

STATE OF SOUTH DAKOTA

Northern State University
1200 S Jay St
Aberdeen, SD 57401

NSU Marketing Campaign

PROPOSALS ARE DUE NO LATER THAN 5:00 PM May 22, 2024

RFP #: NSU-2401	State POC: Veronica Paulson	Veronica.Paulson@northern.edu
-----------------	-----------------------------	-------------------------------

READ CAREFULLY

FIRM NAME: _____ AUTHORIZED SIGNATURE: _____

ADDRESS: _____ TYPE OR PRINT NAME: _____

CITY/STATE: _____ TELEPHONE NO: _____

ZIP (9 DIGIT): _____ FAX NO: _____

E-MAIL: _____

PRIMARY CONTACT INFORMATION

CONTACT NAME: _____ TELEPHONE NO: _____

FAX NO: _____ E-MAIL: _____

1.0 GENERAL INFORMATION

1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

Northern State University is seeking proposals from an agency to fulfill a range of service requests aimed at advancing its mission and promoting its unique contributions to South Dakota's economy. The selected agency will be tasked with implementing strategic marketing initiatives to attract potential students from diverse backgrounds, enhancing brand awareness in specific markets, establishing a robust CRM system and email marketing workflow for the university, conducting comprehensive analysis to identify key distinguishing factors, and developing highly effective campaigns aligned with specific objectives. These initiatives are crucial for the university's growth and success, and the awarded contract(s) will be based on factors such as value, price, and technical considerations, following a thorough evaluation process. The University shall award a contract or contracts to vendor(s) whose services and proposals provide the best value to the University, price and technical factors considered based on the process stated.

The selected vendor(s) must be capable of managing local, regional, and national campaigns and public relations initiatives, developing marketing plans for specific audiences with defined objectives and creating and producing print and multimedia collateral to support those campaigns, plans and initiatives. In addition, agency may act as a strategic consultant.

Proposals should address budget requirements and an approach for the University to meet its goals as defined in section 4.0 for the following components individually:

1. Campaign development and media buying
2. Creative services
3. Market research
4. Public relations

The University reserves the right to enter into separate contracts for the above-mentioned areas.

1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER

Northern State University is the issuing office for this document and all subsequent addenda relating to it, on behalf of the State of South Dakota, . The reference number for the transaction is RFP #NSU-2401. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

1.3 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication	April 22, 2024
Offeror Questions Due	May 3, 2024
Responses to Offeror Questions	May 13, 2024
Proposal Submission	May 22, 2024
Oral Presentations/discussions (if required)	May 29 – May 30, 2024
Anticipated Award Decision/Contract Negotiation	June 7, 2024

1.4 SUBMITTING YOUR PROPOSAL

All proposals must be completed and received in the Northern State University Office of the Vice President for Finance and Administration by the date and time indicated in the Schedule of Activities.

Proposals received after the deadline will be late and ineligible for consideration.

An original of the proposal and an identical electronic PDF formatted copy of the proposal shall be submitted to Veronica.Paulson@northern.edu.

All proposals must be signed, in ink, by an officer of the responder, legally authorized to bind the responder to the proposal, and sealed in the form intended by the respondent. Proposals that are not properly signed may be rejected. The sealed envelope should be marked with the appropriate RFP Number and Title. **Proposals should be addressed and labeled as follows:**

REQUEST FOR PROPOSAL #NSU-240001
PROPOSAL DUE May 22, 2024
DELIVER TO:
Northern State University
Attn: Veronica Paulson
1200 S Jay St.
Aberdeen, SD 57401

No proposal shall be accepted from, or no contract or purchase order shall be awarded to any person, firm or corporation that is in arrears upon any obligations to the State of South Dakota, or that otherwise may be deemed irresponsible or unreliable by the State of South Dakota.

1.5 CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION – LOWER TIER COVERED TRANSACTIONS

By signing and submitting this proposal, the offeror certifies that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation, by any Federal department or agency, from transactions involving the use of Federal funds. Where the offeror is unable to certify to any of the statements in this certification, the bidder shall attach an explanation to their offer.

1.6 NON-DISCRIMINATION STATEMENT

The State of South Dakota requires that all contractors, vendors, and suppliers doing business with any State agency, department, or institution, provide a statement of non-discrimination. By signing and submitting their proposal, the offeror certifies they do not discriminate in their employment practices with regard to race, color, creed, religion, age, sex, ancestry, national origin or disability.

1.7 CERTIFICATION RELATING TO PROHIBITED ENTITY

For contractors, vendors, suppliers, or subcontractors who enter into a contract with the State of South Dakota by submitting a response to this solicitation or agreeing to contract with the State, the bidder or offeror certifies and agrees that the following information is correct:

The bidder or offeror, in preparing its response or offer or in considering proposals submitted from qualified, potential vendors, suppliers, and subcontractors, or in the solicitation, selection, or commercial treatment of any vendor, supplier, or subcontractor, is not an entity, regardless of its principal place of business, that is ultimately owned or controlled, directly or indirectly, by a foreign national, a foreign parent entity, or foreign government from China, Iran, North Korea, Russia, Cuba, or Venezuela, as defined by SDCL 5-18A. It is understood and agreed that, if this certification is false, such false certification will constitute grounds for the State to reject the bid or response submitted by the bidder or offeror on this project and terminate any contract awarded based on the bid or response. The successful bidder or offeror further agrees to provide immediate written notice to the contracting executive branch agency if during the term of the

contract it no longer complies with this certification and agrees such noncompliance may be grounds for contract termination.

1.8 RESTRICTION OF BOYCOTT OF ISRAEL

For contractors, vendors, suppliers, or subcontractors with five (5) or more employees who enter into a contract with the State of South Dakota that involves the expenditure of one hundred thousand dollars (\$100,000) or more, by submitting a response to this solicitation or agreeing to contract with the State, the bidder or offeror certifies and agrees that the following information is correct:

The bidder or offeror, in preparing its response or offer or in considering proposals submitted from qualified, potential vendors, suppliers, and subcontractors, or in the solicitation, selection, or commercial treatment of any vendor, supplier, or subcontractor, has not refused to transact business activities, has not terminated business activities, and has not taken other similar actions intended to limit its commercial relations, related to the subject matter of the bid or offer, with a person or entity on the basis of Israeli national origin, or residence or incorporation in Israel or its territories, with the specific intent to accomplish a boycott or divestment of Israel in a discriminatory manner. It is understood and agreed that, if this certification is false, such false certification will constitute grounds for the State to reject the bid or response submitted by the bidder or offeror on this project and terminate any contract awarded based on the bid or response. The successful bidder or offeror further agrees to provide immediate written notice to the contracting executive branch agency if during the term of the contract it no longer complies with this certification and agrees such noncompliance may be grounds for contract termination.

1.9 CERTIFICATION OF NO STATE LEGISLATOR INTEREST

Offeror (i) understands neither a state legislator nor a business in which a state legislator has an ownership interest may be directly or indirectly interested in any contract with the State that was authorized by any law passed during the term for which that legislator was elected, or within one year thereafter, and (ii) has read South Dakota Constitution Article 3, Section 12 and has had the opportunity to seek independent legal advice on the applicability of that provision to any Agreement entered into as a result of this RFP. By signing an Agreement pursuant to this RFP, Offeror hereby certifies that the Agreement is not made in violation of the South Dakota Constitution Article 3, Section 12.

1.10 MODIFICATION OR WITHDRAWAL OF PROPOSALS

Proposals may be modified or withdrawn by the offeror prior to the established due date and time.

No oral, telephonic, telegraphic or facsimile responses or modifications to informal, formal bids, or Request for Proposals will be considered.

1.11 OFFEROR INQUIRIES

Offerors may email inquiries concerning this RFP to obtain clarification of requirements. No inquiries will be accepted after the date and time indicated in the Schedule of Activities. Inquiries must be emailed to Veronica.Paulson@northern.edu with the subject line "RFP #NSU-2401".

The State will respond to offeror's inquiries (if required) via e-mail. In addition, all inquiries and the State's response will be posted on the state's e-procurement system. Offerors may not rely on any other statements, either of a written or oral nature, that alter any specification or other term or condition of this RFP. Offerors will be notified in the same manner as indicated above regarding any modifications to this RFP.

1.12 PROPRIETARY INFORMATION

The proposal of the successful offeror(s) becomes public information. Proprietary information can be protected under limited circumstances such as client lists and non-public financial statements. An entire proposal may not be marked as proprietary. Offerors must clearly identify in the Executive Summary and mark in the body of the proposal any specific proprietary information they are requesting to be protected. The Executive Summary must contain specific justification explaining why the information is to be protected. Proposals may be reviewed and evaluated by any person at the discretion of the State. All materials submitted become the property of the State of South Dakota and may be returned only at the State's option.

1.13 LENGTH OF CONTRACT

The term of the award(s) shall be for four (4) years. The contract shall commence upon signature by both parties.

1.14 GOVERNING LAW

Venue for any and all legal action regarding or arising out of the transaction covered herein shall be solely in the State of South Dakota. The laws of South Dakota shall govern this transaction.

1.15 DISCUSSIONS WITH OFFERORS (ORAL PRESENTATION/NEGOTIATIONS)

An oral presentation by an offeror to clarify a proposal may be required at the sole discretion of the State. However, the State may award a contract based on the initial proposals received without discussion with the Offeror. If oral presentations are required, they will be scheduled after the submission of proposals. Oral presentations will be made at the offeror's expense.

This process is a Request for Proposal/Competitive Negotiation process. Each Proposal shall be evaluated, and each respondent shall be available for negotiation meetings at the State's request. The State reserves the right to negotiate on any and/or all components of every proposal submitted. From the time the proposals are submitted until the formal award of a contract, each proposal is considered a working document and as such, will be kept confidential. The negotiation discussions will also be held as confidential until such time as the award is completed.

2.0 STANDARD CONTRACT TERMS AND CONDITIONS

Any contract or agreement resulting from this RFP will include the State's standard terms and conditions as listed below, along with any additional terms and conditions as negotiated by the parties:

- 2.1** The Contractor will perform those services described in the Scope of Work, attached hereto as Section 3 of the RFP and by this reference incorporated herein.
- 2.2** The Contractor's services under this Agreement shall commence on _____ and end on _____, unless sooner terminated pursuant to the terms hereof.
- 2.3** The Contractor will not use State equipment, supplies or facilities. The Contractor will provide the State with its Employer Identification Number, Federal Tax Identification Number or Social Security Number upon execution of this Agreement.
- 2.4** The State will make payment for services upon satisfactory completion of the services. The TOTAL CONTRACT AMOUNT is an amount not to exceed \$ _____. The State will not pay Contractor's expenses as a separate item. Payment will be made pursuant to itemized invoices submitted with a signed state voucher. Payment will be made consistent with SDCL ch. 5-26.
- 2.5** The Contractor agrees to indemnify and hold the State of South Dakota, its officers, agents and employees, harmless from and against any and all actions, suits, damages, liability or other proceedings that may arise as the result of performing services hereunder. This section does not require the Contractor to be responsible for or defend against claims or damages arising solely from errors or omissions of the State, its officers, agents or employees.
- 2.6** The Contractor, at all times during the term of this Agreement, shall obtain and maintain in force insurance coverage of the types and with the limits as follows:

A. Commercial General Liability Insurance:

The Contractor shall maintain occurrence based commercial general liability insurance or equivalent form with a limit of not less than \$1,000,000.00 for each occurrence. If such insurance contains a general aggregate limit it shall apply separately to this Agreement or be no less than two times the occurrence limit.

B. Professional Liability Insurance or Miscellaneous Professional Liability Insurance:

The Contractor agrees to procure and maintain professional liability insurance or miscellaneous professional liability insurance with a limit not less than \$1,000,000.00.

C. Business Automobile Liability Insurance:

The Contractor shall maintain business automobile liability insurance or equivalent form with a limit of not less than \$1,000,000.00 for each accident. Such insurance shall include coverage for owned, hired and non-owned vehicles.

D. Worker's Compensation Insurance:

The Contractor shall procure and maintain workers' compensation and employers' liability insurance as required by South Dakota law.

Before beginning work under this Agreement, Contractor shall furnish the State with properly executed Certificates of Insurance which shall clearly evidence all insurance required in this Agreement. In the event a substantial change in insurance, issuance of a new policy,

cancellation or nonrenewal of the policy, the Contractor agrees to provide immediate notice to the State and provide a new certificate of insurance showing continuous coverage in the amounts required. Contractor shall furnish copies of insurance policies if requested by the State.

- 2.7** While performing services hereunder, the Contractor is an independent contractor and not an officer, agent, or employee of the State of South Dakota.
- 2.8** Contractor agrees to report to the State any event encountered in the course of performance of this Agreement which results in injury to the person or property of third parties, or which may otherwise subject Contractor or the State to liability. Contractor shall report any such event to the State immediately upon discovery.

Contractor's obligation under this section shall only be to report the occurrence of any event to the State and to make any other report provided for by their duties or applicable law. Contractor's obligation to report shall not require disclosure of any information subject to privilege or confidentiality under law (e.g., attorney-client communications). Reporting to the State under this section shall not excuse or satisfy any obligation of Contractor to report any event to law enforcement or other entities under the requirements of any applicable law.

- 2.9** This Agreement may be terminated by either party hereto upon thirty (30) days written notice. In the event the Contractor breaches any of the terms or conditions hereof, this Agreement may be terminated by the State at any time with or without notice. If termination for such a default is effected by the State, any payments due to Contractor at the time of termination may be adjusted to cover any additional costs to the State because of Contractor's default. Upon termination the State may take over the work and may award another party an agreement to complete the work under this Agreement. If after the State terminates for a default by Contractor it is determined that Contractor was not at fault, then the Contractor shall be paid for eligible services rendered and expenses incurred up to the date of termination.
- 2.10** This Agreement depends upon the continued availability of appropriated funds and expenditure authority from the Legislature for this purpose. If for any reason the Legislature fails to appropriate funds or grant expenditure authority, or funds become unavailable by operation of law or federal funds reductions, this Agreement will be terminated by the State. Termination for any of these reasons is not a default by the State nor does it give rise to a claim against the State.
- 2.11** This Agreement may not be assigned without the express prior written consent of the State. This Agreement may not be amended except in writing, which writing shall be expressly identified as a part hereof, and be signed by an authorized representative of each of the parties hereto.
- 2.12** This Agreement shall be governed by and construed in accordance with the laws of the State of South Dakota. Any lawsuit pertaining to or affecting this Agreement shall be venued in Circuit Court, Sixth Judicial Circuit, Hughes County, South Dakota.
- 2.13** The Contractor will comply with all federal, state and local laws, regulations, ordinances, guidelines, permits and requirements applicable to providing services pursuant to this Agreement, and will be solely responsible for obtaining current information on such requirements.
- 2.14** The Contractor may not use subcontractors to perform the services described herein without the express prior written consent of the State. The Contractor will include provisions in its subcontracts requiring its subcontractors to comply with the applicable provisions of this Agreement, to indemnify the State, and to provide insurance coverage for the benefit of the State in a manner consistent with this Agreement. The Contractor will cause its subcontractors, agents, and employees to comply, with applicable federal, state and local laws, regulations, ordinances, guidelines, permits and requirements and will adopt such review and inspection procedures as are necessary to assure such compliance.
- 2.15** Contractor hereby acknowledges and agrees that all reports, plans, specifications, technical data, miscellaneous drawings, software system programs and documentation, procedures, or files, operating

instructions and procedures, source code(s) and documentation, including those necessary to upgrade and maintain the software program, and all information contained therein provided to the State by the Contractor in connection with its performance of services under this Agreement shall belong to and is the property of the State and will not be used in any way by the Contractor without the written consent of the State. Papers, reports, forms, software programs, source code(s) and other material which are a part of the work under this Agreement will not be copyrighted without written approval of the State.

- 2.16** The Contractor certifies that neither Contractor nor its principals are presently debarred, suspended, proposed for debarment or suspension, or declared ineligible from participating in transactions by the federal government or any state or local government department or agency. Contractor further agrees that it will immediately notify the State if during the term of this Agreement Contractor or its principals become subject to debarment, suspension or ineligibility from participating in transactions by the federal government, or by any state or local government department or agency.
- 2.17** Any notice or other communication required under this Agreement shall be in writing and sent to the address set forth above. Notices shall be given by and to _____ on behalf of the State, and by _____, on behalf of the Contractor, or such authorized designees as either party may from time to time designate in writing. Notices or communications to or between the parties shall be deemed to have been delivered when mailed by first class mail, provided that notice of default or termination shall be sent by registered or certified mail, or, if personally delivered, when received by such party.
- 2.18** In the event that any court of competent jurisdiction shall hold any provision of this Agreement unenforceable or invalid, such holding shall not invalidate or render unenforceable any other provision hereof.
- 2.19** All other prior discussions, communications and representations concerning the subject matter of this Agreement are superseded by the terms of this Agreement, and except as specifically provided herein, this Agreement constitutes the entire agreement with respect to the subject matter hereof.

3.0 SCOPE OF WORK

Proposals must address the vendor's capabilities in the following areas:

Campaign Development and Media Buying — The vendor will provide examples or descriptions of previous work for similar institutions and organizations. This section should include the vendor's proposed process for the continuation of brand recognition, and enrollment/recruitment campaigns.

Public Relations – The vendor will provide examples or descriptions of previous work for similar institutions and organizations. This section should include the vendor's proposed process for brand awareness, relevance and recognition.

Market research — The vendor will describe its capabilities to study industry segments impacting Northern State University and analyzing the findings of that market research. A market analysis conducted in 2022 will be used for benchmark purposes. A complete proposal will include a cost associated with these services.

Creative services — The vendor should include an assessment of capabilities to produce marketing collateral in harmony with the university brand, including the following services:

- Development and design campaigns associated with our Northern State University brand with targeted audiences
- Multimedia production such as television spots, radio spots, and digital advertising
- Print design, including publications and advertising
- Creative writing and storytelling
- Email marketing strategy and workflow
- Website editing and design
- Proficiency in Customer Relationship Management (CRM) strategy, workflow, and expertise, with familiarity in Slate CRM being advantageous.
- Social media messaging
- Market research on campaign effectiveness and return on investment
- Reporting results and analysis of campaign efforts for the client,
- Public relations, including but not limited to article development and media placement.
- All work must meet accessibility guidelines.

Proposal should include case studies documenting results based on campaigns with other universities similar in size and requirements of Northern State University. Case studies should demonstrate how recommended media mix for campaigns achieved results for clients.

The successful vendor(s) must provide, at a minimum, the following services:

- **Consultation:** Select agency personnel should be available to select university personnel as needed to provide advice and counsel on matters related to strategy, marketing, and communication. A minimum of 2 meetings per month is required (either in person or conference). All costs (including travel) associated with consultation must be included within RFP.
- **Research:** The selected vendor must be able to provide data and analysis pertaining to the university's market position, perceived image among specific audiences and new opportunities in related disciplines and segmented audiences.
- **Collateral Materials:** The vendor may be responsible for the complete planning and execution of collateral materials as requested by the University. Collateral pieces may include, but are not limited to, the following: articles, brochures, flyers, posters, videos, newsletters, reports, bookmarks, pens, buttons, pins and other promotional items which meet the objectives of the marketing plan. The vendor will not be

responsible for printing of collateral pieces, but instead will work in coordination with Northern State University Communications and Marketing Office.

- **Audio/Video Production:** The vendor should have the capability to produce video/web/television/radio commercials. (Produced in this context recognizes the use of production and post-production resources as subcontractors to the vendor). The vendor shall maintain an archive of all footage, both the finished product used in final pieces as well as outtakes/video clips not used for a particular campaign, for preservation for possible later use. A logbook must be kept of all footage, and all usage rights clearly identified. The vendor will supply Northern State University with archive of all raw footage of audio/video production.
- **Measurable Results:** The vendor shall submit an annual evaluation of overall campaign effectiveness. Campaigns should include a wide variety of media, depending on creative concept and specific goals, including but not limited to print, radio, television, online, and collateral material; as well as other potential forms of advertising and public relations suited to targeted audiences.

GOALS

Northern State University aims to differentiate itself from competitors through various factors, including academic programs and research capabilities. Additionally, the university endeavors to establish highly effective campaigns that achieve SMART goals and specific objectives while creatively supporting its positions and campaigns. These University goals will assist in the areas of Institutional Positioning/Marketing campaigns, public relations, market research, creative services, and other specialized department(s) as requested. It's important to note that not all goals will be completed, and Northern State University will collaborate with the vendor to strategically select which goals to prioritize.

- Attract potential students to the University by implementing strategic marketing initiatives targeting a diverse range of audiences, including traditional, nontraditional, transfer, military, online, and other student populations. Emphasis will be placed on engaging Juniors, Seniors, and Transfer students, but could change annually.
- Increase brand awareness for Northern State University in specific markets by implementing targeted marketing strategies, engaging with local communities, and leveraging digital channels to enhance visibility and promote the university's unique value propositions.
- Assess Northern State University's current Slate CRM setup and ensure alignment with industry standards by engaging an agency with Slate CRM experience. The agency will conduct a thorough assessment, identifying areas for improvement, implementing streamlined processes through automation, and providing staff training. By adhering to best practices and establishing a standard foundation for Slate CRM usage, the university aims to optimize efficiency and effectiveness in managing relationships with stakeholders. While other goals are open for discussion, possessing expertise in Slate CRM is advantageous.

4.0 PROPOSAL REQUIREMENTS AND COMPANY QUALIFICATIONS

- 4.1** The offeror is cautioned that it is the offeror's sole responsibility to submit information related to the evaluation categories and that the State of South Dakota is under no obligation to solicit such information if it is not included with the proposal. The offeror's failure to submit such information may cause an adverse impact on the evaluation of the proposal.
- 4.2** **Offeror's Contacts:** Offerors and their agents (including subcontractors, employees, consultants, or anyone else acting on their behalf) must direct all of their questions or comments regarding the RFP, the evaluation, etc. to the buyer of record indicated on the first page of this RFP. Offerors and their agents may not contact any state employee other than the buyer of record regarding any of these matters during the solicitation and evaluation process. Inappropriate contacts are grounds for suspension and/or

exclusion from specific procurements. Offerors and their agents who have questions regarding this matter should contact the buyer of record.

- 4.3** Provide the following information related to at least three previous and current service/contracts, performed by the offeror's organization, which are similar to the requirements of this RFP.
- a. Name, address and telephone number of client/contracting agency and a representative of that agency who may be contacted for verification of all information submitted;
 - b. Dates of the service/contract; and
 - c. A brief, written description of the specific prior services performed and requirements thereof.
- 4.4** The Offeror **MUST** provide complete disclosure of any current agreements with public or private colleges, universities, or technical schools situated in South Dakota or within a 300-mile radius of Aberdeen, SD. Northern State University will utilize this information during the evaluation process. If Northern State University decides to enter into a contract, it is preferred that the Offeror agrees to a non-compete clause regarding work for private or public universities in South Dakota, which can be negotiated during contract discussions.

5.0 PROPOSAL RESPONSE FORMAT

5.1 An original copy shall be submitted.

- 5.1.1 In addition, the offeror should provide one (1) copy of their entire proposal, including all attachments, in PDF electronic format (flash drive, USB drive, etc.) Offerors shall send the electronically formatted copy of their proposal via email to Veronica.Paulson@northern.edu.
- 5.1.2 The proposal should be page numbered and should have an index and/or a table of contents referencing the appropriate page number.

5.2 All proposals must be organized and tabbed with labels for the following headings:

- 5.2.1 **RFP Form.** The State's Request for Proposal form (1st page of RFP) completed and signed.
- 5.2.2 **Executive Summary.** The one-to-two-page executive summary is to briefly describe the offeror's proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the offeror. The reader should be able to determine the essence of the proposal by reading the executive summary. Proprietary information requests should be identified in this section.
- 5.2.3 **Detailed Response.** This section should constitute the major portion of the proposal and must contain at least the following information:
 - 5.2.3.1 A complete narrative of the offeror's assessment of the work to be performed, the offeror's ability and approach, and the resources necessary to fulfill the requirements. This should demonstrate the offeror's understanding of the desired overall performance expectations.
 - 5.2.3.2 A specific point-by-point response, in the order listed, to each requirement in the RFP. The response should identify each requirement being addressed as enumerated in the RFP.
 - 5.2.3.3 A clear description of any options or alternatives proposed.
- 5.2.4 **Cost Proposal.** Cost will be evaluated independently from the technical proposal. Offerors may submit multiple cost proposals. All costs related to the provision of the required services must be included in each cost proposal offered.

See section 7.0 for more information related to the cost proposal.

6.0 PROPOSAL EVALUATION AND AWARD PROCESS

- 6.1** After determining that a proposal satisfies the mandatory requirements stated in the Request for Proposal, the evaluator(s) shall use subjective judgment in conducting a comparative assessment of the proposal by considering each of the following criteria:
- 6.1.1 Specialized expertise, capabilities, and technical competence as demonstrated by the proposed approach and methodology to meet the project requirements;
 - 6.1.2 Resources available to perform the work, including any specialized services, within the specified time limits for the project;
 - 6.1.3 Record of past performance, including price and cost data from previous projects, quality of work, ability to meet schedules, cost control, and contract administration;
 - 6.1.4 Availability to the project locale;
 - 6.1.5 Familiarity with the project locale;
 - 6.1.6 Proposed project management techniques; and
 - 6.1.7 Ability and proven history in handling special project constraints.
- 6.2** Experience and reliability of the offeror's organization are considered subjectively in the evaluation process. Therefore, the offeror is advised to submit any information which documents relevant experience in higher education marketing services, including but not limited to, developing tailored strategies to attract and engage various student demographics, executing targeted marketing campaigns to enhance brand visibility and recognition, implementing effective CRM systems and email marketing workflows tailored to the needs of educational institutions, conducting in-depth market research to understand competitive landscapes and identify unique selling points, and creating compelling creative materials to support marketing initiatives and achieve specific goals.
- 6.3** The qualifications of the personnel proposed by the offeror to perform the requirements of this RFP, will be subjectively evaluated. Therefore, the offeror should submit detailed information related to the experience and qualifications, including education and training, of proposed personnel.
- Offerors shall provide an organizational chart specific to the personnel assigned to accomplish the work called for in this RFP, illustrate the lines of authority, designate the individual responsible and accountable for the completion of each component and deliverable of the RFP. Offerors shall provide a narrative description of the organization of the project team and a personnel roster which identifies each person who will actually work on the contract and provide the following information about each person listed:
- title,
 - relevant work history,
 - performance or duties on previous projects
 - location(s) where work will be performed, and
 - detailed information on the service and support systems which are available to the University as a client.
- 6.4** Offeror shall provide a list of five current or former (select one or both) customers whom they have provided similar goods or services. The customer names, phone numbers and point of contact shall be included. Identify each customer with key personnel linked to similar past projects. The State may contact these

references to evaluate the offerors' past performance. Offerors who do not provide a minimum of five references may be considered non-responsive and eliminated from further consideration.

6.5 The State reserves the right to reject any or all proposals, waive technicalities, and make award(s) as deemed to be in the best interest of the State of South Dakota.

6.6 Award: The requesting agency and the highest ranked offeror shall mutually discuss and refine the scope of services for the project and shall negotiate terms, including compensation and performance schedule.

6.6.1 If the agency and the highest ranked offeror are unable for any reason to negotiate a contract at a compensation level that is reasonable and fair to the agency, the agency shall, either orally or in writing, terminate negotiations with the contractor. The agency may then negotiate with the next highest ranked contractor.

6.6.2 The negotiation process may continue through successive offerors, according to agency ranking, until an agreement is reached or the agency terminates the contracting process.

7.0 COST PROPOSAL

The Offeror must provide a detailed cost proposal including all aspects of the RFP. The cost proposal should include but not be limited to the following:

- Recruitment Campaign
 - Development Budget
 - Production Budget
 - Media Budget
 - Account Management and Reporting Budget
- Brand Awareness Campaign
 - Development Budget
 - Production Budget
 - Media Budget
 - Account Management Reporting Budget
- CRM Improvement and email marketing workflow
- Public Relations
- Hourly rate for writing, design and other creative services
- Market Research
- Strategic consultation (including travel)