



**Request for Proposal**

Enrollment Management Campaign Marketing

# Date: April 30, 2021 Reference Number#\_21-01

**LEGAL NOTICE**

**Request for Proposal**

Notice is hereby given that Jackson State University (JSU) is soliciting a Competitive Sealed Information for Bids for Proposal (hereafter called IFB #21-01) for the Department of Enrollment Marketing Campaign. **IFB’s shall be submitted in sealed packaging with one original and five (5) copies to the address shown below submitted electronically on the Mississippi Department of Finance and**

**Administration MAGIC portal at** [**www.dfa.gov**](http://www.dfa.gov/) **or** [**purchasing@jsums.edu**](mailto:purchasing@jsums.edu)**.**

**Please state your firm’s**

**name, address, submittal deadline, and IFB number (21-01) Enrollment Marketing Campaign and include a completed copy of the following form.**

IFB’s will be received electronically and at the address below until 3:00 P.M. (CST) on April 30, 2021 at 2:00 pm at which time IFBs will be publicly opened and only the firm’s name will be read aloud at the above specified date and time.

**IFBs** must be submitted in sufficient time to be received on or before the deadline date. **IFBs received after the deadline date and time cannot be considered and will not be opened. Faxed IFBs and other electronic submittals will not be accepted for consideration**. Failure to have the RFP submitted by the deadline date and time in accordance with the official time as stated shall deem the RFP late and no consideration will be given. The time of arrival is not negotiable nor will it be discussed if any documents are declared late.

**RFP NO:** 21-01

**RFP TITLE:** Enrollment Management Campaign

**DEADLINE DATE AND TIME: April 30, 2021 2:00 p.m. (CST)**

**MAIL OR DELIVER TO**: Jackson State University

Paula Nelson, Purchasing Manager

Office of Purchasing and Travel

1400 John R. Lynch Street,

Post Office Box 17029

Administration Tower 4th Floor

Jackson, MS 39217

Any questions relating to these requirements should be emailed to Ms. Paula Nelson at [paula.d.nelson@jsums.edu](mailto:latonya.m.butler@jsums.edu) .

RESPONDENTS ARE STRONGLY ENCOURAGED TO CAREFULLY READ THE ENTIRE INVITATION TO NEGOTIATE.

Published: Clarion Ledger: March 29th & April 5th 2021. Close date: April 16, 2021

**RFP Form and Cover Sheet RFP 21-01**

**Enrollment Management Campaign**

|  |  |  |
| --- | --- | --- |
| **TO**: | Jackson State University | Post Office Box 17029 |
|  | Purchasing Agent  Office of Purchasing & Travel | Administration Tower 4th Floor  Jackson, MS 39272 |

The undersigned, having carefully read and considered the IFB (Information for Bid) to provide **Enrollment Management Campaign Marketing** on behalf of the University, in the manner described and subject to the terms and conditions set forth in the attached IFB. Services will be performed at the rates set forth. I hereby submit this IFB to be valid for a period of ninety (90) days hereafter.

**OFFEROR:**

Company Name:

Doing business as: **[ ] an individual [ ] a partnership [ ] a corporation [ ] a limited liability company [** **] certified minority business [ ] certified woman-owned business** *(mark appropriate box)*, duly organized under the laws of the State of

BY:

(Signature of authorized representative) (Please Print or Type Name)

**PRINCIPAL OFFICE ADDRESS:**

Street Address

City County

State Zip Code

Telephone

Fax

Email Address

TAXPAYER IDENTIFICATION NUMBER:

Employer I.D. No. *or* Social Security No.

(Corporation or Partnership) (Individual)

**ALL PROPOSALS MUST INCLUDE THIS SHEET**

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# INFORMATION FOR BIDDERS

* 1. **BACKGROUND**

Founded in 1877, Jackson State University has been providing young men and women the opportunities that will empower them to succeed in an increasingly complex world. As the Urban University of Mississippi, Jackson State emphasizes public service programs designed to enhance quality of life and seek solutions to urban problems in the physical, social, intellectual, and economic environments.

Located in Jackson, Mississippi, the capital city and the cultural, political, geographic, and business center of Mississippi, the campus is a scenic 125-acre tract only five minutes from downtown and less than twenty minutes from the Jackson-Evers International Airport. Tree-lined walkways and a large central plaza add to the atmosphere of a major university in a bustling capital city.

Building on its historic mission of empowering diverse students to become leaders, Jackson State University will become recognized as a challenging, yet nurturing, state-of-the-art technologically-infused intellectual community. Students and faculty engage in creative research, participate in interdisciplinary and multi-institutional/organizational collaborative learning teams and serve the global community.

Jackson State University enrolls approximately 7,500 students of which 23 percent of the students live on campus. The University employs 535 faculty members and 946 staff with a total operating budget of $209 million with $78 million designated as annual research revenues. The University offers 43 Bachelors, 36 Masters, three Specialists in Education and 11 Doctoral degrees. The academic calendar is based on fall and spring semesters and a 10-week summer term. JSU is a member of the Southwestern Athletic Conference (SWAC) for intercollegiate athletics, offering eight collegiate sports for men and ten sports for women.

# PURPOSE AND INTENT

* Develop a marketing plan to increase student enrollment
* Introduce new brands, industry trends and market data
* Utilize research tools to deliver unique insights, develop inspiring pitches and deliver world-class campaigns and advertisements
  1. **SOLICITATION SCHEDULE**

|  |  |
| --- | --- |
| **EVENT** | **DATE** |
| **RFP Issued** | **March 29, 21-01** |
| **Questions due from bidders** | **April 09, 2021** |

|  |  |
| --- | --- |
| **JSU Enrollment response to bidders** | **April 13,2021** |
| **Bid Proposal Due** | **April 16, 2021** |

* 1. **ADDITIONAL INFORMATION**

Should additional work be required, which is beyond the scope of this RFP but is related to the overall contract, the vendor will be requested to submit a written proposal and upon approval, purchase order will be issued to authorize the work.

# Question and Answer Period

Inquiries regarding this RFP must be submitted in writing and can be e-mailed to [paula.d.nelson@jsums.edu](mailto:paula.d.nelson@jsums.edu). The cut-off date for questions and inquiries relating to this RFP is indicated on the solicitation section 1.3 Addendum to this RFP, if any, will be posted on the Bidding Opportunities webpage and emailed to anyone who download the bid on and after the date per 1.3 Solicitation Schedule.

# Telephone calls will not be permitted. NOTE: if questions are directed to any University employee other than the aforementioned designated person, your firm will be disqualified from further consideration.

1. **SCOPE OF WORK**
   1. **OBJECTIVES**

The University is interested in establishing a contract with a sole vendor who will provide a system with access to comprehensive strategic and operational support in the

following areas.

* + - Enrollment Management
    - Research on Higher Education Best Practices
* Develop and administer a customized search database containing up to 40,000 unique records
* Develop and implement PURL-based programming for all database records.
* Manage Type II Variable Data Personalization for all campaign elements.
* Execute creative development, writing, and design for campaign messaging.
* Design and print personalized lead postcard.
* Design and print personalized mid-campaign postcard (40,000)
* Provide personalized printed QR Codes for easy transition from print-to mobile for all database records.
* Program unique emails each using an original subject line.
* Develop and manage strategic email release schedule.
* Implement HTML programming for microsite and emails.
* Development, construction, and maintenance of PURL-based website system
* Integrate web links to Jackson State University’s website and/or specific URLs (where appropriate)
* Provide postal mailing Design and program automated, cultivating emails.
* Implement Contact Update System for campaign responders
* Administer database cleansing/address correction
* Provide ongoing data management, reporting, and suppression, including unsubscribes.
* Generate geographic reports tracking mail delivery.
* Provide to JSU a final, cleansed mailing list at outset of each mailing.
* Project management and consultation throughout the duration of the campaign
* Campus photography would be included to capture the best images for the campaign.
* Development, construction, and maintenance of PURL-based website system
* Integrate web links to Jackson State University’s website and/or specific URLs.
* Project management of all of the campaigns for a more streamlined management and execution process.

# ENROLLMENT MANAGEMENT

The University’s Office of Enrollment is seeking to partner with a vendor whose technology and industry expertise will maximize direct marketing and enrollment campaigns to improve the effectiveness of the University’s recruitment efforts to achieve the following University goals:

1. Increasing the number of qualified prospects that express interest in attending JSU,
2. Increase the number of qualified applicants for admission,
3. Increasing the number of enrolling students,
4. Increase the level of academic preparation of entering students,
5. Increasing the diversity of the entering student population,
6. Increasing the retention rate of students,
7. Increase the marketing of parents of prospect who express an interest in JSU, and
8. Increasing the mobile footprint of JSU applications admission,
9. Leveraging student recruitment data to inform student success.
10. Maximizing NET Tuition (NTR)

Proposers should provide a proposal that clearly specifies direct marketing techniques, tools, experiences, expertise and technological tools that will be used to meet the above stated objectives. Through this RFP, the University requires evidence of experience with providing enrollment management to higher education organizations. Proposals will be evaluated according to the following areas; therefore,

Proposers must specifically address these elements in the same order in their proposal:

# 2.1 ORGANIZATIONAL SUPPORT AND EXPERIENCE

This section shall contain all pertinent information relating to the bidder's organization, personnel and experience that would substantiate the firm’s qualifications and capabilities to perform the service required by the scope of this RFP. Please provide all the information requested, and tabbed as follows:

* + 1. Provide the firm name, address and the names, contact information (addresses, telephone and facsimile numbers and e-mail addresses), relevant experience and proposed roles of those individuals who will be directly responsible for serving the University on a day-to-day basis.
    2. Provide a brief history of your firm, specifically discussing your firm's experience with higher education.
    3. Provide three references from higher education from current and/or past clients and discuss the services you have provided or are currently providing to them.
    4. Provide a list of all clients lost within the last three years which includes:

1. A contact name and telephone number
2. Length of service at the account
3. Reason for the loss
   * 1. Describe any pending, concluded or threatened litigation, administrative proceedings or federal or state investigations or audits, subpoenas or other information requests of or

involving your firm or owners, principals or employees of your firm for the past five (5) years. Describe the nature and status of the matter and the resolution, if concluded. List any sanctions or penalties brought against your firm or any of its personnel (including suspension or debarment) imposed on your firm or any of its personnel by any regulatory or licensing agencies. Please include a description of the reasons for the sanction or penalties and whether such sanctions or penalties are subject to appeal. Please describe any potential conflict that may affect your service to the University.

* + 1. Describe your firm’s policy relative to the prohibition of discriminatory employment practices, affirmative action and equal opportunity and note the minority and female participating employees would serve the University.
    2. Provide all information as detailed in Section 5. Financial Proposal of this RFP.
    3. Provide all Forms and Attachments as detailed in Section 4.3.1 of this RFP.
    4. Oral Presentation - Agencies who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to representatives of the University. This will provide an opportunity for the agency to clarify or elaborate on the proposal but in no way change the bidder’s original proposal.

# BID PROPOSAL PREPARATION AND SUBMISSION

* 1. **GENERAL**

The bidder is advised to read and follow all instructions contained in the IFB, and subsequent Addendums, in preparing and submitting its bid proposal. Note: Bid Proposals shall not contain URLs (Uniform Resource Locators, i.e. the global address of documents and other resources on the World Wide Web) or web addresses. Inasmuch as the web contains dynamically changing content, inclusion of a URL or web address in a

bid response is indicative of potentially changing information. Inclusion of a URL or web address in a bid response implies that the bid proposal’s content changes as the reference web pages change.

# BID PROPOSAL DELIVERY AND IDENTIFICATION

In order to be considered for award, the bid proposal must be received by Procurement Services at the appropriate location by the required time in a sealed envelope as per Section 1.3.2. The date and time is indicated on the cover sheet. THE EXTERIOR OF

ALL BID PROPOSAL PACKAGES ARE TO BE LABELED WITH THE RFP NUMBER, TITLE, AND THE BIDDERS NAME AND ADDRESS. Bidders are cautioned to allow adequate delivery time to ensure timely delivery of bid proposal. Late bid proposals are ineligible for consideration.

# 5 FINANCIAL PROPOSAL

**In accordance with proposal**