



**REQUEST FOR PROPOSALS**  
**Direct Marketing & Media Strategy**  
**August 5, 2016**

**A. Purpose**

To provide direct marketing, development of printed materials and data analysis for Indiana's Next Generation Hoosier Educators Scholarship.

**B. 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.

Indiana's Next Generation Hoosier Educators Scholarship (HEA 1002) was developed during the 2016 legislative session. The Scholarship is designed to do the following:

- Provide up to \$7,500 annually to high achieving students who agree to teach in Indiana for at least five years after they graduate from college. 200 scholarships are available each year, starting with the 2017-18 academic year.
- Eligible students must have graduated from an Indiana accredited public or nonpublic high school and **either**:
  - Graduated in the highest 20 percent of their high school graduating class; or
  - Received a score in the top 20th percentile on the SAT or ACT.
- Priority will be given to recent high school graduates when selecting applicants, although current college students are eligible to apply.
- The scholarship is renewable each year of college providing the student meets certain academic standards.
- Applications for the 2017-18 academic year will be accepted on November 1, 2016. The application will close December 31, 2016.

The services sought in this RFP are to support the Commission with its obligations under this project and the law, including the development of marketing strategy and materials, paid media and monitoring and correction of strategy if necessary.

**C. Services Sought**

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



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### 1. Marketing Strategy and Timeline

- a. Development of a marketing strategy and implementation timeline using paid media and PSAs to alert Hoosier education leaders of this scholarship opportunity and direct the target audience to the online application.

### 2. Development of Promotional Materials

- a. Design and print rack cards or other promotional materials for Commission staff to use in promotion of the scholarship.

### 3. 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.

This marketing campaign must reach intended audiences statewide, by county, and begin no later than November 1.

## **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



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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](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.

### 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](mailto: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 August 12, 2016.** Confirmation of receipt will be sent.
- Determinations of proposals will be issued no later than **August 19, 2016.**
- 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 --*