

**Request for Proposals****RFP#2008010360****SUBJECT: International Student Recruitment Materials – Creative Services**

|                       |                                                                                                                                                                             |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>DATE OF ISSUE:</b> | <b>November 18, 2008</b>                                                                                                                                                    |
| <b>TO RESPOND BY:</b> | <b>December 4, 2008 @2:00PM local time</b>                                                                                                                                  |
| <b>RESPOND TO:</b>    | <b>Supply Management</b><br>The University of British Columbia<br>General Services Administration Building (GSAB)<br>2075 Wesbrook Mall, 1st Floor<br>Vancouver, BC V6T 1Z1 |

**REQUEST FOR PROPOSALS  
RFP#2008010360**

**International Student Recruitment Materials – Creative Services**

**1.1 BACKGROUND**

**1.2 GENERAL OVERVIEW**

The University of British Columbia, hereinafter referred to as the 'University' or 'UBC' is seeking Proposals from qualified Respondents to provide Strategic planning and creative services for an integrated suite of recruitment materials, both print and multimedia/online, for the International Student Initiative.

**1.3 OBJECTIVE/CONTRACT TERM**

The main objective of this RFP is to establish a contract with a Respondent to produce a suite of materials to support our international student recruiting efforts for both UBC Vancouver and UBC Okanagan. The Respondent would recommend what pieces should be included in the suite, what format they would take (a mix of print and multimedia), and provide creative services to produce them. In the past, this suite has included the following publications:

A large bound international students guide, a mini guide, a US students brochure, an awards brochure, posters, a presentation folder, a multimedia recruiting presentation, admitted students publication, and supporting materials. However, UBC wishes to reduce the size and weight of our printed materials, and to provide information to students in the most environmentally responsible way. Thus we anticipate that the new suite would include less print and more multimedia/online materials.

Respondents responding to this Proposal will also be required to provide services that will include, developing a project schedule, design and copywriting, programming, providing art direction for principal photography and videography, and managing production processes.

The University expects to award a contract to one Respondent for all required materials.

**1.4 KEY DATES**

In order to assist Respondents, following are the Key Target Dates and Events with respect to this RFP process. Such dates are not guaranteed and may change based upon circumstances.

|    |                                                       |                      |
|----|-------------------------------------------------------|----------------------|
| A. | Request for Proposals issued                          | November 18, 2008    |
| B. | Receipt Confirmation Forms received                   | November 25, 2008    |
| C. | Inquiries received up to                              | November 28 2008     |
| D. | Closing Date for Submission of Proposals              | December 4, 2008     |
| E. | Evaluation and Clarification of Proposals (if any)    | December 8-10, 2008  |
| F. | Discussion / interviews with Short-listed Respondents | December 10-12, 2008 |
| G. | Award to Successful Respondent (if any)               | TBA                  |
| H. | Contract signed with selected vendor(s)               | TBA                  |
| I. | Fall recruiting materials received by                 | Early July 2009      |
| J. | Admitted student package                              | November 2009        |

**\*\*END OF SECTION 1.0\*\***

## 2.5 COMMUNICATIONS AND QUESTIONS

All questions/inquiries regarding this RFP are to be directed, in writing, **by Friday, November 28, 2008**, referencing the RFP title and number, and faxed or e-mailed to the Supply Management Department to the attention of:

Janet Lodge, Procurement Officer Major contracts and Technology  
Fax: (604) 822-3261  
Email: [janet.lodge@ubc.ca](mailto:janet.lodge@ubc.ca)

E-mail inquiries copied to:

Julia Turick, Procurement Officer Major Contracts  
Email: [Julia.turick@ubc.ca](mailto:Julia.turick@ubc.ca)

Prior to the Response Time, any and all necessary clarifications will be in the form of written addenda only. The University will not be responsible for verbal or any other explanations or interpretations that are not confirmed by addendum.

All addenda issued will become part of the contract documents and will be binding upon all Respondents.

**Waiver:** Due to the vagaries of electronic transmissions, The University shall not be responsible for failure to receive or properly download any questions sent via e-mail or facsimile for any reason or cause. If the Bidder does not receive a timely response to an inquiry, it is the responsibility of the Bidder to follow up with the University to confirm receipt of such inquiry.

## 2.6 PROPOSAL SUBMISSION

One (1) set of the Respondent's Proposal, consisting of one (1) hard copy and one (1) electronic copy on disk in MS Word or PDF format, **must** be submitted to the Issuing Office on or before **2:00PM local time on December 4th, 2008** (the Closing Time).

Late responses will not be accepted. The "Time Recorder Clock" situated at the Supply Management reception desk will be used to establish receipt time. Proposals received after the Closing Time will not be accepted and will be returned to the Respondent.

**Responses received prior to the ("Closing Time") must be received during Normal Business Hours (8:30am to 4:30PM local time)**

Respondents may not make modifications to their Proposals after the Closing Time except as may be allowed by the University pursuant to section 4.0 Evaluation and Award, item 5.

The University may reproduce any of the Respondent's Proposal and supporting documents for internal use or for any other purpose required by law.

In keeping with UBC's Sustainability Policy #5, Respondents are requested to minimize as much as possible the packaging materials associated with their bid response (e.g. binders, oversize packaging etc.).

**Note:** Responses to this RFP will **not** be accepted by email.

Responses submitted to the University shall constitute a valid and irrevocable offer, which is open for acceptance by the University from and after submission until the expiration of the sixtieth (60<sup>th</sup>) calendar day following the Closing Date.

## 2.12 DELIVERY

It is desirable that the successful Respondent have the all fall recruiting materials implemented and/or delivered by printers in early July 2009. The Package for Admitted Students would need to be received from the printer in November 2009. Please confirm that you are able to meet these timelines:

## 2.13 ARTWORK AND DESIGN

All copies, negatives, proofs, color separations, design, artwork, magnetic media and all other materials created or altered by the successful Respondent in providing the services required by this Request for Proposals will be considered the sole property of the University and will be forwarded to the University upon request.

The University reserves the right to use design elements from the final product in other related publications (electronic or print media) in order to maintain design consistency.

The successful Respondent, upon completion of design and artwork for printed pieces, will be required to provide to the University a complete set of specifications for each piece that the department may present to a selected number of the University's Contracted Printers to obtain print bids. The successful Respondent will not directly contact the contracted printers for bids, but may make a recommendation in accordance with the University's Supply Management as to which of the University's Contracted Printers might be best suited to this project. A list of the University's Contracted Printers is included with this proposal as Attachment D. Please note that due to the size of the publication and its print run, the printing of the viewbook will go out to bid, through UBC's Supply Management office.

## 2.14 MANDATORY PROPOSAL REQUIREMENTS

The University has several requirements that are deemed as "Mandatory" when submitting a response to this RFP. These Mandatory requirements are identified in the table below. Failure to comply with these mandatory requirements will result in disqualification of your response.

### **NOTE:**

The following checklist is provided for reference only and may not list all required submission elements. **Completion of this checklist is desirable, but not mandatory. Respondents are reminded that it is their sole responsibility to ensure that all required elements of this Request-for-Proposals document have been met.**

|                                                                                                     |     |    |
|-----------------------------------------------------------------------------------------------------|-----|----|
| 1. Have you read and understood Section 2.2 – Definitions                                           | Yes | No |
| 2. Is your Response to Section 2.6 – <u>Proposal Submission</u> , compliant?                        | Yes | No |
| 3. Has Schedule A – <u>Financial Proposal</u> been completed and returned with your submission?     | Yes | No |
| 4. Has Schedule B – <u>Respondent Information</u> been completed and returned with your submission? | Yes | No |
| 5. Has Schedule C – <u>Confirmation of Offer</u> been signed and returned with your submission?     | Yes | No |

\*\*\*END OF SECTION 2.0\*\*\*

#### 4.0 EVALUATION AND AWARD

1. On the basis of the information received, the University will evaluate proposals that represent the best overall value as solely determined by the University. Best value will include but is not limited to:
    1. The Respondent's financial proposal. **25%**
    2. The Respondent's ability to work within the University's time lines. **30%**
    3. The Respondent's relevant capability, qualifications, experience and success in providing all of the services required, creativity, based on the proposal response, references, and/or the University's own experience. **35%**
    4. Any other factors the University considers relevant. **10%**
  2. If the University determines, in its sole discretion, that one Vendor is clearly more highly qualified than the others under consideration, it may decide to award a contract directly to that vendor.
  3. The University may require from a Respondent, pertinent financial information in sufficient detail to verify the Respondent's financial stability. The University must be satisfied with the financial strength of the Respondent.
  4. The University may conduct interviews with a short-list of Respondents in order to make a final analysis and recommendation for award. The University must be completely satisfied with the results of these interviews.
  5. The University reserves the right in its sole discretion to clarify any Response, or to negotiate with one or more Respondents, after the Closing Time without becoming obligated to offer the same opportunity to any other Respondent(s).
  6. The University reserves the right in its sole discretion to waive any non-compliance by a Respondent with the requirements of this RFP in order to obtain the best overall value to the University.
  7. The University, as a result of this RFP process, has no obligation to award a contract(s) and reserves the right to reject any and all submissions. In no event will the University be responsible for the costs of preparation or delivery of any submission.
  8. Selected Respondent(s) as the result of this process will be required to sign a University Contract, Letter of Agreement (LOA), Attachment C which details the terms and conditions which will apply to the services performed by the selected Respondent(s), during the contract term. The University may consider changes to some of the wording within this LOA. Respondents requesting any changes should keep their request to a substantive nature.
- **Note:** "Successful Respondents(s) will be directly notified of Award by Supply Management. Information will also be posted through BC Bid® and can be accessed by selecting Browse Bid Results through the "Browse for Bid Opportunities or Bid Results" link."

**\*\*END OF SECTION 4\*\***

- As required, based on the strategy developed with the vendor. Could include folder, poster, etc.

### **Multimedia/Interactive Components**

#### **1) Multimedia or online support for viewbook**

- As we anticipate that the new viewbook will be smaller, we need to supplement it with alternative ways to provide information to prospective international students. Some information is already available on the UBC website for prospective students (shared with domestic Student Recruitment), you.ubc.ca. The solution will be agreed upon mutually by UBC and the vendor, but could include one or more of the following
  - An interactive microsite
  - A CD/DVD/Flash drive giveaway item
  - Another suggestion made by the successful vendor

#### **2) Multimedia Recruitment Presentation**

- The purpose of this component is to interest prospective students in applying to UBC and to answer their key questions, so that they can apply.
- The presentation is given primarily during visits to individual schools around the world, by ISI recruiting staff.
- Our current presentation includes three sections – a general presentation on studying in Canada, a "Why UBC" presentation used in the fall during school visits, and a "Next Steps" presentation used in the spring when meeting with applicants/admitted students.
- The current presentation includes videos, some of which may be reused if suitable, but new video work is anticipated as part of this project.

**\*\*END OF ATTACHMENT A\*\***

**5.0 Place of Performance:**

The services will be performed at **Place of Performance** or at various locations directed by UBC.

In the event the Contractor is provided with any equipment by UBC, the Contractor shall maintain adequate comprehensive, replacement cost insurance over same with UBC as the named beneficiary and the equipment shall return in the same condition as when provided, reasonable wear and tear only excepted, at the completion of services and prior to final payment of fees.

**6.0 Ownership:**

By mutual agreement, and except as agreed to in writing by UBC and the Contractor, UBC will own, and the Contractor grant to UBC all rights (including but not limited to copyright and patent), title and interest in and to any items created by the Contractor in performing the services, whether completed or not, and to their proceeds, such items including but not limited to reports, documents, and computer software. These items will be delivered to UBC upon request but in any event, no later than completion of the project.

**7.0 Independent Contractor:**

7.1 By mutual agreement, the terms of this Letter of Agreement will be met by the Contractor's provision of services as an independent contractor at arm's length from, and not as an employee of UBC. As such, the Contractor is solely responsible for all matters relating to compliance with statutory and other legal obligations arising from the responsibilities in determining how and where the work set forth in this agreement is to be performed, including matters arising between the Contractor and its employees, if any. Such obligations include but are not limited to: remuneration; discipline; assessment of and withholding for income tax, employment insurance, Workers' Compensation, and Canada Pension Plan; leave, vacation, overtime and any other payments which may be assessed against the Contractor under any statutory authority for performance of this Letter of Agreement.

**10.0 Confidentiality:**

The Contractor agrees that subject to the provisions of the *Freedom of Information Act*:

- (1) Proprietary Information (herein defined) will, for all purposes and at all times, both during and after its contract with UBC, be confidential and be and remain indefinitely the property exclusively of UBC; and
- (2) During and after the Contractor's contract with UBC, the Contractor will hold all Proprietary Information and other confidential information related to the business and affairs of UBC which it may learn of or be exposed to, in trust for the benefit exclusively of UBC; and
- (3) The Contractor will not, either during or after its contract with UBC:
  - (a) disclose to any corporation, entity or person other than UBC and its directors and officers or as otherwise authorized by UBC, any Proprietary Information or trade secrets or other confidential information of UBC or any of the private affairs of UBC, or
  - (b) use for its own purposes or for any purpose other than those of UBC, any Proprietary Information or trade secrets or other confidential information of UBC, or any of the private affairs of UBC.

In this Letter of Agreement, "Proprietary Information" means information, knowledge, and materials related to the designs, know-how, goodwill, trade secrets, or property of UBC or to the proposed or actual customers, suppliers or transactions of UBC or to product, services, systems programs, designs, inventions, research, discoveries, developments, strategies, methods or ideas which have been or are being developed or utilized or marketed by UBC, or in which UBC is or may become interested, but excluding information in the public domain and information which UBC has agreed will be deemed not to be "Proprietary Information" for the purposes of this Paragraph.

**11.0 Assignment:**

This contract, being personal in nature, is not assignable by the Contractor but may be assigned by UBC in its sole discretion.

**12.0 Performance and Execution of Documents:**

UBC and the Contractor will perform any act and execute and deliver any document which is reasonably required to carry out the terms of this Letter of Agreement according to its true intent and meaning.

**ATTACHMENT C****THE UNIVERSITY'S CONTRACTED PRINTERS**

| <b><u>VENDOR</u></b>       | <b><u>CONTACT</u></b> | <b><u>TELEPHONE</u></b> |
|----------------------------|-----------------------|-------------------------|
| 3S Printers                | Raj Jalhan            | 520-7050                |
| Affirmative Marketing      | Sue Stegavig          | 224-6173                |
| RR Donnelly                | John Taylor           | 871-3509                |
| Blok Printing              |                       | 420-1231                |
| Bond Repro                 | Wayne Dangerfield     | 433-5676                |
| (formerly Chelsea)         | Jim Hodge             | 683-1251                |
| Broadway Printers          | Laurie Dutton         | 876-2101                |
| Classic Printing           | Susan McMinn          | 251-1148                |
| Comfort Graphics           | Charles Kalnin/       | 278-0807                |
| Data Group                 | Ray Vertefeuille      | 525-2055                |
| Mills Printing             | Glenn Tegtmeir        | 254-7211                |
| Nathen Printing            | Dan Drossos           | 432-9752                |
| New West Press             | Carl Dorozio          | 879-1541                |
| Printcraft Solutions       | Ken Irwin             | 433-0585                |
| Printing Ink               |                       | 733-7735                |
| Rhino Print Solutions.     | John Howcroft         | 232-5611                |
| Teldonprintmedia           | Evelyn Edwardson      | 232-3265                |
| Ultratech Printing         | Michael Kagan         | 512-0353                |
| WestCoast Reproduction     | Blair Fraser          | 879-2711                |
| Western Printers and Lith. | Lloyd Davis           | 291-6113                |
| Westkey Graphics           | Barbara Muir          | 421-7778                |

**\*\*END OF ATTACHMENT C\*\***

**Item 4 – Multimedia/online support for viewbook**

- a) Project strategy and direction \$ \_\_\_\_\_
- b) Design/navigation/programming \$ \_\_\_\_\_
- c) Storyboarding and art direction of videography \$ \_\_\_\_\_
- d) Content development (UBC staff to assist with research,  
fact-checking, and proofing) \$ \_\_\_\_\_
- e) Production/testing/QA \$ \_\_\_\_\_

**Item 5 – Multimedia Recruitment presentation**

- a) Project strategy and direction \$ \_\_\_\_\_
- b) Design/navigation/programming \$ \_\_\_\_\_
- c) Storyboarding and art direction of videography \$ \_\_\_\_\_
- d) Content development (UBC staff to assist with research,  
fact-checking, and proofing) \$ \_\_\_\_\_
- e) Production/testing/QA \$ \_\_\_\_\_

**\*\*END OF SCHEDULE A\*\***

**SCHEDULE C**



The University of British Columbia  
Supply Management  
2075 Wesbrook Mall  
Vancouver, British Columbia V6T 1Z1

**Request for Proposals**

**RFP#2008010360 International Student  
Recruitment Materials**

**CONFIRMATION OF OFFER**

|                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Company Name:</b>                                                                                                                                                                                   |
| <b>Signature:</b>                                                                                                                                                                                      |
| <b>Name:</b>                                                                                                                                                                                           |
| <b>Title:</b>                                                                                                                                                                                          |
| <b>Date:</b>                                                                                                                                                                                           |
| <b>If the Respondent is a company, your signature confirms you have the legal authority to bind the Bidder. Failure to sign this document <u>will</u> result in disqualification of your response.</b> |

**\*\*END OF SCHEDULE C\*\***