



REQUEST FOR PROPOSALS  
20-22  
MARKETING & PUBLIC RELATIONS CAMPAIGN

PROPOSAL MUST BE SUBMITTED BEFORE  
10 A.M., DECEMBER 1, 2020

THIS RFP IS ISSUED BY  
HENDERSON STATE UNIVERSITY  
TIM JONES, DIRECTOR  
PURCHASING DEPARTMENT  
1100 HENDERSON STREET  
ARKADELPHIA, ARKANSAS 71999-0001

November 2, 2020

REQUEST FOR PROPOSALS  
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## SECTION I

### 1.0 CURRENT STATE & OBJECTIVES

Founded in 1890, Henderson State University is a comprehensive institution of higher education serving the State of Arkansas, particularly the south Arkansas region, and portions of surrounding states. Known as “The School with a Heart,” Henderson State’s fall enrollment averages 3,000 undergraduate students and 500 graduate students. Henderson offers 80 majors and programs in areas ranging from the Arts and Sciences to Business, Education, Nursing and Aviation. Graduate degrees include a Master of Art in Teaching, Master of Business Administration, Master of Liberal Arts, Master of Science, Master of Science in Education, and Master of Science in Nursing, as well as the post-Master Education Specialist degree.

Henderson has not been immune to the many challenges that universities are facing across the country, especially with regard to finances and COVID-19. Henderson requested a \$6 million advance from the State of Arkansas in July 2019 to address a financial deficit and is navigating a multi-year financial recovery process. These financial challenges have been well documented by state media and in hearings by the state legislature.

On October 24, 2019, the Henderson State University Board of Trustees voted to join the Arkansas State University System, approving a merger agreement and transition plan on November 21, 2019. The merger agreement instituted an interim management process with Henderson’s chancellor reporting to the ASU System president. The ASU System Board approved the merger on December 6, 2019.

Pending approval by the Higher Learning Commission, Henderson is on track to become the second four-year institution in the Arkansas State University System effective January 1, 2021. This move brings strength to both institutions as Henderson becomes part of a financially stable and growing system and the Arkansas State University System gains a member that expands its geographic reach and advocacy. Henderson State University will retain its name and existing branding as part of the merger agreement.

Despite recent challenges, Henderson is well positioned to continue its 130-year educational mission as a member of the Arkansas State University System. Henderson has an amazing legacy and continues to provide opportunities for students—almost half of whom are first-generation college students—to earn a degree and change the trajectory of their lives.

Henderson State University is seeking a full-service marketing agency to submit proposals for a university marketing and public relations campaign. Objectives are to stabilize/grow enrollment and to build university brand identity and awareness. Campaign work would begin January 1, 2021.

### 1.1 SCOPE OF WORK

#### Marketing Campaign

Henderson’s enrollment declined in Fall 2020 after consecutive years of growth. Factors for this decline may include negative publicity related to the university’s recent financial challenges and the uncertainties

surrounding COVID-19. The selected agency will work with the university to develop a marketing campaign to recruit undergraduate, graduate, and transfer students. Enrollment data will be provided by the university to identify trends and opportunities.

The agency shall develop a marketing campaign that identifies efficient and cost-effective activities to include:

- Overall marketing campaign theme and plan for implementation
- Digital marketing to reach both in-state students and out-of-state targeted areas
- Digital marketing to emphasize academic programs showing growth or that have potential for growth based on university enrollment and state/regional job market data
- Video production and photography in support of the campaign
- Print ad templates for college guides
- Metrics and monitoring of marketing effectiveness, including recommendations for redirection of resources as needed

The implementation plan must include a recommended annual marketing budget.

#### Public Relations Campaign

Henderson State University is the second oldest state institution of higher learning in Arkansas. Henderson Reddies have a long history of “excellence, spirit, and tradition.” Generations of Reddies are employed as teachers, nurses, pilots, physicians, lawyers, etc., throughout Arkansas and the surrounding region.

Recent financial issues have impacted confidence and public sentiment about Henderson. These issues have been reported widely by state media and have been the subject of several hearings by state legislators. Additionally, two former professors were arrested for alleged manufacture of methamphetamine on campus last fall. This news was widely reported by global news outlets, creating additional negative publicity for the university.

Henderson had low brand recognition prior to the recent issues but had experienced a steady increase in enrollment for consecutive years before seeing a decline in Fall 2020. The university has new leadership and will join the Arkansas State University System by January 1, 2021. We acknowledge the recent issues and know that some additional operational changes will need to occur to align expenses to revenue in the coming months. Despite these challenges, we know the impact of Henderson’s educational mission for students and our region. We are ready to share these stories and to reintroduce ourselves to key stakeholders and audiences.

The agency shall develop a public relations campaign that identifies efficient and cost-effective activities to include:

- Overall public relations campaign and plan for implementation
- Brand positioning/narrative that honors legacy/history while also starting a new chapter as a member of the Arkansas State University System
- Internal communications plan for change management
- Brand awareness for potential students and their parents

- Outreach and messaging that demonstrates progress and rebuilds confidence with key stakeholders, including school counselors, principals, superintendents, legislators, alumni, and friends of the university
- Metrics and monitoring of effectiveness, including recommendations for redirection of resources as needed

The implementation plan must include a recommended annual budget.

## **1.2 PROPOSAL REQUIREMENTS**

**All bidders must submit one original (marked “Original), one hard copy (marked “copy”) and four (4) electronic copies on flash drives (marked “Copy”) of their complete proposal packets.** Bidders must complete all sections for which information is requested. If a question is not applicable to the supplier, do not leave it blank—respond with N/A. Responses should address the question but be as succinct as possible. Additionally, One (1) redacted (marked “Redacted”) copy of the original on flash drive.

### **General Company Overview**

- Please provide a company overview that outlines your key competencies and approach to marketing and building brand identity/awareness.
- Please list the experience and role of staff members who will work on this account. Please include titles, roles, responsibilities and office location. Please identify the expectations for interactions with university marketing and communications.
- Please provide at least three professional references.
- Please include a description of what can be expected during the on-boarding process of client engagement.
- Please describe how ROI is established and measured.

### **Solution and Approach**

- Please include a proposal for ideas and strategy on how to execute the objectives listed in Section 1.1 Scope of Work.
- For marketing purposes, please include rough executions for traditional advertising, commercial or video development, print advertisements, web design, and/or social media campaigns. Print executions should be mounted on a board no larger than 8.5 x 11 inches. Please do not identify the agency on the front of the board. E-files are acceptable.
- Please include a sample plan of proposed activities for the public relations/brand awareness campaign.

### **Cost Section**

- Responses to this RFP must include an itemized budget specifying the specific deliverables the consultant will provide. Ideally, a table or spreadsheet will be provided breaking down the budget by each major task, and indicating the number of work hours required to complete the task by employee and the hourly rate.

- The cost of any contract management or overhead charges or fees, and reimbursable expenses the consultant will charge the university must be specified in the budget proposal. Reimbursable expenses include items such as travel time, mileage reimbursements, meals, phone charges, consumables, and related expenses.
- Please provide billing and expense practices, including a rate card that outlines what is/isn't billable. Please note that Henderson does ask for full disclosure in markup fees in order to better understand the cost and value of an agency's services.
- Production Mark-Up: Which third party costs are marked up with a surcharge and at what rate?

#### **Other Relevant Information:**

Information about the university is available at [hsu.edu](http://hsu.edu)

- The selected vendor will have access to the institution's current library of photography and video assets.
- The selected vendor will have access to the institution's current marketing, recruitment, and enrollment research to develop and implement institutional messaging and positioning.
- Henderson utilizes Slate for communications with prospective undergraduate and graduate students.
- Henderson will retain all ownership rights of any creative developed for this project. It is expected that once a comprehensive campaign is developed, the university will be able to use the templates for the development of additional collateral material and advertising.
- Henderson will approve all deliverables created by the successful vendor.
- Henderson expects that personnel assigned to its account management team will serve diligently throughout the term of the contract.
- Henderson expects regular and timely planning meetings, as needed.
- All creative development including copy (slogans, taglines, or themes), imagery, photography, graphic design, artwork, and audio-visual representations will become the sole property of Henderson.
- Any marketing research results will be the property of Henderson and cannot be shared without express prior written consent of the HSU Vice President for Advancement.
- Proposing agencies are asked to certify that they have no conflicts of interest in serving Henderson.

### **1.3 ISSUING AGENCY**

This Request for Proposals (RFP) is issued for Henderson State University by the HSU Director of Purchasing, Mr. Tim Jones. During the RFP process, all communication shall be directed through this office. 1100 Henderson Street, Arkadelphia, AR 71999-0001. Email: [jonest@hsu.edu](mailto:jonest@hsu.edu).  
Phone: 870.230.5117.

### **1.4 CONTRACTS AND CLARIFICATION**

The contract between the University and the contractor shall consist of (1) the Professional Services Contract, (2) the RFP and any addenda thereto, and (3) the Proposal submitted by the contractor in response to the RFP. In the event of a conflict of language between the documents referenced above, the provision and requirements set forth and/or referenced in the RFP shall govern. However, the University

reserves the right to clarify any contractual relationship in writing with the concurrence of the contractor and such written clarification shall govern in case of conflict with the applicable requirement stated in the RFP or the bidder's proposal. In all other matters not affected by written clarification, if any, the RFP shall govern. The contractor is cautioned that their proposal may be subject to acceptance by Henderson State University Board of Trustees without further clarification. Furthermore, the resulting Professional Services Contract between the University and the contractor may be subject to review and advice by the Legislative Council of the Arkansas General Assembly prior to becoming effective.

### **1.5 DEFINITION OF TERMS**

Henderson State University will make every effort to use industry-accepted terminology and will attempt to clarify any associated questions.

### **1.6 PROPRIETARY INFORMATION**

Proprietary information submitted in response to the RFP will be processed in accordance with applicable State of Arkansas procurement procedures and the Arkansas Freedom of Information Act and must be sealed separately and identified as proprietary.

### **1.7 CLARIFICATION OF RFP**

If additional information is necessary to enable vendors to better interpret the information contained in the RFP, questions in writing will be accepted until the close of business as of November 20, 2020. Answers to verbal questions may be given as a matter of courtesy and must be evaluated at bidder's risk.

### **1.8 RESERVATIONS**

This RFP does not commit Henderson State University to award a contract, to pay any costs incurred in the preparation of a proposal in response to this request or to procure or contract for supplies. Henderson reserves the right to accept or reject, in part or in its entirety, any proposal received as a result of the RFP, if it is in the best interest of the University to do so.

### **1.9 AWARD RESPONSIBILITY**

The resultant contract will be administered by Henderson State University Director of Purchasing.

### **1.10 CONTRACT INFORMATION**

A. Henderson State University may not contract with another party:

1. To pay any penalties or charges for late payment or any payment or charges which in fact are penalties for any reason.
2. To indemnify and defend that party for any liability and damages.
3. Upon default, to pay all sums to become due under a contract.

4. To pay damages, legal expenses or other costs and expenses of any party.
5. To conduct litigation in a place other than Clark County in Arkansas.

B. Contracts with Henderson State University will state that the laws of the State of Arkansas govern the contract.

C. This Agreement and all matters or issues collateral to it shall be governed by and construed in accordance with the laws of the State of Arkansas.

A waiver by either party of any of the terms or conditions, provisions, or covenants of this Agreement in any instance shall not be deemed or construed to be a waiver of any such term, condition, provision, or covenant for the future, or of any subsequent breach of same. All remedies, rights, undertakings, obligations, and agreements contained in this Agreement shall be cumulative and shall not be in limitation of any other right, remedy, undertaking, obligation, or agreement of either party.

If any provision of this Agreement, as applied to either party or to any circumstance, shall be adjudged by a court to be void or unenforceable, the same shall in no way affect any other provision of this Agreement or the validity or enforceability of this Agreement.

This Agreement may be modified or amended only by a written agreement, signed by contractor and an authorized agent of the University.

This Agreement constitutes the entire agreement between the parties and supersedes all prior other agreements or understandings, written or oral, prior to the signing of this document.

#### **1.11 DISCRIMINATION**

In the event a contract is entered into pursuant to the RFP, the contractor shall not discriminate against any qualified employee or qualified applicant for employment because of race, sex, color, creed, national origin or ancestry.

#### **1.12 EVALUATION AND SELECTION COMMITTEE**

Henderson State University will form the Selection Committee for this RFP and shall make the recommendation for award of this contract.

#### **1.13 OTHER CONDITIONS AND REQUIREMENTS**

The successful vendor shall at all times observe and comply with all Arkansas State laws, local laws, ordinances, orders, decrees and regulations existing at the time of, or enacted subsequent to, the execution of this contract which in any manner affects completion of the work. The successful vendor and his/her surety shall indemnify and save harmless the University and its officers, representatives, agents and employees against any claim or liability arising from or based upon the violation of any such law, ordinance, regulation, order or decree, whether by himself, his employees or his subcontractors.

Contractor hereby covenants and agrees at its sole cost and expense during the term of this Agreement to indemnify, defend and hold harmless the University (including for the purposes of this paragraph: its current and former Board members, officers, agents and employees) from and against any and all liability, loss, damage or expense (including attorney's fees' and court costs) incurred by the University

in connection with any claims or demands made by or on behalf of any person, firm, corporation or governmental authority, including, but not limited to any and all claims for injury, death to persons, or damages to property arising out of, attributable to, or in connection with the negligence of contractor (but excepting the negligent acts or missions of, or breach of contract by the University, its current and former Board members, officers, agents and employees) in contractor's performance under this Agreement. Contractor further agrees to defend the University at the University's request against any such claim, demand or suit. The University agrees to promptly notify contractor of any claim or demand against the University for which contractor is or may be responsible under this paragraph.

#### **1.14 OPENING DATE AND LOCATION**

To be considered, the sealed proposal must be delivered to Henderson State University, Purchasing Department, 1100 Henderson Street, Arkadelphia, AR 71999-0001 (Womack Hall, Room 314), no later than 10:00 AM, December 1, 2020.

RFPs shall be publicly opened at that time and become public information under the laws of the State of Arkansas and the Arkansas Freedom of Information Act.

#### **1.15 SELECTION PROCESS TIMETABLE**

In order for each bidder to meet the proposal deadline, the following steps and time frames are presented:

##### **STEP 1: DEADLINE FOR RECEIVING ROPOSALS**

Proposals must be received by Henderson State University Purchasing Department no later than December 1, 2020 (10:00 AM) at the following address:

Henderson State University Mr. Tim Jones Purchasing Department – 314 Womack Hall -  
1100 Henderson Street Arkadelphia, AR 71999-0001

Proposals received after (10:00 AM) December 1, 2020 will not be considered.

##### **STEP 2: SELECTION OF THE FINALIST GROUP**

During the period of December 1, 2020 through December 15, 2020 proposals will be reviewed and evaluated. Appropriate personnel with your organization should be available for questions during this time frame.

Please note that a presentation may be required of the finalist group. This presentation will be at the expense of the presenter. Henderson will not reimburse for any expenses associated with this presentation.

##### **STEP 3: FINAL NOTIFICATION OF SUCCESSFUL CONTRACTOR**

Notification will be given to the successful contractor on or before December 18, 2020.

#### **1.16 INVOICE AND PAYMENT PROVISION**

Vendor must submit, not less than every thirty days, a billing accompanied by a narrative,



supporting the percentage of the contract completed and indicating the associated data and documentation released to Henderson State University.

All vendor billings will be evaluated in accordance with the quality of work delivered. Full payment for each bill will be made within thirty days upon receipt of accepted monthly invoice.

### **1.17 REFERENCES**

The vendor must supply a minimum of three client references from previous assignments, including; details regarding experiences in providing the same or similar services to other organizations of similar size. All references must be for contracts performed in the last three years. The references must include the name and address of the institution and the name, title and telephone number of a person at each reference who can be contacted regarding the contract.

### **1.18 CERTIFICATION**

The bidder must certify that all personnel necessary to accomplish the requirements of the RFP as proposed will be provided at no additional cost above the price proposed. Any costs not identified to the University must be borne by the contractor.

### **1.19 OFFICIAL FEE SCHEDULE**

Bidders submitting a proposal must include a signed Official Fee Schedule. It must be noted that the proposed fees shall be binding for one year following proposal opening. Fee schedule shall be created on bidder's letterhead and submitted with proposal in a separate sealed envelope and labeled as such.

### **1.20 PROFESSIONAL FEE/ESCALATION CLAUSE**

The Fee submitted in the Official Fee Schedule shall be firm for a maximum of one year (12 months).

### **1.21 TERM**

The term of this contract will be for three years with the potential of renewals in succeeding years, if both parties agree. The maximum term shall not exceed a total of seven years.

## **SECTION II**

### **2.0 METHOD OF AWARD**

The criteria for the selection of the consultant will include, but not be limited to:

- Documentation of the firm's relevant experience and qualifications directly related to the scope of work in this RFP.
- Ability to plan multi-faceted branding and image campaign in a timely fashion.
- Strength of references.
- Cost proposal – the best value to HSU.
- Demonstrated understanding of HSU requirements
- Demonstrated clear metrics and evidence of demonstrating how an ROI is established and measured throughout the contract period.
- Presentation

# ATTENTION BIDDERS

Act 2157 of 2005 of the Arkansas Regular Legislative Session requires that any business or person bidding, responding to a request for proposal or qualifications, or negotiating a contract with the state for professional or consultant services, submit their most current equal opportunity policy (EO Policy).

Although bidders are encouraged to have a viable equal opportunity policy, a written response stating the bidder does not have such an EO Policy will be considered that bidder's response and will be acceptable in complying with the requirement of Act 2157.

Submitting the EO Policy is a one-time requirement. [The HSU Purchasing](#) Department will maintain [copies](#) of policies or written responses received from bidders.

**This is a mandatory requirement when submitting an offer as described above.**

Should you have any questions regarding this requirement, please contact my office by calling [\(870\) 230-5117](#)

Sincerely,

Tim Jones

Director of Purchasing

**To be completed by business or person submitting response: (check appropriate box)**

- EO Policy Attached**
- EO Policy previously submitted to HSU Purchasing**
- EO Policy is not available from business or person**

**Company Name**

**Or Individual:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**HENDERSON STATE UNIVERSITY**

**Purchasing Department**

Act 157 of 2007 of the Arkansas Regular Legislative Session **requires** that any business or person responding to a Request for Proposal (RFP) certify, prior to the award of the contract, that they do not employ or contract with any illegal immigrants. Bidders are to certify online at:

<https://www.ark.org/dfa/immigrant/index.php/user/login>

**This is a mandatory requirement. Failure to certify may result in rejection of your proposal, and no award will be made to a vendor who has not so certified.**

If you have any questions, please call the Purchasing Department at 870-230-5117.

Thank you.

Tim Jones

Director of Purchasing

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*TO BE COMPLETED BY BUSINESS OR PERSON SUBMITTING RESPONSE:*

Please check the appropriate statement below:

\_\_\_\_\_ We have certified online that we do not employ or contract with any illegal immigrants

Date online certification completed: \_\_\_\_\_

\_\_\_\_\_ We have NOT certified online at this time, and we understand that no contract can awarded to our firm until we have done so.

Reason for non-certification: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Signature: \_\_\_\_\_

Name & Title: \_\_\_\_\_

(printed or typed)

## PROPOSAL SIGNATURE PAGE

PROSPECTIVE CONTRACTOR'S INFORMATION					
Company:					
Address:					
City:		State:		Zip Code:	
Business Designation:	<input type="checkbox"/> Individual <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Public Service Corp <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit				
Minority and Women-Owned Designation*:	<input type="checkbox"/> Not Applicable <input type="checkbox"/> American Indian <input type="checkbox"/> Service Disabled Veteran <input type="checkbox"/> African American <input type="checkbox"/> Hispanic American <input type="checkbox"/> Women-Owned <input type="checkbox"/> Asian American <input type="checkbox"/> Pacific Islander American				
	AR Certification #: _____ * See <i>Minority and Women-Owned Business Policy</i>				
PROSPECTIVE CONTRACTOR CONTACT INFORMATION					
<i>Provide contact information to be used for RFP solicitation related matters.</i>					
Contact Person:		Title:			
Phone:		Alternate Phone:			
Email:					
CONFIRMATION OF REDACTED COPY					
<input type="checkbox"/> YES, a redacted copy of submission documents is enclosed.					
<input type="checkbox"/> NO, a redacted copy of submission documents is <u>not</u> enclosed. I understand a full copy of non-redacted submission documents will be released if requested.					
<i>Note: If a redacted copy of the submission documents is not provided with Prospective Contractor's response packet, and neither box is checked, a copy of the non-redacted documents, with the exception of financial data (other than pricing), will be released in response to any request made under the Arkansas Freedom of Information Act (FOIA).</i>					
ILLEGAL IMMIGRANT CONFIRMATION					

By signing and submitting a response to this *RFP Solicitation*, Prospective Contractor agrees and certifies that they do not employ or contract with illegal immigrants and **shall not** employ or contract with illegal immigrants during the term of a contract awarded as a result of this RFP.

**ISRAEL BOYCOTT RESTRICTION CONFIRMATION**

By checking the box below, Prospective Contractor agrees and certifies that they do not boycott Israel and **shall not** boycott Israel during the term of a contract awarded as a result of this RFP.

Prospective Contractor does not and **shall not** boycott Israel.

***An official authorized to bind the Prospective Contractor to a resultant contract shall sign below.***

The signature below signifies agreement that any exception that conflicts with a Requirement of this *RFP Solicitation* **may cause the Prospective Contractor's proposal to be rejected.**

**Authorized Signature:** \_\_\_\_\_ **Title:**

**Printed/Typed Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_