Questions/RFI Amendments	January 18, 2019
Submission of Responses	January 29, 2019

No more than one response per Respondent may be submitted.

The State accepts no obligations for costs incurred by Respondents in anticipation of being awarded a contract.

1.7 COMMUNICATION WITH THE COMMISSION

All communication, including responses, questions concerning the services being sought, or the response requirements, should be directed to:

selward@che.in.gov
317-234-8124

--End of Request for Information--