



Sam Houston State University

A Member of The Texas State University System

Procurement Department

REQUEST FOR PROPOSAL

RFP NUMBER: 753-SHSU-2024-RFP-493-IMC
IMC - Digital Advertising Services

ALL PROPOSALS MUST BE RECEIVED BY:
June 7, 2024 @ 3:00 p.m. CT (Central Time)

NOTE: Proposal must be submitted in BearKatBuy Sourcing Director at

<https://bids.sciquest.com/apps/Router/PublicEvent?CustomerOrg=SamHoustonState>

on or before the hour and date specified for the Request for Proposal opening. After receipt, only the names of offerors will be made public.

Prices and other proposal details will only be divulged after the contract award if one is made.

Refer Inquiries To:

Sam Houston State University Procurement care of the
BearKatBuy Sourcing Director Q & A Board at the web
address shown above under RFP number:

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SECTION A – INTRODUCTION

A.1 SCOPE OF PROPOSAL: Sam Houston State University (“SHSU” or “University” herein), through this Request for Proposal (“RFP”) is seeking qualified partners to assist with digital marketing efforts as specified in Section D of this RFP.

NOTE: The University will pay only for the services utilized. The University makes no guarantee on the amount paid over the course of the contract. These services are not exclusive and the University, at its discretion, may contract with other contractors to perform these services.

SECTION B – PROPOSAL INSTRUCTIONS AND REQUIREMENTS**B.1 BEARKATBUY SOURCING DIRECTOR & DELIVERY METHODS DOCUMENTATION**

- B.1.a BearKatBuy Sourcing Director:** SHSU Procurement Department (“Procurement”) uses an e-commerce system, BearKatBuy Sourcing Director (“BKB”), for all solicitations. Only proposals submitted in BKB will be accepted by the University. Proposers should carefully read and follow all directions and instructions contained in this document and in BKB.

The SHSU Purchaser overseeing this solicitation is:

Name: Pamela Castaneda
Phone: (936) 294-2620
E-mail: pxc049@shsu.edu

Proposers may direct questions concerning BKB and how to submit responses to **Jeremy Barrett, SHSU e-Procurement Systems Specialist** at (936) 294-4669 or by e-mail: jeb037@shsu.edu. Please try to have questions concerning BKB submitted by 5:00 p.m. CT the day before the RFP due date. **Only questions concerning BKB and the submittal process may be addressed and answered by the e-Procurement Systems Specialist. All other questions concerning the solicitation must be handled as addressed in Section B.3.a.**

The Proposer is **solely responsible** to ensure that all Prerequisites, Supplier Attachments, and any other instructions as directed/required in BKB and the RFP document have been completed. All attachments may be reviewed by the Proposer prior to final submission of their response.

- B.1.b Unacceptable Proposal Delivery Methods:** The University will not accept proposals submitted by telephone, facsimile (fax) transmission, hand delivered, mailed, electronic submission (e-mail, USB flash drive, CD-ROM, etc.), or any other method, other than through BKB in response to this RFP.
- B.1.c Samples, Bid Bonds, and Additional Documentation:** Should the University, as part of this solicitation, require samples, a bid bond or any other additional documentation **that cannot be submitted electronically** the Proposer must submit the information on or before the time and date specified for the RFP opening via FedEx or UPS

The **Proposer (not the carrier or delivery services (FedEx, UPS, etc.) or the University)** is solely responsible for ensuring that the documentation is received in the Procurement office prior to the specified opening date and time as specified for the RFP opening.

Deliver Documentation To:
 Sam Houston State University
 Procurement Department
 University Plaza
 1 Financial Plaza, Suite 260
 Huntsville, TX 77340

B.1.d Proposer's Response/Late Proposals: Proposer should carefully read the information contained herein and submit a complete response to all requirements and questions as directed. **Failure to submit a complete response, including additional information/documentation, will result in disqualification of Proposer's proposal. Proposals received after the deadline will be disqualified.**

B.2 RFP METHODOLOGY/PROCESS

B.2.a Proposer's Acceptance of Evaluation Methodology: By submitting a proposal, the Proposer acknowledges acceptance of the proposal selection process, the criteria for award, the scope of services and conditions under which the services are to be performed, the terms and conditions of the RFP, and all other requirements and specifications set forth in this RFP. In addition, the Proposer recognizes that some subjective judgments must be made by the University during the RFP process.

B.2.b Selection Process: The University will be the sole judge of the appropriateness and completeness of any and all submitted proposals. The University reserves the right to reject any or all proposals and in particular any proposal not containing the complete data or information requested. After the proposals are evaluated, the University reserves the right to further negotiate with the Proposer receiving the highest evaluation score, based on the criteria set forth. The University will review all proposals from Proposers that meet the requirements and have properly followed all instructions.

B.2.c Criteria for Award: The award, if made, will be to the successful Proposer(s), if any, selected by the University, in accordance with the requirements and specifications set forth in this RFP and will be to the Proposer that submitted a proposal in response to this RFP, on or before the submittal deadline, that is the most advantageous to the University. The factors to be considered by the University in evaluating proposals and selecting the successful Proposer for this award, will be those factors listed, with their relative weights, in Section C of this RFP.

B.2.d Public Information: By submitting a proposal, the Proposer acknowledges that the awarded Agreement, and the contents of any underlying proposals or other documents provided to the University in response to a competitive bid process from which the Agreement resulted, are public information under the Texas Public Information Act (Texas Government Code, Chapter 552). Proposer agrees that the University may provide a copy of the Agreement and/or bid documents in response to a public information request, post the Agreement on its public website, or otherwise release the contents of the Agreement and/or bid documents at the University's discretion and without prior notice to Proposer. Proposer acknowledges that the University strictly adheres to all statutes, court decisions, and the opinions of the Texas Attorney General with respect to disclosure of public information.

B.2.e Costs of Preparing Proposals:

1. The Proposer shall bear, as its sole risk and responsibility, any costs that arise from preparation of the Proposer's response to this solicitation.
2. Proposals should be prepared simply and economically, providing a straightforward, concise description of Proposer's ability to meet the requirements and specifications of this RFP. Emphasis should be on completeness, clarity of content, and responsiveness to the requirements and specifications of this RFP.

3. University will not provide compensation to Proposer for any expenses incurred by the Proposer for proposal preparation or for demonstrations or oral presentations that may be made by Proposer, unless otherwise expressly stated. Proposer submits its proposal at its own risk and expense.
- B.2.f Negotiations or Discussions:** If possible, an award will be made without holding negotiations. If negotiations are necessary, they will be scheduled after all proposals are evaluated. Negotiations will only be held with Proposer(s) who have a reasonable chance of receiving contract award. Therefore, do not anticipate negotiations being held. Best and Final Offers (BAFO) will only be requested if negotiations are held. Therefore, you are strongly encouraged to submit your best offer at the time proposals are due.
- B.2.g Presentations:** The University may, at its sole discretion, invite selective responsive Proposer(s), at the Proposer's expense, to give an oral presentation/demonstration and respond to questions. Presentations, at the University's discretion, may be either on site at the University or by video conference.
- B.2.h Pricing:** Include any and all costs of materials, parts, labor, equipment, facilities, travel, overhead, profit, delivery, installation, warranty, etc., in the unit pricing for this proposal. All pricing must be in United States Dollars.
- B.2.i Property of the University:** Proposals and any other information submitted by Proposer in response to this RFP shall become the property of University.
- B.2.j Conditional Clauses:** Proposals that are qualified with conditional clauses; alter, modify, or revise this RFP in any way; or contain irregularities of any kind; are subject to disqualification by University, at its option.
- B.2.k Proposal Validity Period:** Each proposal should state that it will remain valid for a minimum of forty-five (45) days (can change if Board approval needed) after the submittal deadline to allow time for evaluation of proposals, award determination, and any unforeseen delays. The successful proposal accepted by University shall remain valid for the full term of the Agreement or other contractual arrangements resulting from this RFP.
- B.2.l Modification or Withdrawal:** Proposal may be modified or withdrawn prior to the BKB submittal deadline. After submittal deadline, no proposal may be withdrawn without University's consent, which shall be based on Proposer's submittal of a written explanation and documentation evidencing a reason acceptable to University, at its sole discretion.
- B.2.m Use of Services by Other Institutions of Higher Education:** Texas Law authorizes Institutions of Higher Education (defined by Texas Education Code, Section 61.003) to use group purchasing procurement methods (Texas Education Code, Section 51.9335). In addition to extending the pricing to SHSU, Proposer agrees that other Institutions of Higher Education may enter into an agreement or contract with Proposer for the purchase of the products/services described herein based on the terms, conditions, and prices of this awarded agreement. Such election shall be solely at the option of the Texas State University System ("TSUS") component or other Institutions of Higher Education. These State Agencies and Institutions of Higher Education will issue their own purchase orders/agreements, directly receive good or services at their place of business, and be billed directly by the successful respondent.

B.3 PROPOSER QUESTIONS, ADDENDA, AND AWARD INFORMATION

- B.3.a Proposer Questions:** After the RFP is advertised, Proposer(s) will have until May 24, 2024 at 3:00 pm to submit **written** questions in BKB via the Q & A Board in relation to this proposal. Only questions submitted in BKB will be accepted. All questions submitted and received will be reviewed, consolidated where possible, and answered via the Q & A Board on BKB and linked through a notice on the Texas Electronic State Business Daily (“ESBD”) at <http://www.txsmartbuy.com/sp> to the RFP on BKB. Responses are usually posted within two (2) business days unless the questions involve legal issues or complex subjects. It is the Proposer's responsibility to continually check the BKB Q & A Board and the ESBD web site for responses.
- B.3.b Addenda to RFP:** If it becomes necessary to revise any part of this RFP, a revision will be given in the form of an addendum. The addendum will be posted on BKB and linked through a notice on the ESBD to the RFP on BKB. It is the responsibility of the Proposer to monitor the website for addenda or other written responses.
- B.3.c Award Information:** In addition, information about the award will be posted on both BKB and the ESBD.

B.4 GENERAL INFORMATION

- B.4.a Class and Item:** 915-01 and 915-10
- B.4.b Communication with University Personnel:** All communication with the University must be through Procurement via the BKB Q & A Board (see Section B.3.a). Proposers are reminded that SHSU is not bound by any oral statements or representations. Procurement is the only department that has the authority to provide official answers to questions, conduct discussions or negotiations, or enter into any binding Agreement. Except as provided in this RFP and as otherwise necessary for the conduct of existing SHSU business operations, Proposers are expressly and absolutely prohibited from engaging in communications with SHSU personnel who are involved in any manner in the drafting of the RFP, in the review or evaluation of the Proposals, in the selection of a Contractor, Negotiation, or formalization of a Contract. **If any Proposer engages in conduct or communications that SHSU determines is contrary to the prohibitions outlined in this section, SHSU may, at its sole discretion, disqualify the Proposer and remove the Proposal from consideration.**
- B.4.c Parties to the Proposal/Resulting Contract:** SHSU and the contractor. IMC-Digital is a department of SHSU.
- B.4.d Termination/Cancellation:** In the event that the awarded Proposer is non-compliant with any portion of the awarded contract, the University will give the Proposer thirty (30) days written notice to comply. If compliance is unsatisfactory after the thirty (30) days, the University has the right to terminate the contract. If the contract is not to be renewed, at the end of its initial term or any renewal term, the University will give the contractor sixty (60) days written notice of non-renewal. **Either party may terminate the contract for any reason upon thirty (30) days written notice to the other party.**
- B.4.e Performance Period/Option to Extend the Term:** After the initial one (1) year period, the University may extend the term of the resulting purchase order in one (1) year increments by written

notice to the Proposer at least thirty (30) days prior to the end of the performance period. The total duration of the order, including the exercise of options, shall not exceed four (4) years.

Initial Period: September 1, 2024, or date of award if later, through August 31, 2025
 First Option Year: September 1, 2025 through August 31, 2026
 Second Option Year: September 1, 2026 through August 31, 2027
 Third Option Year: September 1, 2027 through August 31, 2028

B.4.f Multiple Awards: The University reserves the right to make one or more awards based on low line item, low total of line items, or any other combination that will serve the best interests of the University.

B.4.g Re-award: The University reserves the right and has the option to re-award this contract to the next highest ranked Proposer(s) that meets the requirements of the RFP, if the initial awarded Proposer(s) cannot meet the requirements of the RFP, for any reason, throughout the term of the contract.

B.4.h Required Timeline:

1. Issue RFP on or about: May 15, 2024
2. Last Day for questions: May 24, 2024
3. Proposal due: June 7, 2024

B.4.i Insurance: Proposer shall submit proof of insurance with their response as an attachment in BKB under Supplier Attachments. Proposer shall procure and maintain the minimum insurance policies and shall name the University as an additional insured party as appropriate; and upon execution of a contract to operate. The University's minimum requirements are provided in BKB under Prerequisites for this RFP.

B.4.j Execution of Offer: Proposer shall complete, sign, and submit the **Execution of Offer** with their response as an attachment in BKB under Prerequisites. The **Execution of Offer** must be signed by a representative of Proposer duly authorized to bind the Proposer to its proposal. **Failure to sign and attach the Execution of Offer under Prerequisites in BKB will result in the rejection of the proposal.**

B.4.k Compliance with University Policies: Proposer(s) are notified in the event of an award, the following University Policies, at a minimum, shall apply to a contractor's employees and subcontractors while on the SHSU campus:

1. On-campus driving and parking;
2. Prohibition on smoking or tobacco use;
3. Fire safety; Hazardous Materials;
4. Drug-free workplace; and,
5. Prohibition of sexual harassment, or harassment or discrimination based on race, color, national origin, age, sex, religion, disability, or sexual orientation.

The University policies may be viewed at http://www.shsu.edu/intranet/site_policies.html and <https://www.shsu.edu/dept/hr/policies.html><http://shsu.edu/dept/human-resources/index.html>.

B.4.l Background Checks: The awarded Proposer(s), prior to the issuance of a purchase order, shall be required to perform background checks on all employees coming into contact with students, faculty, or staff, per TSUS Rules and Regulations, Chapter III, Paragraph 10.3. No employee who has a police record other than minor traffic violations may be assigned duties under the awarded contract. Contractor(s) shall be responsible for the submission of a police clearance record or background check within twenty-four (24) hours upon request.

B.4.m Parking: Parking permit requirements and information regarding parking fees may be viewed at <https://www.shsu.edu/parking/>.

B.4.n Non-Discrimination: In their execution of any Agreement or contractual arrangement resulting from this Solicitation, all contractors, subcontractors, their respective employees, and others acting by or through them shall comply with all federal and state policies and laws prohibiting discrimination, harassment, and sexual misconduct. Any breach of this covenant may result in termination of the awarded Agreement.

B.5 PROPOSAL CONTENT, PREPARATION, AND SUBMITTAL INSTRUCTIONS

Format for Proposal: Proposer shall submit proposals using substantially the following format in terms of order of content. Proposer shall make every effort to present the required information in a detailed, orderly, and compact presentation.

NOTE: All proposal responses are to be submitted in BKB under Prerequisite or Supplier Attachments.

Prerequisites

- Execution of Offer
- Historically Underutilized Business (HUB) Subcontracting Plan and all required HUB documentation, if applicable.
- Insurance Coverage
- SHSU Standard Contract Agreement – indicate acceptance or submit redlined Agreement.
- Higher Education Cloud Vendor Assessment Tool (HECVAT)
- Voluntary Product Accessibility Template (VPAT)
- Texas Risk and Authorization Management Program (TX-RAMP)

Supplier Attachments

- Cover Page
- Table of Contents
- Executive Summary of Proposal
- Company Information and History, including but not limited to the following:
Company Name, Federal Tax Identification Number, Company address, contact information of company and Proposer's representative.
- Pricing Proposal
- Ability to Meet specifications and technical Requirements
- Qualifications and Experience
- References
- All required information as requested in the Evaluation Criteria, Sections B through D, as well as any additional information the Proposer feels is relevant to their proposal.
- Historically Underutilized Business (HUB) Subcontracting Plan and all required HUB documentation, if applicable.

Length of Submission: Please keep proposal submission short and to the point while still providing all requested documents and information. Overly long or elaborate proposals are not desired.

NOTE: The above listing of items to be included in the proposal submission is a summary provided to aid Proposers in putting together their proposal package. Any items stated in other sections of the RFP, but not listed in this section, are still required to be provided as part of the proposal submission.

B.6 THE STATE OF TEXAS HUB SUBCONTRACTING PLAN

NOTE: For this RFP a HUB Subcontracting Plan (HSP) is required. Failure to comply will result in the rejection of the proposal.

- a. Proposals over \$100,000 (including initial award and all potential option/extension periods) submitted without an HSP will not be considered for award.
- b. Questions regarding the HSP and/or to review the HSP as a courtesy *PRIOR* to the RFP closing date and time as shown on page one of this document can be directed to the University's HUB Coordinator, Cynthia Guajardo, at (936) 294-1991 or shsuhub@shsu.edu. The acronym TBD (to be determined) will no longer be accepted in the column marked Approximate Dollar Amount.
- c. SHSU has adopted the Texas Statewide Procurement Division's (SPD) rules as their own HUB rules (Texas Government Code, Section 2161.003 and Texas Administrative Code (TAC), Title 34, Part 1, Chapter 20, Subchapter D, Division 1, Rule 20.285. It is the policy of the University to encourage the use of small and historically underutilized businesses by making good faith efforts to increase purchases and contract awards through race, ethnic, and gender-neutral means. The goal is to promote full and equal business opportunity for all businesses. The University will make a good faith effort to assist small and historically underutilized businesses in receiving a portion of the total contract value for all contracts for construction, services, including professional and consulting services, and commodities purchases. The University has determined that subcontracting opportunities are probable under this contract. Proposers who intend to subcontract must perform their good faith effort in completing the HSP. Failure to do so will result in disqualification. When completing the HSP make note that the University's HUB goals are as follows:

Building Construction	21.10%
Special Trade	32.90%
Professional Services	23.70%
Other Services	26.00%
Commodities	21.10%
- d. HSP forms have been provided in BKB under Prerequisites for this RFP. HSP forms are also available at the Texas Comptrollers website at the following link:
<https://www.comptroller.texas.gov/purchasing/vendor/hub/forms.php>

B.7 CONTRACTUAL REQUIREMENTS

- B.7.a Contract Administration:** Contract administration will be by Procurement in conjunction with Integrated Marketing Communications.

- B.7.b Purchase Order:** The University shall issue a purchase order for the initial purchase and set up period to record payment as part of the awarded contract. The University will issue a new purchase order for each subsequent fiscal year of the contract and any extensions, if exercised. Initial payment will not be made until the System is installed, commissioned, and accepted by the University.
- B.7.c Purchase Order and Contractual Changes:** All addenda to and interpretation of this solicitation shall be in writing. The University shall not be legally bound by any addenda or interpretation that is not in writing. All changes must be supported by a written addendum or Purchase Order Change Notice prepared and processed by Procurement. **Other SHSU personnel do not have the authority to issue changes, oral or written, to the resulting purchase order.**
- B.7.d Standard Contract Agreement:** The terms and conditions contained in the University’s Standard Contract Agreement (“Agreement”) (ref. Prerequisites) or, at the sole discretion of the University, terms and conditions substantially similar to those contained in the Agreement, will constitute and govern any contract that results from this RFP. If Proposer agrees with the terms and conditions set forth in the Agreement, Proposer will acknowledge acceptance in writing and submit with the Proposal. **Failure to acknowledge this Section may result in disqualification of Proposal.** If Proposer has additional terms and conditions that it proposes to include in any contract or agreement resulting from this RFP (such as software license terms and conditions, participation forms, etc.) or if Proposer takes exception to any terms or conditions set forth in the Agreement, Proposer shall submit a redlined Agreement (in the original editable format, i.e. Microsoft Word) as part of its Proposal. Proposer’s additions and exceptions will be reviewed by the University and may result in disqualification of Proposal as non-responsive to this RFP. If Proposer’s additions and exceptions do not result in disqualification of Proposal, then the University may consider Proposer’s additions and exceptions when the University evaluates the Proposal. The University will not be bound by or required to accept or agree to any terms and conditions that a Proposer includes (or fails to include) in its Proposal.

Any addition, deletion, noted exception or other change made to the Agreement must be accompanied by a comment explaining Proposer’s rationale for the edit. Failure to include all such terms and conditions in response to this RFP may result in disqualification of Proposal.

B.7.e Invoice and Payment:

1. The University’s standard payment terms are NET 30 days in accordance with the State of Texas Prompt Payment Act, Texas Government Code, Chapter 2251, unless otherwise noted on the purchase order. SHSU is an agency of the State of Texas and is tax exempt.
2. Payment will be made by SHSU Disbursements Department after receipt of a correct invoice and a payment approval from the department.
3. Submit original invoices to:

**Sam Houston State University
Disbursements and Travel Services
Box 2185
Huntsville, TX 77341
E-mail: acctspay@shsu.edu**

SECTION C – EVALUATION CRITERIA

C.1 REVIEW PANEL: Proposals will be evaluated by a review panel on the basis of the criteria listed below. Relative weights of the criteria are listed below. Only criteria designated in the solicitation can be considered in the award determination.

C.2 WEIGHTED VALUES: Evaluation factors will be weighted as follows:

Price Evaluation Criteria <ul style="list-style-type: none"> • Specify how much of the price will be spent on <ul style="list-style-type: none"> ○ Advertising platforms ○ Agency and setup fees ○ Reporting fees 	30 PTS
Quality Evaluation Criteria <ul style="list-style-type: none"> • Ability to provide service • Respondent's Methodology Including Technical Approach and Understanding of the Scope of Work 	30 PTS
Proposer's Experience <ul style="list-style-type: none"> • Quality of samples of similar deliverables for other universities • Proposer's experience with similar lead generation campaigns for Higher Education • Depth of Knowledge with digital marketing for brand awareness and enrollment 	20 PTS
Proposer's Business History <ul style="list-style-type: none"> • Background/experience of key personnel assigned to the project • Quality of references 	10 PTS
Proposer's RFP Response <ul style="list-style-type: none"> • Quality of RFP response and how well did the Proposer follow the instructions of the RFP 	10 PTS
Total	100 PTS

SECTION D – PRODUCT/SERVICE SPECIFICATIONS

D.1 GENERAL REQUIREMENTS: In order to enhance student recruitment efforts, Sam Houston State University is seeking a qualified partner to assist digital marketing campaigns for brand, enrollment, academic programs, SHSU Online, and events. The academic program campaign will consist of at least sixteen academic programs selected from the University’s eight colleges with the goal of creating awareness, generating inquiries, and generating applications leading to enrollment. The SHSU Online campaign will consist of advertising all online programs with the goal of creating awareness, generating inquiries, and generating applications leading to enrollment. Event campaigns will have the goal of awareness and ticket sales. Section D.2 contains an outline of the services expected of respondents. Bid responses should explain the approach that will be taken to accomplish these objectives and how that approach will best service the needs of the University.

After submission, compliant vendors will be contacted to attend a Zoom meeting with university representatives to demonstrate and explain their submission package. Providing a demo after submission is necessary to be considered for award.

SHSU seeks to establish a pool of qualified and experienced vendors to provide services for the various campaigns being advertised.

D.2 DETAILS: Vendor Will Provide:

D.2.a. Marketing Plan: A comprehensive written digital marketing plan to include strategy, advertising venues, reporting and metrics.

1. Strategy should include findings from the research conducted during planning.
2. The marketing plan should be presented via PowerPoint to the SHSU team and include a holistic view of research and findings used to inform of the strategy.
3. Campaigns should be UTM tagged under a unified strategy for stronger tracking and reporting.

D.2.b. Integration and Lead Delivery:

1. Direct real-time lead integration with the University’s existing CRM system, or
2. Delivery of leads via real-time lead emails and a weekly CSV import file or API.

D.2.c. Landing Page Development:

1. Development of landing pages optimized to convert traffic to student inquiries or applications.
 - i. Landing page content will be developed by the agency with guidance and input from the University.
 - ii. University will provide some, but not all, photos.
 - iii. University will provide some, but not all, creative assets.
 - iv. Landing pages should be hosted on agency’s servers as a subdomain of the University’s main website address.
 - v. Landing page types:
 - a) Academic program: designed specifically for each program and/or program category with appropriate program details, as needed (not to exceed budget allocation/fiscal year)
 - 1) Pages may be grouped by program department, e.g., Communication Studies BA, BS, MA, and certificate.
 - 2) Pages may be grouped by modality: in person, online or hybrid

- 3) Pages grouped will need to be dynamically populated to show relevant features and benefits based on form/persona selection. E.g. a program can have different benefits for a student that is fully online vs in-person.
- 4) Some programs have different term lengths based on modality. SHSU offers programs in the following terms: 4.5 weeks, 5.5 weeks, 7.5 weeks and 16 weeks.
- b) Apply now: designed specifically for retargeting purposes. This page should encourage interested prospective students to take next steps to apply for admission to SHSU.
- c) Events: designed to support the events such as open houses, program information sessions, or other special events with media allocation
- vi. Destination after form submission
 - a) After RFI submission, visitors should be directed to a relevant page on the shsu.edu site or paged developed by the vendor for the campaign.

D.2.d. Search Marketing Campaigns: Develop and optimize search campaigns on Google. Tasks will include but may not be limited to:

1. Keyword research focusing on brand and programs
2. Creation of search accounts within Google or use of existing advertising account (at agency's recommendation)
3. Account structuring and keyword builds
4. Text ad creation
5. Application of budgets and bid strategy according to media budget available.

D.2.e. Display and/or Remarketing Campaigns: Develop and optimize display and/or remarketing campaigns. Tasks will include but may not be limited to:

1. Research previous successes and opportunities within Google for campaign expansion
2. Creation of display and/or retargeting campaigns within search engines
3. Campaign structuring and keyword builds
4. Banner ad creation
5. Responsive ad creation

D.2.f. Web Banners: Develop, maintain, and update static web banners defined as fitting all major dimensions found in the IAB New Ad Portfolio guidelines for the University's brand, as well as priority programs with dedicated media. Sizes include 300x250; 160x600; 728x90; 320x50.

D.2.g. Social Media Advertising: Support social media advertising by utilizing custom campaigns built on the following networks: Facebook, Instagram, LinkedIn, Snapchat as well as any other social platforms that are appropriate for digital marketing by the University. (Campaign does not include management of the University's social profiles within these networks.)

D.2.h. Affiliate Marketing Campaigns: Develop and optimize affiliate marketing campaigns focused on increasing lead volume. Affiliate partners should drive additional leads through organic paid search rankings, email campaigns and display ads.

D.2.i. Mobile Ticker-Style Campaigns: Develop and optimize mobile ticker-style campaigns that deliver text-based scrolling advertisements with a logo to mobile devices. Tasks will include but may not be limited to:

1. Research and develop campaign targeting by geotargeting (zip code, city, DMA, or state), geofencing (location address, event), household IP address, demographics and lifestyle (age,

- educational attainment, income, hobbies, interests), CRM contacts, or contextual audiences (relevant online content)
2. Campaign structuring
 3. Text ad creation
 4. Application and optimization of budgets and bid strategy according to media budget available
- D.2.j. Pre-Roll Video Campaigns:** Develop and optimize pre-roll video campaigns that deliver 15-second video advertisements before the playback of internet videos. Tasks will include but may not be limited to:
1. Research and develop campaign targeting by geotargeting (zip code, city, DMA, or state), household IP address, demographics and lifestyle (age, educational attainment, income, hobbies, interests), or contextual audiences (relevant online content)
 2. Campaign structuring
 3. Application and optimization of budgets and bid strategy according to media budget available
- D.2.k. Over-The-Top (OTT) Video Campaigns:** Develop and optimize OTT video campaigns that deliver 30-second or 15-second video advertisements to viewers of streaming media services over the internet, bypassing traditional cable, broadcast, and satellite TV platforms. Tasks will include but may not be limited to:
1. Research and develop campaign targeting by geotargeting (zip code, city, DMA, or state), household IP address, demographics (age, educational attainment, income), or contextual audiences (relevant online content)
 2. Campaign structuring
 3. Application and optimization of budgets and bid strategy according to media budget available
- D.2.l. Development and Status Meetings:**
1. Weekly development meetings during development and launch (web-based meetings are acceptable.)
 2. Monthly status meetings thereafter for duration of contract.
- D.2.m. Detailed Reporting:**
1. Reporting portal with live data (or daily updates) that can be accessed and downloaded by SHSU team. Reporting dashboard should contain campaign overview and strategy, geotargeting breakdowns including cost, impressions, clicks, leads, CPC, CPL, CTR, CVR, etc.
 2. Campaigns should be UTM tagged under a unified strategy for stronger tracking and reporting.
 3. Structured status reports to provide insight to lead source and campaigns driving conversions. Reports should also provide insight to traffic sources for optimizing marketing campaigns. Excel reports should be generated bi-weekly and quarterly.
 4. Monthly Campaign status reports to include the following data:
 - i. Performance metrics by channel (Google, Display Network, Facebook, etc.)
 - ii. Weekly performance reports including, but not limited to: costs, impressions, clicks, leads, CPC, CPL, CTR, CVR
 - iii. Day of the week metrics including but not limited to: costs, impressions, clicks, leads, CPC, CPL, CTR, CVR
 - iv. Program metrics including but not limited to costs, impressions, clicks, leads, CPC, CPL, CTR, CVR
 - v. Benchmarks for the higher education industry across platforms
 5. Monthly Reports to include the updating of actual budget worksheets.
 6. Quarterly campaign reports to include the following data:

- i. Metrics by individual college units including but not limited to: total leads by program, total leads received by source, leads by program by source, keyword performance within search
- 7. Other reporting as requested

D.2.n. A Media Plan:

- 1. A detailed media plan should be provided to the university prior to launching any campaigns. The media plan should outline the planned spend by channel and by month. Plan should be flexible enough to change as campaign progresses as long as it remains in budget.
- 2. Purchase and management of all media purchases including but not limited to: Google Ads, Google Display, Meta and its audience network, YouTube pre-roll, OTT, mobile- tickers, Snapchat, and LinkedIn.
- 3. The cost of all media should be billed through the agency as part of the contract.

D.3 ADDITIONAL REQUIREMENTS: Vendor must have demonstrated experience with higher education clients including:

- 1. Real-time lead integration as well as reporting through enrollment funnel
- 2. Demonstrated experience with academic programs across levels (undergraduate, graduate, etc.)
- 3. At least 5 years of experience providing comparable services

Note: Satisfaction of these requirements should be apparent in the respondent's references provided. (See Section C.5)

University reserves the right to add additional quantities and/or related services as needed during the course of any awarded contract or Purchase Order.