Q9402
Addenda #1
Vendor Questions

Please review the following questions and clarifications:

1. In Section 3.1.4, brand design principles... (Including guidance toward a new university logo suite), will the selected company be consulting on or designing the logo suite?
   Selected company will potentially consult on and/or design the logo suite.

2. In Section 3.1.5, key direct mail pieces and unifying pieces to help communicate brand identity and messaging across campus, will the selected vendor be responsible for the printing too, or just the design?
   Selected vendor will not be responsible for printing.

3. Relating to 3.1.4: Is the design of a new University logo and/or a new University logo suite considered to be part of the deliverables of the scope of work?
   Selected company will potentially consult on and/or design the logo suite.

4. Relating to 3.1.5: Can the University describe the exact components or provide examples of components they would consider to fulfill the deliverables of the scope in relation to “Unifying pieces to help communicate brand identity and messaging across campus”?
   Examples could potentially include brand/identity guide, website branding portal, etc.

5. Relating to Section 1.7.5:
   a. How can we view proposals from past requests? (i.e. digital advertising)
      https://publicrecords.uni.edu/
   b. Where can we view the proposals for this request once they become available?
      Once a contract is signed: https://publicrecords.uni.edu/

6. Relating to Section 3.1.2: How many peer institutions are to be included in the competitive analysis? Three, as budget allows

7. Relating to Section 3.1.4:
   a. Are the audience segments as follows? Parents, students, faculty/staff, alumni, Iowa high school counselors, and community members?
      Yes to all of the above, noting that students and parents would include both prospective and current.
   b. Is the existing UNI logo subject to change?
UNI logo could potentially change

c. Is there a baseline of what UNI is looking for? (i.e. an example of the end result)
interpretation of the depth can be as simple as a 2-page summary, or as deep as a
30-page brand style guide
UNI does not have a specific baseline in mind, but are open to recommendations
from vendor. Could include brand/identity guide, website branding portal, etc.

8. Relating to Section 3.1.5: Expecting creative strategy and mock-ups? Or fully completed
production files?
Yes, expect creative strategy and mock-ups; fully completed productions files may be
requested if budget allows.

9. Relating to Section 3.1.6:
   a. How many different audiences are to be tested? Parents, students, faculty/staff,
alumni, Iowa high school counselors, and community members?
      If possible, all audiences noted above.
   b. Is there a preferred methodology of testing? i.e. focus groups, online surveys, etc.
      No
   c. How in depth should testing be? i.e. Just message/theme? Or entire campaign
      execution including logos, advertising mockups, etc.?
      Message/theme should be tested, as well as logo. Would not need to test entire
      campaign (ex. advertising mockups).

10. Relating to Section 3.1.7: How long does maintenance support last? 6 months? 1 year? 5
years?
UNI would look to vendor to help create a maintenance plan; do not need vendor to
provide maintenance of the plan.

11. Relating to Section 4.5:
   a. Is there a target roll-out date in mind?
      Currently no hard deadline; general goal is sometime during the 2019 fall
      semester
   b. Are there any key events/milestones that we need to be aware of?
      President’s address to campus on Aug. 26 -- would likely share
      updates/information about branding work at that point

12. Relating to Section 1.5 Proposal Submission (page 3): Cover of proposal states electronic
and hardcopy proposal due April 26? On page 3, states “electronic responses must be
submitted by April 26, 2019. Please confirm and clarify if hard copies are acceptable and the number of copies needed in addition to the electronic submission. A hardcopy is not required if an electronic copy is submitted. If a hardcopy is submitted, only one copy is needed.

13. Relating to 3.1.1 Scope of Work (page 13)
   a. Internal brand research is referenced (qualitative and quantitative) of various audience segments.
   b. Can you please share highlights?
      UNI with may share highlights with the vendors that are invited to campus to give presentations.
   c. Please describe your unique value proposition.
      UNI does not currently have a unique value proposition. The next best thing we can provide at this point is our current mission statement: Within a challenging and supportive environment, the University of Northern Iowa engages students in high-quality and high-impact learning experiences and emphasizes excellence in teaching and scholarship.

14. Relating to Section 3.1.2 Scope of Work (page 13)
   a. Who do you consider to be your top five (5) competitors?
      Competitors for recruitment of prospective students: University of Iowa, Iowa State University, Wartburg, Hawkeye Community College, Kirkwood Community College
   b. Of your peer institutions, which do you consider as having an excellent brand platform and articulation?
      While not one of UNI's identified peer institutions, Iowa State has the best brand platform and articulation.

15. Relating to Section 3.1.4 Scope of Work (page 13) Would you entertain spec creative as part of the RFP submission? No

16. Relating to Section 3.1.5 Scope of Work (page 13)
   a. Besides the unmentioned firm or consultant working on the website redesign, do you contract currently with any other firm or consultant that will continue to work with the University after this RFP is awarded? Yes
   b. What in-house capabilities does the Integrated Marketing Council possess?
      University Relations has graphic design, photography, some videography, writing, PR, project management, media buying, social, Web -- serves as an internal semi-agency
17. Relating to Section 3.1.7 Scope of Work (page 13) What is the proposed timeline for the new brand rollout?

Currently no hard deadline; general goal is sometime during the 2019 fall semester

18. Does the not to exceed $100,000 budget need to include agency travel associated with key on-campus presentations?

The $100,000 would not include agency travel.

   a. Can cost be provided as a ballpark incremental line item for consideration with the proposal? Yes

19. Will the qualitative/quantitative research provided by the University be raw data or a synthesis of University-approved strategic direction based on the raw data?

Reports/findings/syntheses of data will be provided by the University. Vendor will be responsible for reviewing those reports and helping determine recommendation(s) for strategic direction.

   a. If raw data, is the Company responsible for synthesizing such and developing a strategic recommendation? See above

      i. If so, what format has the data been collected (ie SPSS)? N/A

      ii. If so, please provide a methodology for the research conducted (ie sample size, audience segments)

         The design has been mixed methods with both focus groups, in-depth interviews, and surveys. Constituencies are students, faculty, staff, administrators, alumni, business leaders, statewide residents, prospective students/parents and media. Student populations also include minority focus groups. The quantitative survey samples and sub-samples range from 66 to 1,400.

      iii. If so, can the company subcontract (with prior written consent of University) a research resource to analyze data and synthesize a strategic recommendation with consultation from the Company?

         Possibly. University would prefer to discuss with vendor if/when brought to campus for presentation.

20. Can proposal response be accompanied by a separate printed portfolio of relevant Company-developed work products and services? Yes

21. Will the University be reimbursing the short list of suppliers for travel associated with onsite presentation to the University RFP evaluation committee and other UNI representatives?

No, the University will not reimburse for any costs incurred for the presentation or travel for presentation. The University will not be responsible for any costs incurred in making necessary studies for the preparation of proposals, or any travel or personnel expenses associated with trips to UNI during the RFP process.
22. We recommend adding a Conflict of Interest clause that deems any Company with existing (currently active) or historical (active within four-year period) university contract labor/services associated with competitors (geographic proximity of county/state to be provided by University) be ruled ineligible unless specific non-compete staffing model/IT security is provided, in order to ensure disclosure of proprietary University information to Company is maintained.

Response noted

23. Should Company include costs associated with brand identity (logo) refresh? This is assumed in the RFP, but not overtly stated. **Yes**

24. Should Company include costs associated with brand identity (logo) architecture design (key visual identities at various levels of brand relationship spectrum identified in brand architecture)? This is assumed in the RFP, but not overtly stated. **Yes**
   a. If so, please define the quantity/provide list of anticipated key brand identities to be refreshed (i.e. colleges/departments, athletics, brand extensions).
   
   Overall university logo with consideration for sub-brands. Some existing brands may remain as-is (i.e. athletics).

25. 3.1.5 states “develop initial applications,” does “initial” mean “rough” or does “initial” mean “first/critical”?

   Could potentially mean either. This list designates those things more important to the university would be first/critical. And depending on budget, could also mean “rough” if cost to produce finished applications is not possible.

26. 3.1.5 states various creative deliverables, see various questions below
   a. “Print, digital, and outdoor advertising templates”
      i. Is Company to provide costs for design and writing? **Yes**
      ii. Please provide initial quantity of templates per medium. **UNI is not able to make those determinations at this time.**
   b. “Key direct mail pieces”
      i. Is company to provide costs design and writing? **Yes**
      ii. Please provide anticipated page count of each deliverable (viewbook, acceptance packet, yield resources).
      
      **Dependent on recommendations from agency**
      iii. Is company to provide costs for printing? **No**
          1. Are these costs not to exceed $100,000 budget? Or can they be provided as a ballpark incremental line item cost for consideration with the proposal? **No. Yes.**
      iv. Is company to provide costs for mailing? **No**
          1. Is this cost not to exceed $100,000 budget? **No**
          2. Can cost be provided as a ballpark incremental line item for consideration with the proposal? **Yes**
v. Is company to provide costs for commissioning original photography?
   1. Is this cost not to exceed $100,000 budget? **No**
   2. Can cost be provided as a ballpark incremental line item for consideration with the proposal? **N/A**

c. “Digital storytelling templates”
   i. Is Company to provide costs for design and writing? **Yes**
   ii. Please provide initial quantity and specifications of templates per medium.
      **UNI is not able to make those determinations at this time.**
   iii. Is Company to provide costs for writing and commissioning video production? **No**
      1. Can cost be provided as a ballpark incremental line item for consideration with the proposal? **No**

d. “Unifying pieces to help communicate brand identity and messaging across campus”
   i. Please provide additional detail for request (ie list of key associated environmental graphics)
      **Examples could potentially include brand/identity guide, website branding portal, etc.**

27. Can you please clarify if a printed proposal is required in addition to a digital format? If so, how many original and how many copies of a printed version are needed?
   **A printed response is not required if a digital proposal is submitted - only one copy is required**

28. For the digital proposal format, do each of the “attachments” need to be submitted to you via email as separate files or can the files be combined into a single PDF with headers, table of contents and/or pagination to annotate the various sections?
   **Either way would be acceptable**

29. Can you provide details regarding the internal branding research project underway such as objectives, methodology and anticipated outcomes?
   **The researchers are assisting the University of Northern Iowa (UNI), specifically the Integrated Marketing Council and University Relations, in conducting a comprehensive university branding assessment by performing primary research among UNI’s constituents. The goal is to gain actionable information for UNI that will provide a foundation for its rebranding work. The new brand and associated activities will be designed to raise awareness and strengthen perceptions of UNI among faculty, staff, current and prospective students and parents, UNI alumni, minority communities, and the general population. This report reflects a summary of the findings from the online survey to Iowa business leaders. Anticipated outcomes will not be shared at this time.**

30. When was the last time UNI completed a rebranding effort?
2011-12

31. Would you be able to share your current publications and recruitment marketing materials to include viewbook, travel piece, digital ad sets, direct mail pieces, etc.? UNI with may share examples of publications and recruitment marketing materials as well as highlights of current branding research with the vendors that are invited to campus to give presentations.

32. Can you provide us with a list of your top 3-5 competitors? University of Iowa, Iowa State University, Wartburg, Hawkeye Community College, Kirkwood Community College

33. Can you provide us with a list of your top 3-5 aspirational universities? Design/marketing-wise: University of Virginia, Oregon, University of Dayton, RISD, University of Kansas

34. Are you able to share the top unique differentiators of your institution? UNI is working to identify those through brand research and may share highlights with the vendors that are invited to campus to give presentations.

35. Do you currently have a style guide or listing of UNI’s logo suite? Or a listing of the number of sub-logos to be provided in the development of the brand design principles/style guide? Currently have a style guide online. Does not include all sub-logos, nor does UNI currently have/know total number of said logos.

36. Can you further define what you mean by “unifying pieces” as stated in section 3.1.5 in “Scope of Work” on page 13? Are there specific deliverables associated with this request? UNI would prefer to wait to determine the list of deliverables as a result of the development of the new positioning and platform work

37. Are there a list of specific deliverables UNI knows would need to be required per section 3.1.5 so we can discuss a more specific approach in our response and provide line item pricing for these deliverables? If you’d prefer to wait to determine the list of deliverables as a result of the development of the new positioning and platform work, would it be acceptable to provide a sum of funds which can be applied to creative development in the pricing, annotating that the specific list of deliverables will be determined later? Without knowing how many templates, direct mail pieces, and unifying pieces are needed to be provided and rough specifications for those items, it is difficult to provide accurate pricing. UNI would prefer to wait to determine the list of deliverables. It is acceptable to provide a sum of funds with the annotation described.

38. Does UNI currently have any benchmarks established for tracking its marketing and recruitment efforts? If so, can you share those goals and the status?
UNI is currently using market share and territory based goals for tracking admissions recruitment. The enrollment goal our president has stated is 13,500 students enrolled by 2023.

39. Could you provide us with a year-over-year enrollment report so we may better understand your current enrollment and retention rate situation?  
UNI may share year-over-year enrollment reports with the vendors that are invited to campus to give presentations.

40. The RFP requests print, digital and outdoor advertising templates. Can you share samples of existing templates?  
UNI with may share templates with the vendors that are invited to campus to give presentations.

41. Please define specific print elements? Newspaper, magazine, brochure, etc.?  
UNI would prefer to wait to determine the list of deliverables as a result of the development of the new positioning and platform work.

42. Can you clarify what is included in "unifying pieces" Do you have existing samples you can share?  
Examples could potentially include brand/identity guide, website branding portal, etc.  
UNI with may share samples with the vendors that are invited to campus to give presentations.

43. What are "Yield Resources" listed under Direct Mail?  
Yield resources could include anything from postcards and brochures to housing materials.

44. Please define parameters for a video template. What is the length? Do you have existing examples you can share?  
UNI does not currently have parameters or examples for a video template.

45. Who is contracted to do UNI's new website? May we have a copy of the RFP?  
The Website RFP can be found at the following link:  
https://obo.uni.edu/purchasing/current-bid-solicitations

46. In regards to Section 3.1.6: Is testing of brand concepts something Company budgets for or is this covered by UR/IMC?  
Company

47. In regards to Section 3.1.7: Can you provide more specifics about "maintenance plan" for budget?
UNI would look to vendor to help create a maintenance plan; do not need vendor to provide maintenance of the plan.

48. What is the timing of the University-wide brand rollout?
Currently no hard deadline; general goal is sometime during the 2019 fall semester. The President’s address to campus is scheduled for August 26 -- would likely share updates/information about branding work at that point.

49. What is the current brand messaging and how consistent is its use across the University?
UNI does not currently have strong institutional brand messaging, nor is it consistently used across the university.

50. What is a primary weakness in UNI's current institutional identity?
UNI has identified a lack of institutional identity

The biggest challenges are recruitment and awareness.

52. Whether companies from Outside USA can apply for this? (like, from India or Canada)
Companies are allowed to apply

53. Whether we need to come over there for meetings?
Yes, company will be expected to come to campus during this process.

54. Can we perform the tasks (related to RFP) outside USA?
Company would need to inform UNI of any tasks being performed outside of the USA but could be allowable.

55. Can we submit the proposals via email?
Yes, per section 1.5 proposals can be emailed to molly.ungs@uni.edu

56. Does the $100,000 budget include developing all the content (copy) for the key direct mail pieces?
It does not necessarily need to cover all content, but should help create brand voice.

57. If given the copy/content, will we need to edit it to align with the new brand voice?
Yes

58. Does the budget include the cost of hiring a photographer recommended to accompany the look of the brand?
No, but photography guidance would be considered
59. How many pages is the current viewbook? Does the budget include laying out and creating production ready files for the entire publication?

The current viewbook is 24 pages. The budget could include laying out and creating production ready files for the viewbook, but is not required.

60. What is in the acceptance packet? Does the budget include laying out and creating production ready files for all the pieces in the packet?

The packet includes a letter and brochure. The budget could include laying out and creating production ready files for the acceptance packet, but is not required.

61. What are yield resources?

Yield resources could include anything from postcards and brochures to housing materials.

62. Will you want the new website to visually align with the new brand? Will the brand set the design foundation for the site?

Yes. Ideally, though the website and branding processes will be occurring simultaneously.

63. Our understanding is that UNI does not want a new identity, but rather "guidance" related to how your current identity could extend to sub-brands. You would like us to recommend a system for brand architecture/sub-brand development, but not actually develop and produce the identities for the full system correct?

Incorrect. UNI does need guidance in establishing an identity. Brand architecture would still be a part of this process.

64. Under 4.6 Deliverables: "showcase how brand rollout and maintenance is implemented university-wide." Are visual examples of "brand maintenance" required, or is a written explanation acceptable?

UNI cannot determine at this time whether a written explanation vs. visual examples of brand maintenance would be required.

65. Is there a preferred launch date for the new system?

Currently no hard deadline; general goal is sometime during the 2019 fall semester. The President’s address to campus is scheduled for August 26 -- would likely share updates/information about branding work at that point.

66. To confirm, is an electronic response sent via email to this address acceptable, or are hard copy responses sent via mail expected as well?

Hard copy responses are not required if an electronic copy is emailed.

67. What are the key goals for the Brand Discovery and Positioning?

Cohesion, stronger market position, enrollment
68. Do you have a current brand identity platform? If so, what about it is not working with your goals as an institution?
UNI does not currently have a brand identity platform or strong institutional brand messaging.

69. What challenges are you currently facing that you hope a marketing & communications plan will solve?
Recruitment, campus morale, building rapport and connections to the institution

70. What are your current marketing, communications, and branding tactics? What is working well and why? What needs to work better?
Traditional media buys (some TV, billboards, newspaper), digital and social media buys, utilizing our CRM for email communications, direct mail. Youtube/Snapchat campaigns performed well. As an institution we feel retention is going well, it is very high we believe because of the great campus community and support services. Better measurability, segmenting, comm-flow plan, strategy, integration between the various departments and improved engagement in and adoption of the branding vision for the institution as a whole.

71. Who are your target audiences? Do you have personas built out for them? If so, will you share them with us?
Prospective Students and Parents, Current Students, Alumni/Donors, Business and Community Leaders, Campus Community. No personas are built.

72. What do you have in mind for “message testing?”
UNI would like to test concepts and ideas with certain audiences before the launch. Company would be asked to determine how to accomplish this.

73. Has any previous user or audience research been completed that can inform this project? For example, do you have documented stakeholder interviews, an audience survey, or other research that will be helpful?
UNI is currently in the process of an extensive branding research project. UNI may share highlights with the vendors that are invited to campus to give presentations.

74. Please describe three major needs that this project will address. How is the old system not meeting these needs?
Recruitment, Campus Morale, Building rapport and connections to the institution. Enrollment is declining and current communications flows and advertising are not working without a strong brand and message.

75. Who are the key audience groups that will use the new brand? What needs will they have that must be fulfilled?
Integrated Marketing Council/University Relations/Admissions will all be a part of new brand roll-out. Eventually it will move to all of campus. The needs of these groups are within the RFP.

76. Will new content need to be written? If so, how much help are you expecting from your chosen partner? Do you need content strategy, copywriting, or copy editing services?  
Yes, new content will need to be written. We expect the company to set the tone for messaging and could potentially include strategy, copywriting and copy editing.

77. If content will be provided by your chosen partner, please give an estimate for how many pages of content will need to be written or edited.  
We do not know that at this time.

78. Will content need to be presented in languages other than English? If so, which ones? If multiple languages are needed, who will provide the translated content and should the translated content be human-translated or will a machine translation (such as Google Translate) suffice?  
No, we will provide our own translation services.

79. Once the project has started, what will the makeup of the decision-making committee be like? Will decisions be made by a large group, a small committee, or a single person?  
Many decisions will be made by a small committee with feedback from the large campus community, however some decisions may be made by a single person.

80. What project management process will work best for this project: waterfall, agile, a hybrid of those, or something different?  
Would look to company to provide recommendations.

81. Is there anything about your organization that might make this project difficult?  
Difficult question to answer. Some thoughts: UNI has a decentralized marketing system. Website will be overhauled simultaneously with branding project. CRM just recently implemented and not fully flushed out.

82. How should this project be billed? Fixed-bid deliverables based, hourly, monthly retainer, or something else?  
Billing will be decided at contract signing time with the chosen vendor. Please provide your budget breakdown per 4.7

83. Is there someone who could be considered an incumbent on this project? Is there another company that you’ve worked with before, or any other company that would receive preference for winning this project?  
No and no
84. What is the timeline for making a decision on this project?
Refer to RPF timeline on the front cover

85. When should the project be complete? Is this a critical due date? What event is driving the due date?
Currently no hard deadline; general goal is sometime during the 2019 fall semester.

86. Please provide general budget guidelines. Even a rough ballpark estimate or range would be very helpful. Do you imagine this project to be $100k, $500k, or $1M+?
Budget is at least $100K. May be some additional funding available, though cannot provide even a ballpark estimate at this point.

87. When does your organization’s fiscal year start?
July 1

Company has read and understands the clarifications listed throughout Addenda #1.

Authorized Signature: _____________________________

Date: _____________________________
*please include Addenda #1 with Company’s bid response documents