



SCHOOL OF LAW

REQUEST FOR PROPOSALS (RFP)

ADVERTISING AGENCY REPRESENTATION

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Section I – Introduction

The University of Detroit Mercy School of Law is seeking an advertising agency that will embrace its Mission and weave it into a new advertising campaign and branding strategy.

In formal terms, the School’s Mission is to be “a Catholic, urban law school that seeks to provide an excellent and dynamic legal education through a curriculum that integrates theory, doctrine, and practice; requires experiential learning; and emphasizes ethics and service to others.” In a practical sense, this Mission is communicated in four short, key messages: academic excellence, social justice, hands-on learning, and global vision. More detail follows:

- Our clinical program is comprised of legal aid clinics which provide pro bono services in a variety of areas, including a one-of-a-kind statewide outreach program with our Veterans Clinic. Our students are required to work in a clinic for a semester, and we were among the first and remain one of the few schools in the country to have that requirement.
- The School has a distinctive Law Firm Program for upper-class students designed to mimic the real world of practice, so our students are ready to hit the ground running when they graduate. These simulated courses are taught by retired partners and former general counsel of Fortune 500 companies as well as practicing attorneys from elite law firms. Again, we were among the first to implement such a program and are one of the only law schools that requires students to complete at least one such course as a condition for graduation.
- The School’s multiple degree opportunities and global focus create a highly unique niche for us in the legal education market. Students may earn simultaneously a U.S. Juris Doctor degree and a Canadian law degree in three years. No other law school offers that degree combination. Students may also earn a master’s in business administration with our traditional law degree. The Dual J.D. program with the University of Windsor was recently expanded and will continue to grow in the near future.
- In 2014, the School added a Certificate in Immigration Law. Students who earn this Certificate must complete a rigorous series of doctrinal and practical courses in immigration law, which is a field in high demand locally and nationally.
- UDM law students add a global emphasis to their education by taking any one or more of our wide-ranging courses offering exposure to another country’s legal system. We consider a broader perspective to be important enough to require students to take at least one such course.
- Our Catholic identity is derived from our sponsoring organizations, the Society of Jesus (Jesuits) and the Sisters of Mercy of the Americas. It is prevalent in our service initiatives, commitment to addressing ethical issues in every course, and 102-year tradition of welcoming students of all faiths.

- The faculty, staff, and administration create a team that is invested in the student population and in their success. Access and friendliness are the rule rather than the exception.

The School needs an agency that will articulate these types of unique points in its advertising and overall branding. In this increasingly competitive market of legal education, we must effectively reach prospective students and enhance our reputation locally, nationally, and internationally, particularly in Canada. We seek an agency that will provide a thorough evaluation of our primary target audience of prospective law students and recommend what products and media are best for a responsible budget.

The School's projected contract value for this fiscal year ending on June 30, 2015, inclusive of meetings, design work, advertising, and deliverables, is \$100,000. The School will not pay any costs associated with submitting a Proposal. The School anticipates, but does not guarantee, a long-term relationship with the agency that is successful.

The requested advertising campaign and branding initiative are outlined further below. However, they may be changed prior to the finalization of any contract.

Non-Disclosure: This document contains information that is confidential to the University and School of Law and cannot be used outside of the scope of this RFP. Recipients of this RFP agree that they will not disclose to anyone, other than their employees directly connected with responding to this RFP, any information that concerns this request or related communications. Furthermore, no news releases, public announcement, or any other reference to this request shall be made without the prior consent of the University.

Advertising agencies throughout the United States are invited to submit proposals for consideration as outlined in this RFP. While it is not required that an agency be located in southeast Michigan or have prior experience in higher education, a thorough understanding of the unique qualities and challenges of downtown Detroit and of legal education will be important criteria for this RFP process.

All inquiries concerning this RFP should be directed to:

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Section II – Schedule

DATE	EVENT
August 12, 2014	Release of Request for Proposals
September 8, 2014 at 5:00 p.m.	Proposal submission deadline
September 9, 2014 – September 15, 2014	Proposal review by School of Law
By September 16, 2014	Finalist agencies notified of interviews to be held in Detroit
September 29, 2014 – October 3, 2014	Agency interviews in Detroit
By October 10, 2014	Final selection announced
June 30, 2015	Proposed contract end date (potential for renewal)

Section III – Background

Founded in 1912, the University of Detroit Mercy School of Law is a Catholic institution sponsored by the Society of Jesus (Jesuits) and the Sisters of Mercy of the Americas. The School is approved by the American Bar Association and is a member of the Association of American Law Schools.

The School prides itself on its curriculum, which combines traditional legal education with an innovative course of study focused on experiential learning and acquisition of global perspectives on law. Distinctive features of the curriculum include a mandatory clinical component, as well as required participation in a simulated law firm practice environment (the Law Firm Program) and at least one course addressing global issues. The School's Clinical Program is celebrating nearly 50 years of service to the community and consists of several clinics that provide representation to children, the elderly, immigrants, indigent criminal defendants, and veterans through its well known Veterans Clinic and Project SALUTE. Last year, more than 1,450 clients received free legal services through these clinics.

On July 30, 2014, the U.S. Patent and Trademark Office granted certification to UDM's new Intellectual Property Clinic. UDM Law joins a select group of law schools to be certified by the USPTO, enabling our students to draft and file patent applications for clients in the USPTO's first satellite office outside of Alexandria, Virginia, which is located a short distance from our campus along the Detroit riverfront. The selection committee chose UDM's Intellectual Property Clinic based on its solid IP curriculum, pro bono legal services to the public, and community networking and outreach efforts.

In addition, beginning on October 1, 2014, the School of Law will launch the Solo and Small Firm Incubator Program, which will provide a supportive environment for select new law graduates who are committed to beginning a solo or small firm practice. This Program is funded by a highly competitive grant received from the American Bar Association to close the justice gap in America and to develop new avenues of employment and practice for unemployed and underemployed lawyers.

The School's Juris Doctor program has day and evening divisions. In addition to offering the standard J.D., the School of Law partners with the University of Detroit Mercy's College of Business Administration to offer a J.D./M.B.A. dual degree. The School of Law also offers a Dual J.D. (U.S./Canadian) with the University of Windsor, allowing graduates to be licensed in Canada and the United States in three years for the same cost as earning a single degree. This international degree program is UDM Law's hallmark and is unique among U.S. law schools.

The School of Law has long demonstrated a commitment to a diverse student body and, in fact, admitted both women and people of color when it opened in 1912 at a time when discrimination was legal in the United States. As of the fall of 2013, there were 544 students enrolled in the School, nearly equal male/female ratio, ranging in age from 20 to 46. The student body is ethnically and culturally diverse, and includes significant concentrations of Arab and Chaldean Americans and African Americans, as well as smaller groups of Asian and Latino students. The School's religious diversity mirrors its ethnic diversity, with students representing Roman

Catholic, other Christian, Jewish, Muslim, and Hindu traditions. The School is also home to secular students. Finally, the Dual J.D. program with the University of Windsor brings most of the geographic diversity to our student body.

The School offers a dynamic teaching/learning community led by highly committed and vibrant faculty. Its distinguished alumni include many who have served as leaders of the bar; as state and federal judges, including justices of the Michigan Supreme Court; and as chief executive officers of major law firms.

The School of Law is the sole occupant of the University of Detroit Mercy's Riverfront Campus in the heart of Detroit's downtown district directly across from the Detroit River and its rebounding riverfront, including the acclaimed Detroit RiverWalk, which offers multiple recreational and entertainment options. The School's main building is located on East Jefferson Avenue with its public entrance facing Larned Street. In 2012, the School purchased the Detroit Fire Department's historic Engine 2 firehouse on Larned and fully renovated the facility to serve as the new home for its Clinical Program. Although the building was used for many other purposes after it was sold by DFD, its historic character was preserved through spiral staircases, exterior red fire doors, and a lookout tower. The two-story facility provides more than 6,000 square feet of space for the School's legal aid clinics.

The School's campus is conveniently located near state and federal courthouses, major law firms and government agencies, and several of the fifteen Fortune 500 companies headquartered in the Detroit metropolitan area. The School is less than a half mile from the tunnel to Canada, the United States' largest trading partner.

Section IV – Project Specifications

The University of Detroit Mercy School of Law seeks to (1) effectively communicate its distinct attributes through a new advertising campaign that most efficiently reaches its target audience, and (2) have a comprehensive review of its branding strategy and replacement of its most recent “No Better Place” tagline, described below.

Legal education is a highly competitive market, with the number of law school applications declining appreciably over the past three years and the future is uncertain. Strong institutional branding is necessary not only to recruit students, but also to recruit highly qualified faculty, staff, and administrators, to impress potential donors that the School is a worthy investment, and to enhance our reputation with employers of our students and graduates.

The School of Law is located in downtown Detroit, and its closest competitor geographically is Wayne State University Law School in the city’s midtown area. The other competitors are Michigan State University College of Law (formerly Detroit College of Law), University of Michigan Law School, and Thomas M. Cooley Law School. The economic downturn in Michigan has affected all aspects of life in the state, including higher education. The Detroit area has particular challenges. Selling Detroit to prospective students and their families, as well as to prospective donors seeking to invest in the School, is a tremendous challenge. The School needs an agency that can provide a fresh perspective and boost response rates from our key constituencies.

The School implemented its most recent “No Better Place” campaign in 2011. A sample billboard appears below:



The primary message that was used was “No Better Place to Learn Law,” but there are other lines that appeared in some of the School’s Admissions materials and viewbook (e.g., “No Better Place to Acquire Practice Skills,” “No Better Place to Learn about Life in a Law Firm,” and “No Better Place to Experience Urban Life”). “No Better Place” succeeded the “Practice-Ready Grads” campaign, although the School has frequently boasted in advertising that our graduates are “Practice-Ready, Career-Ready” and that “Success Starts Here.”

The comprehensive “No Better Place” campaign launched in 2011 and had a strong presence in all of the School’s specialty and standard print materials for Admissions, Career Services, and Alumni Relations. The School’s centennial graphic and themes such as “Educating and Inspiring

Law Students in the City of Detroit Since 1912” were incorporated into the campaign from approximately July 1, 2012 – June 30, 2013. All print ads that ran in Crain’s Detroit Business and smaller legal and student publications incorporated the branding. Seven identical billboards were strategically placed in student recruitment zones in Michigan for the fall of 2011 and winter 2012. A few billboards were ordered for the fall of 2012, and none were used for the fall of 2013 through winter 2014 recruitment seasons. Banner ads are used on the web sites of target universities and in strategic online locations for student recruitment purposes. Television and radio advertising have not been implemented by the School as of now.

The School needs an advertising campaign that will efficiently reach prospective students pursuant to a reasonable budget. Our students for the single J.D. program largely reside in Michigan and for the Dual J.D. program reside in Canada. We want to expand outreach for the Dual J.D. program in the U.S.

The “No Better Place” campaign received mixed reviews, with criticisms being that it promised too much in a broad sense; it could be misconstrued to mean that there is no better place than the City of Detroit, rather than UDM, to attend law school; and it was too generic and did not succinctly state our main point(s) of distinction. Other challenges impacting that campaign included the School’s unranked status in *U.S. News & World Report*, which is heavily relied upon by prospective students and employers, as well as declining bar passage rates and the accompanying decline in bar-passage required post-graduate employment statistics in recent years.

The School needs an agency to evaluate its branding strategy, recommend a replacement for the “No Better Place” initiative, recommend a marketing strategy to expand the number of American citizens enrolled in the Dual J.D. program, and lead a course of action that will propel the School for at least three to five years.

Section V – Written Proposal Contents

All proposals must follow the format outlined below, and all of the requested information must be received in a packet delivered to the University of Detroit Mercy School of Law, 651 East Jefferson Avenue, Suite 209, Detroit, MI 48226, by 5:00 p.m. on September 8, 2014. Incomplete proposals or proposals arriving after the deadline will be automatically disqualified from consideration. No exceptions or extensions will be granted.

The University of Detroit Mercy’s identity and branding standards must be followed in all materials. UDM’s guidelines may be found on its web site at www.udmercy.edu/mpa. The University recognizes that the School of Law has a distinct audience, so there is flexibility in the marketing approaches taken by the School.

Written proposals should include an original plus three copies of the entire packet.

All proposals must contain the following:

- A. Cover Letter: Include the name, address, telephone number, email address, and signature of the person authorized to commit the agency to the terms specified in the proposal.
- B. Summary of Qualifications: Provide a description of the agency’s qualifications –
 1. Number of years in business.
 2. Description of the professional experience of the key staff members who would be performing the contract.
 3. Address the School’s high level of expectations regarding:
 - a. Accessibility and responsiveness of key agency staff members;
 - b. Budget maintenance expertise;
 - c. Efficiency and consistency in performance of duties;
 - d. Unique qualities and challenges of legal education in general;
 - e. Familiarity with the School’s Catholic, Jesuit, and Mercy traditions and how those are integrated into our mission and identity; and
 - f. Unique qualities and challenges inherent in marketing an institution located in downtown Detroit.
 4. Detail any experience working with clients involved in education.
 5. Detail any experience working with clients based in downtown Detroit or a similarly situated urban area within the past three years in which you addressed the image problems of the city, such as bankruptcy, blight, crime, etc.
 6. Detail any experience advertising in Canada.
 7. Identify potential vendors and subcontractors.
 8. Disclose any potential conflicts of interest.
- C. Understanding of UDM Law: Explain your agency’s understanding of the strengths and challenges of the University of Detroit Mercy School of Law which are relevant to an advertising campaign and progressive marketing initiatives.

- D. Sample Advertising Campaign: The School of Law needs a comprehensive and innovative advertising campaign. The School needs to make the best use of its limited budget to reach prospective students first and foremost, but also to enhance its reputation with alumni, the legal community, and the general public. Please explain how your agency and the UDM Law team could strengthen the School's presence through advertising to accomplish these goals. Your agency's plan should include a potential strategy, a timeline, and the key elements and deliverables, including, but not limited to, a social media plan. Your plan should also assess cost values and prioritize expenditures for the sample advertising campaign.
- E. Sample Branding Strategy: The School implemented its most recent "No Better Place" campaign in 2011. Detail a potential strategy for replacing this branding initiative, tell us your agency's ideas and approaches, and outline the key elements and deliverables. Your plan should also assess cost values and prioritize expenditures for the sample branding strategy.
- F. Sample Work Submission (Portfolio): Submit representative samples for at least three campaigns the agency has developed and coordinated. The portfolio must show work executed in a variety of media and must contain a project summary sheet outlining the goals and successes of each campaign. The portfolio must also include a work summary page identifying any subcontractors used in each campaign and detailing the work completed by each one.
- G. References: Provide three client references for which the agency has produced a comprehensive campaign. Provide the name of the appropriate contact person, current phone number, and email address for each, as well as a general description of the client's business.

Section VI – Written Proposal Evaluation and Interview Details

An evaluation committee comprised of members of the UDM Law team will review the written proposals. The School is seeking certain qualifications, including, but not limited to:

- An understanding of the unique education we provide. Selling UDM Law is much different than a general consumer product such as a car or pizza, or even another school. We have a rich tradition and an innovative curriculum. Our agency must be finely tuned in to our mission and passion and want to be part of our team.
- Accuracy
- Creativity
- Technical ability and knowledge
- Thoroughness
- Economical management
- Demonstrated success

We will invite the finalists to an interview in Detroit with a small number of the UDM Law senior team. The finalists will be given additional details about the interviews upon scheduling of the meetings.

Additionally, the UDM Law team reserves the option to visit finalist agencies to assess the business environment.

The selected agency will be notified by telephone and in writing of the project award and will be requested to submit a signed contract and IRS Form W-9.