

**REQUEST FOR PROPOSALS**

**NKU-01-2021**



**Student Search for the Office of Admissions**

**July 15, 2021**

**ATTENTION: This is not an order. Read all instructions, terms and conditions carefully.**

**Proposal NO:** NKU-01-2022  
**Issue Date:** 07/15/2021  
**Purchasing Officer:** Holly C Vasquez  
**Phone:** 859.572.5171

**RETURN ORIGINAL COPY OF PROPOSAL TO:**

**Northern Kentucky University  
Procurement Services  
1 Nunn Drive  
617 Lucas Administrative Center  
Highland Heights, KY 41099**

**IMPORTANT: BIDS MUST BE RECEIVED BY: 07/30/2021 BEFORE 2:00 P.M. HIGHLAND HEIGHTS, KY time.**

NOTICE OF REQUIREMENTS

1. The University's General Terms and Conditions and Instructions to Bidders, viewable at the [NKU Procurement Website](#), apply to this Request for Proposal.
2. Contracts resulting from this RFP must be governed by and in accordance with the laws of the Commonwealth of Kentucky.
3. Any agreement or collusion among Offerors or prospective Offerors, which restrains, tends to restrain, or is reasonably calculated to restrain competition by agreement to bid at a fixed price or to refrain from offering, or otherwise, is prohibited.
4. Any person who violates any provisions of KRS 45A.325 shall be guilty of a felony and shall be punished by a fine of not less than five thousand dollars nor more than ten thousand dollars, or be imprisoned not less than one year nor more than five years, or both such fine and imprisonment. Any firm, corporation, or association who violates any of the provisions of KRS 45A.325 shall, upon conviction, may be fined not less than ten thousand dollars or more than twenty thousand dollars.

AUTHENTICATION OF BID AND STATEMENT OF NON-COLLUSION AND NON-CONFLICT OF INTEREST

I hereby swear (or affirm) under the penalty for false swearing as provided by KRS 523.040:

1. That I am the offeror (if the offeror is an individual), a partner, (if the offeror is a partnership), or an officer or employee of the bidding corporation having authority to sign on its behalf (if the offeror is a corporation);
2. That the attached proposal has been arrived at by the offeror independently and has been submitted without collusion with, and without any agreement, understanding or planned common course of action with, any other Contractor of materials, supplies, equipment or services described in the Request for Proposal, designed to limit independent bidding or competition;
3. That the contents of the proposal have not been communicated by the offeror or its employees or agents to any person not an employee or agent of the offeror or its surety on any bond furnished with the proposal and will not be communicated to any such person prior to the official closing of the RFP;
4. That the offeror is legally entitled to enter into contracts with the Northern Kentucky University and is not in violation of any prohibited conflict of interest, including those prohibited by the provisions of KRS 45A.330 to .340, 164.390, and
5. That the Offeror, and its affiliates, are duly registered with the Kentucky Department of Revenue to collect and remit the sale and use tax imposed by Chapter 139 to the extent required by Kentucky law and will remain registered for the duration of any contract award
6. That I have fully informed myself regarding the accuracy of the statement made above.

SWORN STATEMENT OF COMPLIANCE WITH FINANCE LAWS

In accordance with KRS45A.110 (2), the undersigned hereby swears under penalty of perjury that he/she has not knowingly violated any provision of the campaign finance laws of the Commonwealth of Kentucky and that the award of a contract to a bidder will not violate any provision of the campaign finance laws of the Commonwealth of Kentucky.

CONTRACTOR REPORT OF PRIOR VIOLATIONS OF KRS CHAPTERS 136, 139, 141, 337, 338, 341 & 342

The Contractor by signing and submitting a proposal agrees as required by 45A.485 to submit final determinations of any violations of the provisions of KRS Chapters 136, 139, 141, 337, 338, 341 and 342 that have occurred in the previous five (5) years prior to the award of a contract and agrees to remain in continuous compliance with the provisions of the statutes during the duration of any contract that may be established. Final determinations of violations of these statutes must be provided to the University by the successful Contractor prior to the award of a contract.

CERTIFICATION OF NON-SEGREGATED FACILITIES

The Contractor, by submitting a proposal, certifies that he/she is in compliance with the Code of Federal Regulations, No. 41 CFR 60-1.8(b) that prohibits the maintaining of segregated facilities.

RECIPROCAL PREFERENCE

- (1) Prior to a contract being awarded to the lowest responsible and responsive bidder on a contract by a public agency, a resident bidder of the Commonwealth shall be given a preference against a nonresident bidder registered in any state that gives or requires a preference to bidders from that state. The preference shall be equal to the preference given or required by the state of the nonresident bidder.
- (2) A resident bidder is an individual, partnership, association, corporation, or other business entity that, on the date the contract is first advertised or announced as available for bidding:
  - (a) Is authorized to transact business in the Commonwealth; and
  - (b) Has for one (1) year prior to and through the date of the advertisement, filed Kentucky corporate income taxes, made payments to the Kentucky unemployment insurance fund established in KRS 341.490, and maintained a Kentucky workers' compensation policy in effect.
- (3) A nonresident bidder is an individual, partnership, association, corporation, or other business entity that does not meet the requirements of subsection (2) of this section.
- (4) If a procurement determination results in a tie between a resident bidder and a nonresident bidder, preference shall be given to the resident bidder.
- (5) This section shall apply to all contracts funded or controlled in whole or in part by a public agency.
- (6) The Finance and Administration Cabinet shall maintain a list of states that give to or require a preference for their own resident bidders, including details of the preference given to such bidders, to be used by public agencies in determining resident bidder preferences. The cabinet

shall also promulgate administrative regulations in accordance with KRS Chapter 13A establishing the procedure by which the preferences required by this section shall be given.

(7) The preference for resident bidders shall not be given if the preference conflicts with federal law.

(8) Any public agency soliciting or advertising for bids for contracts shall make KRS 45A.490 to 45A.494 part of the solicitation or advertisement for bids

DEFINITIONS

As used in KRS 45A.490 to 45A.494: (1) "Contract" means any agreement of a public agency, including grants and orders, for the purchase or disposal of supplies, services, construction, or any other item; and

(2) "Public agency" has the same meaning as in KRS 61.805.

**SIGNATURE REQUIRED:** This proposal cannot be considered valid unless signed and dated by an authorized agent of the offeror. Type or print the signatory's name, title, address, phone number and fax number in the spaces provided. Offers signed by an agent are to be accompanied by evidence of his/her authority unless such evidence has been previously furnished to the issuing office. Your signature is acceptance to the Terms and conditions above.

<b>DELIVERY TIME:</b>	<b>NAME OF COMPANY:</b>	<b>DUNS #</b>
<b>PROPOSAL FIRM THROUGH:</b>	<b>ADDRESS:</b>	<b>Phone/Fax:</b>
<b>PAYMENT TERMS:</b>	<b>CITY, STATE &amp; ZIP CODE:</b>	<b>E-MAIL:</b>
<b>SHIPPING TERMS: F.O.B. DESTINATION - PREPAID AND ALLOWED</b>	<b>FEDERAL EMPLOYER ID NO.:</b>	<b>WEB ADDRESS:</b>

**READ CAREFULLY - SIGN IN SPACE BELOW - FAILURE TO SIGN INVALIDATES BID or OFFER**

AUTHORIZED SIGNATURE: \_\_\_\_\_

NAME (Please Print Legibly): \_\_\_\_\_

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

\*\*\*\*\*

State of \_\_\_\_\_ )

County of \_\_\_\_\_ )

The foregoing statement was sworn to me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by  
\_\_\_\_\_.

\_\_\_\_\_

(Notary Public)

My Commission expires: \_\_\_\_\_

***THIS DOCUMENT MUST BE NOTORIZED***

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**General Terms, Conditions, and Instructions to Proposers:**

<http://procurement.nku.edu/policies/terms-and-conditions.html>

**NOTICE OF ADVERTISEMENT****BRIEF SCOPE OF WORK:**

Northern Kentucky University is accepting proposals from qualified firms to provide search, application and yield generation for high school seniors. These services will include development, deployment, management and analysis of a comprehensive communications campaign whose profiles and characteristics make them a strong potential match for NKU.

**PROJECT TIMETABLE:**

Request for Proposal Issued	July 15, 2021
Last Date for Questions	July 21, 2021 at 2:00 pm
Response/Addenda Issued By	July 26, 2021 at 2:00 pm
RFPS DUE	July 30, 2021 at 2:00 pm

**SUBMITTAL OF PROPOSAL:**

Proposals must be submitted electronically.

**Note: We are asking that all bids be submitted electronically to [purchasing@nku.edu](mailto:purchasing@nku.edu) and [vasquezh1@nku.edu](mailto:vasquezh1@nku.edu), by the time and date specified.**

**Either a PDF or a link such as DropBox, Microsoft One Drive, Google Drive, etc. is acceptable. Bids received after the closing date and time will not be considered.**

**Holly C Vasquez**  
Manager, Procurement Services  
Lucas Administrative Center, Suite617  
1 Nunn Drive  
Northern Kentucky University  
Highland Heights, KY 41099  
Phone:  
859-572-5171

**RFP NKU-01-2022 - Student Search for the Office of Admissions**

## **SPECIAL CONDITIONS**

### **GENERAL TERMS AND CONDITIONS TO PROPOSERS:**

The general terms and conditions linked below shall be applicable to this Bid and take precedence over any Contractor terms and conditions:

<http://procurement.nku.edu/policies/terms-and-conditions.html>

### **PARKING PERMITS:**

Contractor must obtain parking permits for all vehicles that will be parked on campus. Permits can be obtained at the welcome center.

<http://parking.nku.edu/rules/guidelines.html>

### **GOVERNING LAW:**

Proposers shall conform to and observe all laws, ordinances, rules and regulations of the United States of America, Commonwealth of Kentucky, and all other local governments, public authorities, boards or offices relating to the Project Site or the improvements upon same, or the use thereof, and will not permit the same to be used for any illegal or immoral purposes, business or occupation. The resulting Contract shall be governed by Kentucky Law and any claim relating to this Contract shall only be brought in the Franklin Circuit Court in Accordance with KRS 45A- 245.

### **INSURANCE AND BONDING**

Any project(s) arising out of this Request for Proposal is/are subject to the provisions of KRS 45A.190. All proposals shall take in to consideration any costs associated with bonding pursuant to this statute.

If awarded, bidder / proposer must provide NKU with an insurance certificate listing NKU as a certificate holder and additionally insured.

**Northern Kentucky University  
617 Lucas Administrative Center  
1 Nunn Drive  
Highland Heights, KY 41099**

The Contractor shall furnish the University the Certificates of Insurance and guarantee the maintenance of such coverage during the term of the contract. The Contractor shall provide an original policy endorsement of its CGL insurance naming Northern Kentucky University and the directors, officers, trustees, and employees of the University as additional insured on a primary and non-contributory basis as their interest appears. Additionally, the Contractor shall provide an original policy endorsement for Waiver of subrogation in favor of the Northern Kentucky University its directors, officers, trustees, and employees as additional insured.

#### **Our basic insurance requirements are:**

Workers' Compensation insurance with Kentucky's statutory limits and Employers' Liability insurance with at least \$100,000 limits of liability.

Comprehensive General Liability (CGL) Insurance the limits of liability shall not be less than \$500,000 each occurrence for bodily injury and \$250,000 property damage.

Comprehensive Automobile Liability Insurance: To cover all owned, hired, leased or non-owned vehicles used on the Project. Coverage shall be for all vehicles including off the road tractors, cranes and rigging equipment and include pollution liability from vehicle upset or overturn. Policy limits shall not be less than \$500,000 for bodily injury and \$100,000 for property damage.

Excess liability insurance in an umbrella form for excess coverages shall have a minimum of \$1,000,000 combined single limits for bodily injury and property damage for each.

***If accessing NKU Student, Employee, or other personal records, vendor needs Security and Privacy Liability Insurance with limits no less than \$1,000,000.***

***If accessing NKU Student, Employee, or other personal records, vendor needs Evidence Breach Response Services coverage with limits no less than \$5,000,000.***

### **TOBACCO FREE CAMPUS**

Effective January 1st, 2014, NKU will be a tobacco free campus. The use of all tobacco products shall be prohibited in all campus buildings and outside areas on campus.

### **STATUTORY AUTHORITY**

Selection of firms to provide professional services to Northern Kentucky University are governed by the provisions of the Kentucky Revised Statutes, KRS 45A.085, <http://www.lrc.ky.gov/KRS/045A00/085.PDF>

### **FOREIGN CORPORATIONS**

Foreign corporations are defined as corporations that are organized under laws other than the laws of the commonwealth of Kentucky. Foreign corporations doing business within the commonwealth of Kentucky are required to be registered with the Secretary of State, New Capitol Building, Frankfort, Kentucky and must be in good standing.

The Foreign Corporate Proposer, if not registered with the Secretary of State at the time of the bid submittal, shall be required to become registered and be declared in good standing prior to the issuance or receipt of a contract.

### **DOMESTIC CORPORATIONS**

Domestic corporations are required to be in good standing

### **OCCUPATIONAL LICENSE**

Northern Kentucky University was annexed by the city of Highland Heights in 2008. All contractors performing work for NKU must possess a Campbell County Occupational License and a city of Highland Heights Occupational License (administered by Campbell County) and must also pay applicable payroll taxes.

**PERSONAL SERVICE CONTRACTS**

This RFP is for consulting or other personal services. Kentucky law requires a Personal Services Contract to be signed by the vendor and filed with the Legislative Research Commission in Frankfort prior to any work beginning. KRS 45A.690 defines a Personal Service Contract as “an agreement whereby an individual, firm, partnership, or corporation is to perform certain services requiring professional skill or professional judgment for a specified period of time at a price agreed upon.” After Determination but prior to award, a Personal Services Contract will be sent to the winning offeror for signature. Please be sure to sign and return the original contract promptly to Northern Kentucky University. A Notice of Award will not be issued until the signed Personal Services Contract has been received by Procurement Services and filed with the Legislative Research Commission in Frankfort, KY.

**Regarding Personal Service Contract Invoicing**

House Bill 387 has now amended Kentucky Revised Statute 45A.695(10)(A) with the following language, “No payment shall be made on any personal service contract unless the individual, firm, partnership, or corporation awarded the personal service contract submits its invoice for payment on a form established by the committee”. The Personal Service Contract Invoice Form shall be used for this purpose and for your convenience we have added fields so that it can be filled in online and printed. This form can be located on Northern Kentucky University’s Procurement Services website at:  
[http://procurement.nku.edu/departamental\\_forms/PSC\\_INVOICE\\_FORM.pdf](http://procurement.nku.edu/departamental_forms/PSC_INVOICE_FORM.pdf)

**METHOD OF AWARD**

The award will be made to the responsive and responsible bidder offering the best value to Northern Kentucky University in accordance with KRS 45A.085.

**UNIVERSITY REPRESENTATIVE**

A staff member of the University shall act as the University contact, during the life of the contract, and be the primary coordinator and liaison between the University and the Contractor.

**TIME FOR ACCEPTANCE**

Each Bid shall state that it is a firm offer, which may be accepted within a period of 60 days. Although the contract is expected to be awarded prior to that time, the 60-day period is requested to allow for unforeseen delays.

**CANCELLATION**

The resulting contract, from this Request for Proposal may be cancelled by the University, for non-compliance with the terms and conditions of any part of the agreement.

**THE CONTRACT**

By submitting a Proposal, the offeror acknowledges that it has read this REQUEST FOR PROPOSAL, understands it and agrees to be bound by its requirements, terms and conditions, and further agrees that the resulting contract will consist of this RFP, any duly issued addenda and the bidder's response will be the complete and exclusive statement of the agreement between the parties. The resulting contract unless otherwise provided herein, can only be modified in writing signed by the selected offeror and NKU. NKU reserves the right to disqualify any Proposals which take exception to the terms and conditions, including but not limited to, standards, specifications, and requirements as specified in this Request for Proposal.

**PERMITS (if applicable)**

The Contractor shall obtain all permits necessary for any or all parts of the work from the authorities governing such work. The Contractor shall procure building permits, when required but no fee shall be applicable on projects for the Commonwealth. Evidence that such permits have been issued shall be furnished to the Owner before beginning work.

### **PREPARATION AND SUBMISSION OF PROPOSALS**

Proposals shall be prepared one sided on 8-1/2" x 11" paper. The text type size shall not be less than a 12 point font. The proposals shall be indexed and all pages sequentially numbered throughout, or by section.

Elaborate graphics and expensive paper and bindings are not necessary, nor encouraged. Neatness, clarity and completeness are what are desired. All text and exhibits should be succinct and relevant to the RFP requirements.

### **EXMINATION OF PROPOSAL DOCUMENTS**

By submitting a proposal, the Offeror represents that it has thoroughly examined and become familiar with the work required under this RFP and that it is capable of performing quality work to achieve the University's objectives.

### **PROPOSAL EVALUATION PROCESS**

Proposals will be evaluated by a committee of University employees selected for the specific purpose of evaluating submitted proposals. This committee will determine each offeror's responsiveness to the RFP requirements. A proposal shall be determined unresponsive if required information is missing or the proposal deviates from requirements stated herein. The committee will evaluate all proposals objectively and uniformly on the basis of submission requirements, demonstrated ability to perform and the methodology proposed to achieve a successful maintenance program. The technical evaluation of the proposals will be by University personnel selected specifically for this evaluation process. The University will then enter into final negotiations to select the finalist and award a Contract.

### **CONFIDENTIALITY**

In accordance with KRS 45A.085 Competitive Negotiation, all proposals received or information derived there from remain confidential until a contract is awarded or all proposals are rejected.

### **ADDENDA/CLARIFICATIONS**

Any University changes to this RFP will be made by written addendum. Verbal modifications will not be binding.

Questions or comments regarding this RFP must be in writing and must be received in Procurement Services no later than 2:00pm on July 21, 2021.

### **CONTACT PERSONNEL**

Respondents to this solicitation shall NOT talk to, call, or email anyone at the University about the project, except for the designated University spokesperson as identified herein.

For questions concerning the method of procurement, method of evaluation and general proposal requirements, the proposer's sole point of contact for this proposal is:

All requests for technical information shall be submitted in writing to Holly Vasquez prior to the deadline for submission of questions as detailed in the Notice of RFP Opportunity.

Holly Vasquez  
Manager, Procurement Services  
Northern Kentucky University Lucas Administrative Center, 617  
Highland Heights, KY 41099  
Phone: 859.572.5171  
FAX: 859.572.6995  
E-mail: [vasquezh1@nku.edu](mailto:vasquezh1@nku.edu)

Questions regarding the RFP process may be submitted at any time.

All material clarifications will be issued by Procurement Services by written addenda.

**CONTRACT AWARD**

Issuance of this RFP and receipt of proposals does not commit the University to award a contract. The contract will be awarded to the firm whose offer best meets RFP specifications, and other facts considered. The University reserves the right to postpone opening for its own convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with other than selected bidder should negotiations with selected firm be terminated, to negotiate with more than one bidder simultaneously, to cancel all or part of this RFP and to waive any technicalities.

**METHOD OF AWARD**

It is the intent of Northern Kentucky University to award a contract to the qualified Firm whose offer, conforming to the conditions and requirements of the RFP, is determined to be the most advantageous to the University, cost and other factors considered.

Proposals will be evaluated strictly in accordance with the requirements set forth in this solicitation, including any addenda that are issued. The University will evaluate proposals as submitted and may not notify Firms of deficiencies in their responses.

Proposals must contain responses to each of the criteria listed above in sections of this RFP even if the Firms response cannot satisfy those criteria. A proposal may be rejected if it is conditional or incomplete in the judgment of the University.

**GOVERNING LAW**

Contractor shall conform to and observe all laws, ordinances, rules and regulations of the United States of America, Commonwealth of Kentucky, and all other local governments, public authorities, boards or offices. This Agreement shall be governed by Kentucky Law and any claim relating to this contract shall only be brought in Franklin Circuit Court, sitting without jury.

**TERMINATION FOR CONVENIENCE**

Northern Kentucky University reserves the right to terminate the resulting contract without cause with a 30 day written notice. Upon receipt by the Contractor of "notice of termination" the Contractor shall discontinue all services with respect to the applicable contract. The cost of any agreed upon services provided by the Contractor will be calculated at the agreed upon rate prior to "notice of termination" and a fixed fee contract will be pro-rated (as appropriate).

**REQUIRED SUBMISSIONS**

These instructions describe the required format for the Proposal. Proposers may include any additional information deemed pertinent. An identifiable tab sheet must precede each Section for easy reference. All pages, except pre- printed technical inserts, shall be sequentially numbered.

Proposals must address each of the requirements listed below in the same order as listed to be considered responsive. Proposals should reference each identified requirement explaining how the proposer's solution meets the specified requirement.

Narratives should provide a concise description of capabilities to satisfy the requirements of this Request for Proposal.

Emphasis should be on clarity brevity and completeness of response.

All materials submitted in response to this Request for Proposal will become the property of NKU and will not be remitted.

## INTRODUCTION

### A. A BRIEF DESCRIPTION OF THE UNIVERSITY

Northern Kentucky University (the University, NKU) is a regional comprehensive public institution of higher learning located in Highland Heights, Kentucky, that serves a campus of approximately 16,000 students. The academic structure of the University consists of seven colleges, which include: Haile/US Bank College of Business; Salmon P. Chase College of Law; College of Arts and Sciences; College of Education and Human Services; College of Health and Human Services, College of Informatics and the Honors College.

The Office of Enrollment Management and Degree Management is leading this project and will oversee its implementation once the contract has been awarded. This professional student search program at NKU will continue to enhance the recruitment process for the university. Implementation of this program will allow the university to begin recruiting students for its immediate needs for Fall 2022

#### **Our Mission**

Northern Kentucky University delivers innovative, student-centered education and engages in impactful scholarly and creative endeavors, all of which empower our graduates to have fulfilling careers and meaningful lives while contributing to the economic, civic, and social vitality of the region.

#### **Our Vision**

NKU will be nationally recognized for being a student-ready, regionally-engaged university that empowers diverse learners for economic and social mobility.

#### **Our Core Values**

We will promote a culture that fosters and celebrates excellence in all that we do.

- We will engage in honest, fair, and ethical behavior with integrity at the heart of every decision and action.
- We will foster a community of belonging by embracing equity, diversity, and inclusiveness.
- We will approach our work—how we teach, engage and serve—with creativity and innovation.
- We will maintain a climate of collegiality built on respect and characterized by open communication and shared responsibility.

Through our [Success by Design strategic framework](#), NKU is committed to advancing student success aligned with the needs of the region through providing access to all individuals seeking higher education, removing barriers to help students complete their higher education goals, and preparing students for productive careers and community engagement.

General information about the University is located at [www.nku.edu](http://www.nku.edu). The NKU Admissions website is <https://www.nku.edu/admissions>

### B. Specific Requirements

#### **Scope of Services**

To help meet freshman enrollment goals for the Strategic Plan, “**Success by Design**”, NKU would like to obtain services to assist with the following activities.

**General services to provide for both immediate and future needs:**

1. A comparison of the University's purchased Student Lists to other purchased Student Lists to develop a student pool whose profiles and characteristics make them a strong potential match for NKU for the Fall 2022 freshmen class.
2. List analysis, recommendations and consulting.
3. Communication audit of all search communications.
4. Recommended communication flow for search communications.
5. All creative development of direct mail, email, landing page. (Includes up to 20 variable messages). Standard #10 mailer.
6. Production of all printed materials.
7. Landing page development and hosting of site.
8. Exchange of data via secure FTP.
9. Direct mail sends and mail tracking.
10. Email deployment and data analysis and tracking.
11. Final report on campaign performance. Customized report based on Northern Kentucky requests.
12. Real time access of campaign monitoring and reporting system.
13. Integration of social media.

**ANNUAL SENIOR SEARCH PROGRAM**

1. Development, deployment, management and analysis of a comprehensive communications program that will contact up to 85,000 newly available students whose profiles and characteristics make them a match for Northern Kentucky University.
2. Year-Round Search will be initiated in mid- September.
3. The deployment of Northern Kentucky University's Year-Round Search Program will begin with the first launch following execution of this agreement.

**THIRTY-DAY FULFILLMET CAMPAIGN**

1. Development, deployment, management and analysis of a communications program for Northern Kentucky University students who have expressed interest (up to 14,000) in hearing more from Northern Kentucky University.
2. Response by email upon receipt of each student's response. This initial email communication will be followed up with a mail package (NKU welcomes recommendations for response mechanism) addressed to the student. Continue the communications program for thirty days following response via email with these student responders.
3. Include a recommended parent campaign to coincide with thirty-day fulfillment campaign.

**SENIOR SEARCH PROGRAM**

1. NKU requests the development, deployment, management and analysis of a comprehensive communications program that will contact high school seniors (up to 85,000) whose characteristics make them desirable candidates for admissions and enrollment as freshmen by Northern Kentucky University.
2. The following audiences will be included in the program:
  - Students whose data is newly available from list providers and
  - Students who did not respond to prior search initiatives when contacted as sophomores and/or juniors
3. The program includes the following elements:

- Email messages to prospective students, as well as email messages to each student's parents if parent email addresses are provided. Communications flows to each student will continue until the earlier of application submission by the student or completion of the program.
- A letter mailing to the audiences expressing interest in the student and encouraging response.
- A letter mailing to arrive just prior to the first application deadline with messaging to encourage submission of the application.
- Social media integration to help promote the application completion

**YEILD PROGRAMS**

1. Design and implement a student yield program on behalf of Northern Kentucky University (proposed quantity of 7,000+ students). All recommended strategies and deliverables are welcomed.

**(OPTIONAL)****TRANSFER PROGRAM**

1. Offer a newly developed student transfer program on behalf of Northern Kentucky University. Services include a proposed quantity of 7,000.

Service may include:

- Postcard series with variable content
- 10 email series
- Transfer landing page
- All new creative development (design and copywriting included)

**ADDITIONAL SERVICES**

Offeror may provide, on a separate page, additional goods and/or services including associated costs that are not addressed herein. The University shall determine, in its sole discretion, which additional goods/service options are the most beneficial from both a cost and service standpoint, and may further negotiate these options to include or omit dependent on the needs of the University.

1. The initial term of the contract resultant from this solicitation will be for 12 months. The contract may be extended for additional periods upon written approval of the University and the contractor. It is anticipated the contract will begin September 2021.
2. The contractor will consult with NKU on targeting and list order recommendations and collaboratively determine the student characteristics, sources, and numbers of students to purchase from each source. Sources to be used include: ACT/NRCCUA, CBSS, College Board, and other agreed upon lists. The contractor will place list orders but payment for the actual name purchases will be processed directly by NKU and will not be a part of the contract resultant from this solicitation.
3. The contractor will consult with NKU on the strategic development of a communications campaign; messaging, sequencing, interplay between paper and electronic media. Upon approval by NKU, the contractor will implement the communications campaign.
4. The contractor will create communications materials; copy and design, including multiple versions, electronic and paper. Upon approval of NKU of each communication material, contractor will use the appropriate media to reach the prospective student.
5. The contractor will be responsible for the production of printed materials approved by NKU.
6. The contractor will consult with NKU on the development of program response sites.
7. The contractor will be responsible for mailing and mail tracking materials to the prospective students.

8. The contractor will be responsible for Email deployment and delivery tracking, including ISP delivery management.
9. The contractor will optimize communications so that email communications are launched regularly and timely to maximize response.
10. The contractor will provide NKU with ongoing data reporting (weekly reporting) on the progress of the communications campaign.
11. The contractor and NKU will consult during the campaign, and based on analysis make mid-cycle adjustments to the media mix.
12. The contractor will provide NKU with on-going analyses and a final analysis of each student search program.
13. Northern Kentucky University utilizes SLATE as the Admissions CRM and SAP as the Student Information System. All of the data/new student records related to the services listed in this solicitation must be editable and easily imported into either system. The data must be transferred via FTP on a secure server, on an automated, batched basis. In addition, the successful vendor must have the capability to receive data imported from NKU on a secure server and guarantee that the data will not be compromised in any manner. Contractor must maintain student data privacy and integrity. Student data must be secure and protected according to statutory requirements and industry best practices.
14. It is the intent of the University to award a single contract for the services described in this solicitation. The contractor may not subcontract any portion of the contract resultant from this solicitation without the written approval of Northern Kentucky University.

**Questionnaire:**

1. Share your view of the national enrollment management landscape for the next five years and how that may affect Northern Kentucky University.
2. What are the main characteristics that distinguish your company from others? What characteristics make it well suited to the particular needs and goals of Northern Kentucky University, as described in this RFP? (Please tailor your answer to be specifically relevant to Northern Kentucky University's case.)
3. Please describe the history of your company and its financial condition. Do you expect significant changes in that condition in the future? In what direction is your company moving? (Please be frank and forthcoming about challenges as well as achievements.)
4. Please describe mergers, acquisitions, divestitures, or other structural changes in your company over the last five years. Are any such changes currently planned or under way?
5. Describe your management team in terms of experience in personal direct marketing, research, enrollment management, information technology, and project management. .
6. What parts of the contract resultant from this contract do you propose subcontracting and to whom? Provide complete questionnaire information on each subcontractor, including references.
- 7.
8. Provide as an attachment to your proposal, three examples of the past work similar to our requirements e.g. printed materials, email communications, letters, brochures, deployment timelines, outcome reports and analyses.
9. Provide average response rates for seniors' campaigns for each of the past three (3) years.
10. How do you track response time to inquiries from NKU staff? What is the average response time? Are you willing to provide Service Level contract guarantees for response time?

11. Describe how you identify and define student segments that are most likely to respond and persist through to enrollment.
12. Describe how you track and collect information and data relating to inquiries resulting from campaign and synchronize data daily with institutions system via secure transfer.
13. Does your company include strategic planning and direction for full campaign – Campaign must be fully integrated across all media and response channels.
14. Does your company support use of recycled/“green” products? Describe.
15. Ownership of the data collected under this agreement will remain solely with Northern Kentucky University, and your company may not use the data for any other purpose. Describe how you certify that data collected will not be used by your company or made available to other parties under any circumstances.
16. Describe the personalization approach your company takes from the point of first contact with the student to the fulfillment of an inquiry response.
17. Describe your targeting procedures.
18. How long after the release of new student information from each list source can your company be prepared to download these data? All materials, online and paper, must be programmed and/or produced in preparation for the download. How much advance time is required prior to the list release? Are you prepared to offer Service Level guarantees for any of these timeframes?
19. How long after the download of new student information, can your company be prepared to make the first contact with the respective student? Are you prepared to offer Service Level guarantees for this timeframe?
20. Describe your company's quality control processes for printing, data management and mail sorting management.
21. Describe the ownership/copyright of letters, electronic communication and print brochures that your company would produce on behalf of Northern Kentucky University.
22. Describe your company's experience integrating data with SLATE and provide additional customers' contact information so we can talk with five of your customers that use SLATE.
23. Describe the data hygiene used by your company - including comparing several data sources, removal of duplicate records, formatting, programming, and providing follow-up response data in formats approved by the University for importing into our systems? Describe the availability of files for upload to University. Are files available on a daily basis?
24. Describe your data security practices in comparison to industry standards.
25. What written documentation for your company's success, such as search average response rate, lift in applications, ROI, for Seniors and other metrics included in your proposal can you provide if requested?
26. Provide a statement of work based on your understanding of the engagement and a schedule for the first contract year.

**C. COST**

In this section, provide complete pricing.

Provide a comprehensive one -year Total Cost of Partnership matrix. The cost estimate should be itemized and should include project personnel and the number of estimated hours for each. Include pricing for the following:

- Implementation costs, including estimates of required hardware/software and training
- Support services and consultation available during the contractual period
- Disclosure of any annual maintenance escalation rates
- Disclosure of any variable costs and estimates
- Payment terms and schedule
- Identify other expenses that most effectively could/should be incurred by your firm and be reimbursed by the university.

**D. Proposal Evaluation Process**

A University Evaluation Committee will evaluate qualified proposals according to the following evaluation criteria. Vendors are responsible for reviewing the criteria below and providing appropriate and sufficient information within the proposal to enable the University Evaluation Committee to assess the proposal. Based on this evaluation, the University Evaluation Committee may recommend a short list of vendors for either an on-site, telephone, or web-based presentation regarding their proposal (format to be determined by the evaluation committee). Vendors may be asked to present on only a portion of the proposal, as they may no longer be under consideration for the entire RFP.

**E. Evaluation Criteria**

Proposals will be evaluated based on the following criteria, listed in priority order:

- Scope of services/projects of similar nature, size, complexity, and resources available.
- Past effectiveness as indicated in the proposal and by references
- Cost effectiveness/ROI

**F. Presentations**

The search/selection committee will determine if presentations will be needed after reviewing written proposals. The presentations will be conducted virtually.

**REFERENCES**

**Please provide 3 references:** The bidder is required to submit a list of completed projects where he has performed **similar work** to that specified herein.

**Organization:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Date Work Completed:** \_\_\_\_\_ **Value of Contract:** \_\_\_\_\_

**Project Manager assigned to this project:** \_\_\_\_\_

\_\_\_\_\_

**Brief Project Description:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Organization:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Date Work Completed:** \_\_\_\_\_ **Value of Contract:** \_\_\_\_\_

**Project Manager assigned to this project:** \_\_\_\_\_

\_\_\_\_\_

**Brief Project Description:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Organization:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Date Work Completed:** \_\_\_\_\_ **Value of Contract:** \_\_\_\_\_

**Project Manager assigned to this project:** \_\_\_\_\_

\_\_\_\_\_

**Brief Project Description:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_