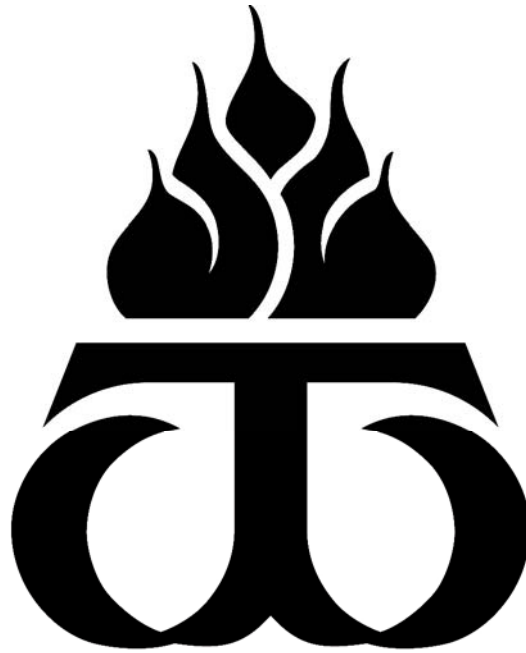




West Texas A&M

UNIVERSITY

Full-Service Integrated Marketing Communications (IMC) Agency

MANDATORY PRE-PROPOSAL CONFERENCE

10:00 A.M. JANUARY 23, 2007

**LETTERS OF INTEREST AND
PROPOSAL AND QUESTIONNAIRE RESPONSES DUE BY
2:00 P.M. FEBRUARY 6, 2007**

**OLD MAIN, ROOM 116
2501 4TH AVENUE
CANYON, TEXAS 79016-0001**

WEST TEXAS A&M UNIVERSITY

REQUEST FOR PROPOSAL

RFP Number:

[WT-757-0002](#)

Full-Service Integrated Marketing Communications (IMC) Agency

CLASS 915-03

LETTERS OF INTEREST AND PROPOSAL AND QUESTIONNAIRE

RESPONSES MUST BE RECEIVED BEFORE:

2:00 p.m. Central Time on FEBRUARY 6, 2007

MAIL PROPOSAL TO:

WEST TEXAS A&M UNIVERSITY
PURCHASING & INVENTORIES
WTAMU BOX 61001
CANYON, TX 79016-0001

**HAND DELIVER AND/OR
EXPRESS MAIL TO:**

WEST TEXAS A&M UNIVERSITY
PURCHASING & INVENTORIES
2403 RUSSELL LONG BLVD
CANYON, TX 79015

Show RFP Number, Opening Date and Time on Return Envelope

NOTE: PROPOSAL must be time stamped at
WEST TEXAS A&M UNIVERSITY PURCHASING & INVENTORIES
before the hour and date specified for receipt of proposal.

Pursuant to the Provisions of Texas Government Code Title 10 Subtitle D Chapter 2156.121 - 2156.127, General Services Act rules and regulations adopted thereunder, sealed proposals will be received until the date and time established for receipt. After receipt, only the names of proposers will be made public. Prices and other proposal details will only be divulged after the award, if one is made.

DATED: January 11, 2007

REFER INQUIRIES IN WRITING TO:

ANN CARAWAY, DIRECTOR
WEST TEXAS A&M UNIVERSITY
PURCHASING & INVENTORIES
WTAMU BOX 61001
CANYON, TX 79016-0001
806-651-2105
Fax: 806-651-2109
Email: acaraway@wtamu.edu

Table of Contents

Section 1	Introduction	4
Section 2	General	9
Section 3	Statement of Work/Qualifications	10
Section 4	Proposal Information	12
Section 5	General Terms and Conditions	17
Section 6	Execution of Proposal	21
Section 7	Company Information Questionnaire	23
Section 8	References	28
Section 9	Oral Presentation Requirements/Challenge	29
Section 10	HUB Subcontracting Plan	30

Section 1 Introduction

For the past 10-15 years, West Texas A&M University has relied on an outside agency to coordinate its local radio and television buys and to supplement the University's resources on selected projects. With rare exception, all planning and production has been done on campus.

This will be the first contract issued by the University for the purpose of securing the full-time services of an Integrated Marketing Communications (IMC) agency. We invite all interested and qualified agencies to participate in the selection process.

Summary of Needs and Expectations

West Texas A&M University does not have a marketing plan or positive, recognizable brand image. To address this deficiency, Dr. J. Patrick O'Brien, WTAMU president, appointed two committees—a strategic planning committee and a marketing committee—soon after his arrival on the WTAMU campus in May 2006. Both committees are continuing their work and will have "final reports" on his desk by spring 2007. These reports, including the Marketing Committee's branding and geo-demographic target market recommendations, will be made available to the selected agency.

Based on preliminary drafts, West Texas A&M administrators have expressed their intent **to develop a brand that positions the institution as a**

"progressive university that provides a superior academic experience in an engaging, student-centered environment supported by a pioneering spirit that fosters critical thinking and social responsibility."

The Strategic Plan goal is to have **9,000 students enrolled by fall 2011**. For that to be accomplished, **at least 30 percent of the University's student body will need to come from outside the top 26 counties of Texas**.

To that end, the University is seeking a full-service IMC agency that can implement an **integrated marketing communication plan** that will address the following objectives:

- **Assist with the development, implementation and management of the University's brand image, including consistency of message and visual identity program,**
 - **Increase top-of-mind awareness about West Texas A&M University in the Texas Panhandle and in selected regions outside the top 26 counties of Texas,**
 - **Enhance the University's academic reputation among selected audiences,**
 - **Assist in the design, development and implementation of the University's new-student recruitment plan,**
- and
- **Enhance the reputation of University programs identified for potential growth as first-choice options among selected markets.**

The selected agency must demonstrate expertise in **creative and strategic abilities** involving **mass media, converging and emerging media, and direct marketing**.

The website will be the cornerstone of the University's marketing plan; therefore, website design and management experience and expertise will be a critical component in the selection process.

West Texas A&M University Position Paper for Prospective Advertising Agencies
--

West Texas A&M University, a member of The Texas A&M University System, is a regional liberal arts university located 12 miles south of Amarillo (pop. 185,000) in the rural community of Canyon (pop. 13,000). Its primary service region is defined as the top 26 counties of Texas (the Texas Panhandle); however, it is the closest senior institution of higher education for many residents of Colorado, Kansas, New Mexico and Oklahoma as well. All of these service areas, considered as a whole, are experiencing declining populations, particularly among traditional college-age students.

Founded in 1910 as a teachers college, West Texas A&M University now offers a diverse curricula of 61 undergraduate degree programs, 43 masters' level degree programs and a Ph.D. program in agriculture.

Academic Colleges and Departments

College of Agriculture, Science and Engineering

Department of Agricultural Sciences
Department of Life, Earth and Environmental Sciences
Department of Mathematics, Chemistry and Physics
Department of Engineering and Computer Science

College of Business

Department of Accounting, Economics and Finance
Department of Computer Information Systems
Department of Management, Marketing and General Business

College of Education and Social Sciences

Department of Psychology, Sociology and Social Work
Department of Education
Department of History, Political Science and Criminal Justice

Sybil B. Harrington College of Fine Arts and Humanities

Department of Art, Communication and Theatre
Department of English, Philosophy and Modern Languages
Department of Music and Dance

College of Nursing and Health Sciences

Department of Nursing
Department of Communication Disorders
Department of Sports and Exercise Sciences

Graduate School and Research

Additional Facts That Will Influence the University's Marketing Strategy
(more statistical information may be found at <http://www.wtamu.edu/administrative/vpa/ie>)

West Texas A&M has experienced steady growth, with relatively few exceptions, since 1990 when fall enrollment was 6,191. Headcount for fall 2006 is 7,412, the largest enrollment since 1970 (7,905 students). Approximately 80 percent of WTAMU's current students are enrolled as undergraduates, and 1,200 live in on-campus residence halls.

Approximately 70 percent of WTAMU's total student population are from the top 26 counties of the state. Ninety percent are from Texas.

Minority enrollment has been increasing at a steady pace, and the University's ethnic breakdown is now as follows: African American—4%, Caucasian—75%, Hispanic—15%, International—4% and Other—2%.

Approximately 70 percent of WTAMU's students are first generation, and a significant number work at least part time.

West Texas A&M offers all of the services traditionally associated with a senior residential campus, including more than 100 social, service, honorary, Greek and religious organizations, and fields an intercollegiate athletics program that competes on the NCAA Div. II level.

Other factors that may influence the University marketing plan and branding strategy include:

- West Texas A&M University does not have a recognizable brand. (West Texas A&M administrators, as indicated in preliminary strategic planning and marketing plan drafts, have expressed their intent to develop a brand that positions the institution as a "progressive university that provides a superior academic experience in an engaging, student-centered environment supported by a pioneering spirit that fosters critical thinking and social responsibility.")
- West Texas A&M is under the new leadership of Dr. J. Patrick O'Brien, who took office May 15, 2006, as the University's tenth president. He immediately initiated a review of the strategic plan, which is undergoing major revisions. The current draft is available at <https://wtaccess.wtamu.edu>. The University's mission statement, core values and student-centered philosophy may be found at <http://www.wtamu.edu/about/mission>.
- The University began an aggressive construction/renovation phase with the intent of upgrading its aging campus facilities about five years ago. A new event center opened in 2001, and students began enjoying a new state-of-the-art Fine Arts Complex this fall. The Activities Center is experiencing steady and continuing renovation, and a new Pedestrian Mall and residence hall are under construction.
- WTAMU is located about five miles from Palo Duro Canyon, the second largest canyon system in the United States, and within weekend driving distance of the recreational areas and ski slopes of Colorado and New Mexico. Rick Husband International Airport in Amarillo is about 20 minutes from campus.
- Five years ago, West Texas A&M had one of the best and most extensive online programs in the state. Although the opportunity to regain its competitive edge has not disappeared, neglect on WTAMU's part and aggressive planning and marketing by competitors, including online universities, have marginalized WTAMU's online advantage. (Although advertisers will be tempted to concentrate efforts on the promotion of WT Online as a primary avenue for enrollment growth, the WTAMU administration is clear about its desire to **brand the University as a traditional residential campus.**)
- Although all signs indicate that costs will increase significantly in the next few years, West Texas A&M is and will continue to be one of the most affordable senior universities in the state.
- West Texas A&M University will celebrate its centennial in 2010.

**Traditionally Delivered Academic Programs Identified for Potential Growth
Outside the Texas Panhandle**

- Accounting (MPA)—undergraduate and graduate
- Agriculture/Equine Industry and Business—undergraduate
- Biology/Wildlife Biology—undergraduate
- Business Administration: Entrepreneurship/Small Business Emphasis—undergraduate
- Environmental Science—undergraduate and graduate
- Mass Communication/Broadcasting—undergraduate
- Music—undergraduate and graduate
- Nursing/Nurse Practitioner—graduate
- Theatre—undergraduate

**Online Academic Programs Identified for Potential Growth
(Complete Degree Programs Offered Online)**

- Agriculture/Agricultural Business and Economics—M.S.
- Bachelor of Applied Arts and Sciences—B.A.A.S.
- Business Administration—M.B.A.
- Emergency Management Administration—B.A.A.S.
- General Studies—B.G.S.
- Instructional Technology—M.Ed.
- RN-BSN Degree Completion Program—B.S.N.

**Primary Audiences
(for this RFP)**

- Prospective Students (traditional, adult and online)
- Parents of Prospective Students
- High School and Community College Administrators, Faculty and Staff

**Secondary Audiences
(for this RFP)**

- Current WTAMU Students, Faculty and Staff
- Prospective Faculty and Staff
- WTAMU Alumni and Former Students
- Donors and Prospective Donors
- Regional Business Leaders
- Civic and Community Leaders
- General Communities for Arts, Intellectual Events and Athletics
- Legislators and Political Leaders
- Presidents, Provosts and Enrollment Managers at Other Colleges and Universities
- General public [Texas Panhandle (top 26 counties), state of Texas and the High Plains region (including Texas, New Mexico, Oklahoma, Kansas and Colorado)]

Division of Responsibilities

(West Texas A&M University has significant resources in terms of talent and technology. Development, implementation and management of the University's integrated marketing communication plan will be a **collaborative effort between the University and the selected agency**. In most cases, division of responsibilities will be determined on a project-by-project basis.)

In general, the selected **agency** will be expected to take the lead, with WTAMU's assistance, in the following areas:

- Strategic Advertising Planning
- Production (interactive, Internet, outdoor, selected print materials and other collaterals)
- Traditional and Converging/Emerging Media Planning and Buying
- Website Development and Management
- Advertising Research Planning and Execution
- Special-Market Planning and Execution (especially Hispanic market)
- Research, Testing and Measurement

West Texas A&M University has resources to assist the selected advertising agency in areas of responsibility involving:

- Marketing/Brand Planning and Management
- Creative Development
- Graphic Design, Still and Video Photography and Copywriting
- Broadcast Production
- Pre-Press Production of Print Materials
- Website Development

**For University approved Style and Graphic Standards, including artwork, go to
<http://www.wtamu.edu/news/guide>.**

Section 2

General

2.0 Scope of Proposal

West Texas A&M University (WTAMU) is seeking an outside firm to assist in the implementation and management of a long-term integrated marketing communications plan. The University is seeking proposals for a three-year contract with provision for annual renewal for up to two additional one (1) year periods.

Work assigned to the selected firm may fall into two categories: brand or image marketing designed to create awareness in the minds of the University's most important target audiences and direct or field marketing designed to generate responses in such areas as recruitment, fundraising, event attendance, etc.

The successful company will:

- 2.0.1 Provide research/testing direction, implementation and support prior to, during and/or after execution of marketing/advertising campaigns;
- 2.0.2 Assist in the development of comprehensive, synergistic marketing and communication strategies that target internal and external audiences;
- 2.0.3 Provide services to facilitate development and implementation of a brand advancement campaign as well as management of that brand;
- 2.0.4 Provide standard advertising, marketing and public relations services, which may include but are not limited to website design, campaign planning, creative concept development, graphic design, copywriting, audio and video production, research and testing, and media planning and buys;
- 2.0.5 Provide design, select appropriate mediums and arrange placement of brand and recruitment advertising, i.e. outdoor boards, magazines and newspapers, college guides, etc.;
- 2.0.6 Provide creative direction and media planning and buying services for outdoor, print, radio/ television advertising and other converging media opportunities as appropriate; and
- 2.0.7 Provide services to enhance/support the University's centennial celebration (2010).

The successful company will work with the Office of Communication Services and other entities as coordinated by the Office of Communication Services.

2. 1.2 Contract Term

This service shall be for a period of three (3) years beginning date of award. For all subsequent years, a "year" begins Sept. 1 and ends Aug. 31. Contract may be extended for up to two additional one (1) year periods, provided both parties agree in writing to do so prior to the expiration date. Any extensions shall be at the same terms and conditions plus any approved amendments.

Other universities of similar size, scope and mission spend up to **\$300,000 per year** for agency contracts and media buys.

SECTION 3 Statement of Work/Qualifications

- 3.1.1 The successful company must have sufficient design staff to complete up to 20-25 projects annually and meet tight production deadlines on multiple projects. Examples of projects include, but are not limited to, design of University letterhead/envelopes and business cards, pre-press production and distribution (when applicable) of college magazines; general multi-purpose University brochure(s) in English and Spanish; newsletters; departmental brochure templates; website design; outdoor board design and location buys; and magazine/college guide selections and ad design.
- 3.1.2 The successful company will attend a meeting(s) each month on campus with representatives and/or clients of the Office of Communication Services. These meetings will vary in scope and topic, from strategic and creative consultation to timeline development, photography review, layout development, copy review, website design and other aspects of the design and production process.
- 3.1.3 The same representative(s) of the company will attend all meetings to provide the greatest efficiencies in time and expense.
- 3.1.4 At least one representative of the company in attendance at all meetings must be empowered to make decisions that will affect scheduling of multiple company employees. Additionally, this representative must be able to provide scheduling and deadline information.
- 3.1.5 The company must have in place a project management system that allows for tracking of projects on a weekly basis.
- 3.1.6 The company must be able to provide the Office of Communication Services a weekly status report on each project.
- 3.1.7 The company must understand and be committed to an integrated approach for developing communication materials for the University and its units.
- 3.1.8 The Office of Communication Services is client focused and is committed to producing projects on time and within budget. The company must be able to provide the office with individual project design estimates and print specs for estimation purposes at the beginning of each project. The company also is responsible for developing a production timeline for each project.
- 3.1.9 The company must have an accounting system that itemizes expenses and invoices total project costs at the time the project is completed.
- 3.1.10 The company will be responsible for archiving all projects in-house, with the understanding that all concepts (including copyrights) and materials developed for and during each project belong to the University.
- 3.1.11 The company will be responsible for storing a variety of University images to be used in marketing communication materials.
- 3.1.12 The company must be able to design templates that can be converted to a suitable page layout program file by the Office of Communication Services for on-campus clients who need this type of service.
- 3.1.13 The Office of Communication Services has final approval rights on all WTAMU and WTAMU-related projects.
- 3.1.13 The company will work with the University's Purchasing Office to select printers and other production subcontractors to bid on projects to ensure the inclusion of HUB vendors in the process.

3.2 Qualifications

- 3.2.1 The main representative of the successful company must have experience and expertise developing and implementing successful marketing communication strategies for a variety of audiences. Experience working with higher education clients is preferred.
- 3.2.2 The company must be able to demonstrate its commitment and experience working with a sophisticated visual identity system that ensures a consistent, quality image.
- 3.2.3 The company must demonstrate its experience and expertise in organizational positioning and branding through communication materials it has developed for organizations similar in size and scope to West Texas A&M University.
- 3.2.4 The company must demonstrate success targeting a wide variety of audiences, including the Hispanic market.
- 3.2.5 The company must show a proven ability to work effectively in rural and urban markets and across a variety of geographic regions.
- 3.2.6 The company must demonstrate experience developing electronic, print and new media campaigns.
- 3.2.7 The company must have experience creating and developing television and radio commercials with production values comparable to those produced for leading national advertisers.
- 3.2.8 The company must have experience creating and developing outdoor board signage and print advertising with production values comparable to those produced for leading national advertisers.
- 3.2.9 The company should demonstrate experience negotiating value-added benefits as part of the media buy.

- 3.2.10 The company must demonstrate its ability to track media buys and to evaluate the value (cost vs. effectiveness of message and media-selection strategies) to the University.
- 3.2.11 The company should bill WTAMU on a project completion basis to facilitate tracking and payment by WTAMU.
- 3.2.12 The company must be easily accessible to WTAMU personnel for project meetings.
- 3.2.13 The company must have been in business at least three years.

3.3 The Office of Communication Services will:

- 3.3.1 Provide a detailed set of guidelines for the University's visual identity program.
- 3.3.2 Provide copywriting, graphic design, photography, broadcast quality audio and video and other creative services as needed.
- 3.3.3 Schedule and coordinate client meetings.
- 3.3.4 Provide a central office location for meetings, proof drop-offs, etc.
- 3.3.5 Deliver proofs and other production materials on campus when necessary.
- 3.3.6 Coordinate invoice procedures for all projects.
- 3.3.7 Coordinate copy changes from clients to the company.
- 3.3.8 Provide the lead in client consultation regarding strategies and ensure a consistent visual and copy image for all University materials.
- 3.3.9 Approve project estimates with clients and sign off on final proofs with clients.

3.4 Implementation

The successful company shall be adequately staffed and be able to implement contract on March 6, 2007. West Texas A&M University reserves the right to award to more than one company if it serves the best interest of the University.

3.5 Subcontractors: Subcontractors providing services under the purchase order shall meet the same requirement and level of experience as required by Respondent. No subcontract under the purchase order shall relieve the primary respondent of the responsibility for the service. If the respondent uses a subcontractor for any or all of the work required, the following conditions shall apply under the listed circumstances:

- 3.5.1 Respondents planning to subcontract all or a portion of the work shall identify the proposed subcontractors.
- 3.5.2 Subcontracting shall be at the respondent's expense.
- 3.5.3 West Texas A&M University retains the right to check subcontractor's background and make a determination to approve or reject the use of submitted subcontractors.
- 3.5.4 The respondent shall be the only contact for West Texas A&M University and subcontractors. Respondent shall list a designated point of contact for all West Texas A&M University and subcontractor inquiries.

Section 4

Proposal Information

4.0 West Texas A&M University reserves the right to change the dates shown below upon written notification.

<u>Event</u>	<u>Date</u>
Issue RFP	January 11, 2007
Pre-Proposal Conference (mandatory)	January 23, 2007
Deadline for Submission of Responses to Proposal and Company Questionnaire	February 6, 2007
Response Review, Selection, Notification of Semi-Finalists	February 6-8, 2007
Presentations by Agency Semi-Finalists	February 19-23, 2007
Announcement of Selection of Finalist(s)	February 26, 2007
Site Visit to Selected Agency or Agencies	February 28-March 2, 2007
Award of Contract	March 5, 2007
Expected Contract Start Date	March 6, 2007

4.0.1 Pre-Proposal Conference

A pre-proposal conference is scheduled for Tuesday, January 23, 2007, at 10 a.m. Attendance at the pre-proposal conference is mandatory. Location of the pre-proposal conference is: Room 305 of Old Main, 2501 4th Avenue, Canyon, Texas 79015.

4.0.2 Proposal Requirements

4.0.2.1 Submission of Responses to Proposal and Company Questionnaire

- 4.0.2.1.1 All responses must be received and time stamped at West Texas A&M University prior to February 6, 2007, at 2 p.m. Central Time. Late responses will not be considered under any circumstances and will be returned unopened.
- 4.0.2.1.2 Agencies shall submit one (1) original and twenty-seven (27) copies of its response. The original must be hard copy with manual signatures. The copies may be provided on paper or on digital files. Pages should be numbered and contain an organized, paginated table of contents corresponding to the appropriate sections and pages.
- 4.0.2.1.3 Responses should be placed in a separate envelope/package and correctly identified with RFP number, submittal deadline/opening date and time. If submitting multiple responses, each response should be placed in a separate envelope and correctly identified with RFP number, submittal deadline/opening date and time. It is the respondent's responsibility to appropriately mark and deliver the questionnaire response to West Texas A&M University by the specified date.

- 4.0.2.1.4 An evaluation team will be established to evaluate the responses. The team will include employees of WEST TEXAS A&M UNIVERSITY and may include other impartial individuals who are not WEST TEXAS A&M UNIVERSITY employees.
- 4.0.2.1.5 Finalists will be selected based on the team's evaluation of the questionnaire responses and will be invited to participate in the next stage of the process—oral presentations. Agencies will be notified of their status by February 11, 2007.

4.0.2.2 Oral Presentations

- 4.0.2.2.1 Oral Presentations will be required of those agency semi-finalists selected by WTAMU. Such presentations will be scheduled February 19-23, 2007, before a 27-member evaluation team representing all parts of the University community. The Company will be asked to:
 - 4.0.2.2.1.1 Briefly describe their organization, its longevity and reputation, the qualifications of personnel to be assigned to WTAMU projects, systems and processes, and facilities and equipment.
 - 4.0.2.2.1.2 Describe applicable projects that exemplify their ability to manage a program of this scope.
 - 4.0.2.2.1.3 Outline general procedures for handling a WTAMU project.
 - 4.0.2.2.1.4 Present responses to the project assignment described in Section 9.
 - 4.0.2.2.1.5 Provide additional information as requested.
 - 4.0.2.2.1.6 A finalist or finalists will be selected by the evaluation team.

4.0.2.3 Site Visit(s)

- 4.0.2.3.1 A representative group from West Texas A&M University's evaluation team may schedule a site visit to the lead office of the agency finalist(s).
 - .0.2.3.1.1 A final decision will be made and the selected agency will be notified by March 5, 2007.

4.1 PROPOSAL EVALUATION AND AWARD:

- 4.1.1 The intent of WEST TEXAS A&M UNIVERSITY is to award a contract to the vendor whose proposal is considered to be the best value to the state.
- 4.1.2 The evaluation team will evaluate questionnaire responses based on the following criteria:

**Integrated Marketing Communications Agency Search
Questionnaire Evaluation
(Rank criteria from 10 highest to 1 lowest.)**

Evaluator _____ Date _____

Agency _____

_____ Legitimacy/Stability/Reputation of Firm

_____ Strength and Number of Employees

Areas of Expertise

_____ Publications

_____ Traditional Media

_____ Emerging Media

_____ Website Design

_____ Research, Testing, Measurement

_____ Other _____

_____ Understanding/Knowledge of Texas Panhandle Media

_____ Understanding/Knowledge of Media Outside the Texas Panhandle

_____ Applicability and Impressions of Project #1

_____ Applicability and Impressions of Project #2

_____ Higher Education Experience

_____ Related or Similar Experience

_____ Compensation Rates

_____ Perceived Interest in Serving West Texas A&M University

_____ Perceived Ability to Service West Texas A&M University

_____ WTAMU/Agency Compatibility ("Fit")

_____ Appropriateness of Implementation Schedule

_____ Strength and Appropriateness of References

Do you think this agency should advance to the next step of the search process—oral presentations?

_____ Yes or _____ No

- 4.1.3 The evaluation team will evaluate oral presentations based on the following criteria:

**Integrated Marketing Communications Agency Search
Oral Presentation Evaluation
(Rank criteria from 10 highest to 1 lowest.)**

Agency: _____

Date: _____

Evaluated by: _____

Strategic Communications Planning

- _____ 1. The agency demonstrated a clear understanding of WTAMU's market and presented relevant insights into our challenges and opportunities in the marketplace.
- _____ 2. Overall, they demonstrated their planning/strategic skills in the following ways:
- a. Problem/goal definition _____
 - b. Target market understanding _____
 - c. Creative insights and planning _____
 - d. Media insights and planning _____
 - e. Integrated marketing communications planning _____
- _____ 3. The agency presented a compelling brand positioning and demonstrated how that positioning could be effectively applied.
- _____ 4. The agency outlined a communications strategy approach that could effectively advance the University's positioning.

Tactics/Service Capabilities

- _____ 1. Overall, the executional plans and ideas presented in response to the Challenge were consistent and on target.
- _____ 2. Specifically, thematic and creative expressions were:
- _____ exciting (the wow! factor)
 - _____ appropriate for the target audience and task
 - _____ appropriate in tone and spirit (for WTAMU)
 - _____ true and supportable
- _____ 3. The agency outlined innovative and realistic media concepts, including:
- _____ traditional advertising media
 - _____ promotion and event marketing
 - _____ direct response marketing
 - _____ new and emerging media
 - _____ the University website

Compatibility/Confidence Impressions

- _____ 1. They'll relate well to us.
- _____ 2. They appear to work well as a team.
- _____ 3. They did a good job of articulating their ideas.
- _____ 4. They appear to have high standards of performance.
- _____ 5. The agency team, overall, appears able to provide the expertise and the capabilities to effectively manage and coordinate all aspects of the West Texas A&M University account.

- 4.1.4 The evaluation team will determine if discussions and/or Best and Final Offers are necessary. Award of contract may be made without discussions or Best and Final Offers if in the best interest of the state. The evaluation team may determine that discussions are necessary to clarify or verify a written proposal. WEST TEXAS A&M UNIVERSITY may, at its discretion, elect to have respondents provide an oral presentation of their proposals. A request for a Best and Final Offer is at the sole discretion of WEST TEXAS A&M UNIVERSITY and will be requested in writing. The evaluation team will evaluate the finalists and make a recommendation for the award to the University president.
- 4.1.5 In compliance with the provisions of Texas Government Code, Title 10, Subtitle D, Section 2155.074, Section 2155.075, Section 2156.007, Section 2157.003, and Section 2157.125, and Texas Administrative Code, Title 1, Chapter 113.6, information obtained from the Texas Building and Procurement Commission's Vendor Performance Tracking System (<http://www.tbpc.state.tx.us/purch/venvpts.html>) may be used in evaluating responses to solicitations for goods and services to determine the best value for the state.

Section 5
General Terms and Conditions
(Items below apply to and become a part of the contract)

5.0 Specifications: The services performed shall be in accordance with the purchase specifications herein. WEST TEXAS A&M UNIVERSITY will decide the answers to all questions that may arise as to the interpretation of the specifications and the quality or acceptability of work performed. WEST TEXAS A&M UNIVERSITY will decide the rate of progress of the work and the acceptable fulfillment of the service on the part of the contractor.

5.1 Formation of Contract: At its option, WTAMU may take either of the following actions (5.1 or 5.2) in forming a Contract between WTAMU and selected Company:

- 5.1.1 Accept a proposal, as written, by issuing a written "Notice of Award" to selected Company that incorporates the Contract Documents by reference and accepts all or selected portions of Company's proposal. The "Notice of Award" will be in the form of a "Contractual Agreement", which must be signed by both WTAMU and Company. Company shall be given twenty (20) days to sign such a Contract. Delays in finalizing by Company may be viewed as lack of interest by Company in servicing the Contract and would be grounds for rejecting the proposal.
- 5.1.2 Enter into negotiations with one Company in an effort to reach a mutually satisfactory "Contract Agreement" that will be executed by both WTAMU and Company and that will be based on the Contract Documents, the proposal submitted by selected Company, any clarification(s) requested by WTAMU and submitted by Company, except as amended by mutual agreement through the associated negotiations. These negotiations will not include any changes to the pricing structure submitted in the proposal, unless the negotiations change the requirements. Should WTAMU and Company be unable to negotiate a mutually acceptable contract within thirty (30) days of WTAMU's initiating negotiations, WTAMU shall have the right to reject the original selected Company's proposal and enter into negotiations with another Company, without penalty to WTAMU.
- 5.1.3 Because WTAMU may use the alternative described in Subsection 2.1, each Company shall include in its written proposal all requirements, terms or conditions it may have, and shall not assume that an opportunity will exist to add such matters after the proposal has been submitted.
- 5.1.4 WTAMU reserves the right to award based on the proposal(s) determined to be in its best interest and reserves the right to reject any and all proposals.

5.2 Award of a Purchase Order:

- 5.2.1 A response to a solicitation is an offer to contract with WEST TEXAS A&M UNIVERSITY based on the terms, conditions and specifications contained in the solicitation. Responses do not become contracts unless and until they are accepted through an authorized WEST TEXAS A&M UNIVERSITY designee by issuance of a master order with individual purchase orders for each project.
- 5.2.2 This procurement will be conducted in accordance with the State Purchasing Act, Title 10, Subtitle D, Chapters 2151 through 2177, of the Texas Government Code (TGC) and TBPC rules. Any contract resulting from this procurement shall consist of one (1) document. This document will contain all of the rights and duties of the parties extracted from the relevant terms and conditions of: the RFP (including its attachments, exhibits, supplements, and addenda); the successful contractor's proposal; any WEST TEXAS A&M UNIVERSITY request for a Best and Final Offer; and any successful contractor's Best and Final Offer.
- 5.2.3 Any purchase order resulting from this solicitation is subject to cancellation, without penalty, either in whole or in part, if funds are not appropriated by the Texas Legislature. The purchase order for this procurement shall be governed, construed and interpreted under the laws of the State of Texas.
- 5.2.4 The purchase order is void if sold or assigned to another company without written approval of WEST TEXAS A&M UNIVERSITY. Written notification of changes to company name, address, telephone number, etc. shall be provided to WEST TEXAS A&M UNIVERSITY as soon as possible, but not later than thirty (30) days from the date of change.

- 5.2.5 Information, documentation, and other material in connection with this solicitation or any resulting contract may be subject to public disclosure pursuant to Chapter 552 of the Texas Government Code (the "Public Information Act").

5.3 Payment:

- 5.3.1 Payment will be made on a project basis and within thirty (30) days from receipt of a correct invoice or billing statement unless otherwise stated in the solicitation document.
- 5.3.2 Payment will be made in accordance with the Texas Prompt Payment law, TGC, Subtitle F, Chapter 2251. Contractor shall submit [number] copies of an itemized invoice showing the purchase order number, payee I.D., remit to address, and telephone number on all copies.

5.4 Patents or Copyrights: The contractor agrees to protect WEST TEXAS A&M UNIVERSITY and the State of Texas from claims involving infringement of patent or copyrights.

5.5 Contractor Assignments: The contractor shall not assign or subcontract the whole or any part of the contract without WEST TEXAS A&M UNIVERSITY prior written consent. The contractor may assign its right to receive payment to such third parties as the contractor may desire without the prior written consent of the State of Texas, provided that contractor gives written notice (including evidence of such assignment) to the State of Texas thirty (30) days in advance of any payment so assigned. The assignment shall cover all unpaid amounts under this contract and shall not be made to more than one party.

5.6 Antitrust: The contractor hereby assigns to WEST TEXAS A&M UNIVERSITY, any and all claims for overcharges associated with this contract which arise under the antitrust laws of the United States 15 U.S.C.A., Section 1, et seq. (1973), and which arise under the antitrust laws of the State of Texas, Business and Commercial Code, Section 15.01, et. seq. (1967).

5.7 Alternative Dispute Resolution: The dispute resolution process provided for in Chapter 2260 of the Texas Government Code shall be used, as further described herein, by WEST TEXAS A&M UNIVERSITY, and the Vendor to attempt to resolve any claim for breach of contract made by Vendor:

- 5.7.1 Vendor's claim for breach of this contract that the parties cannot resolve in the ordinary course of business shall be submitted to the negotiation process provided in Chapter 2260, subchapter B, of the Texas Government Code. To initiate the process, Vendor shall submit written notice, as required by subchapter B, to Director of Purchasing, Ann Caraway. Said notice shall also be given to all other representatives of WEST TEXAS A&M UNIVERSITY and Vendor otherwise entitled to notice under the parties' contract. Compliance by Vendor with subchapter B is a condition precedent to the filing of a contested case proceeding under Chapter 2260, subchapter C, of the Texas Government Code.
- 5.7.2 The contested case process provided in Chapter 2260, subchapter C, of the Texas Government Code is Vendor's sole and exclusive process for seeking a remedy for any and all alleged breaches of contract by WEST TEXAS A&M UNIVERSITY if the parties are unable to resolve their disputes under subparagraph (A) of this paragraph.
- 5.7.3 Compliance with the contested case process provided in subchapter C is a condition precedent to seeking consent to sue from the Legislature under Ch. 107 of the Civil Practices and Remedies Code. Neither the execution of this contract by WEST TEXAS A&M UNIVERSITY nor any conduct of any representative of WEST TEXAS A&M UNIVERSITY thereafter shall be considered a waiver of sovereign immunity to suit.
- 5.7.3.1 The submission, processing, and resolution of Vendor's claim is governed by the published rules as adopted by the Office of the Attorney General of the State of Texas pursuant to Chapter 2260 as currently effective, hereafter enacted or subsequently amended.
- 5.7.3.2 Neither the occurrence of an event nor the pendency of a claim constitutes grounds for the suspension of the performance by Vendor, in whole or in part.
- 5.7.3.3 The designated individual responsible on behalf of WEST TEXAS A&M UNIVERSITY for examining any claim or counterclaim and conducting any negotiations related thereto, as required under 2260.052 of the Texas Government Code shall be Director of Purchasing, Ann Caraway.

5.8 Contractor Responsibilities:

- 5.8.1 The contractor shall comply with all federal, state and local laws, statutes, ordinances, rules and regulations, and the orders and decrees of any court or administrative bodies or tribunals in any matter affecting the

performance of the purchase order including, if applicable, workers' compensation laws, minimum and maximum salary and wage statutes and regulations, and licensing laws and regulations. When required, contractor shall furnish WEST TEXAS A&M UNIVERSITY with satisfactory proof of its compliance.

- 5.8.2 The contractor shall be responsible for damage to WEST TEXAS A&M UNIVERSITY's equipment, and/or the workplace and its contents, by its works, its negligence in work, its personnel, or its equipment. The contractor shall be responsible and liable for the safety, injury, and health of its working personnel while its employees are performing work for WEST TEXAS A&M UNIVERSITY.
- 5.8.3 The contractor shall provide all labor and equipment necessary to furnish the goods or perform the service. All employees of the contractor shall be a minimum of 17 years of age and experienced in the type of work to be performed. No visitors, wives, husbands, children or other relatives of the contractor's employees will be allowed on state property during working hours, unless they are bona fide employees of the contractor.

5.9 Damage Claims: The contractor shall defend, indemnify, and hold harmless West Texas A&M University and the State of Texas, all of its officers, agency and employees from and against all claims, actions, suits, demands, proceedings costs, damages, and liabilities, arising out of, connected with, or resulting from any acts or omission of contractor or any agent, employee, subcontractor, or supplier of contractor in the execution or performance of this contract.

5.10 Insurance:

The Vendor shall not commence work under the purchase order until he has obtained all the insurance required hereunder and certificates of such insurance have been filed with and approved by the Owner. Approval of the insurance by the Owner shall not relieve or decrease the liability of the Vendor. Each insurance policy shall contain a provision that at least 30 days written notice will be given to the Owner in the event of cancellation or material change. The Vendor's certificate of insurance in force, submitted prior to date of delivery, shall include a notice that the policies do contain these provisions.

The Vendor shall provide and maintain, until the work covered in this bid is complete and accepted by the Owner, the minimum insurance coverage's as follows:

Type of Coverage	Limits of Liability
1. Worker's Compensation	Statutory
2. Employer's Liability Bodily Injury by Accident Bodily Injury by Disease Bodily Injury by Disease	\$500,000 Ea. Accident \$500,000 Ea. Employee \$500,000 Ea. Policy Limit
3. Comprehensive General Liability Combined Bodily Injury & Property Damage	\$1,000,000 Aggregate \$1,000,000 Products/Completed Operations \$1,000,000 Personal & Advertising Liability \$1,000,000 Each Occurrence \$50,000 Fire Damage \$5,000 Medical Expense
4. Comprehensive Auto. Liability	\$1,000,000 Combined Single Limit
5. Owner's Protective Liability Insurance Policy The Vendor shall obtain at its expense an Owner's Protective Liability Insurance Policy naming West Texas A&M University and the State of Texas and its employees as named insured, and the A/E named as additional insured, with the following limits: Bodily Injury	\$1,000,000 Each Occurrence \$1,000,000 Aggregate

5.11 Abandonment or Default: If the contractor defaults on the purchase order, WEST TEXAS A&M UNIVERSITY reserves the right to cancel the purchase order without notice and either re-solicit or re-award the purchase order to the next best responsive and responsible respondent. The defaulting contractor will not be considered in the re-solicitation and may not be considered in future solicitations for the same type of work, unless the specification or

scope of work is significantly changed.

5.12 Right to Audit: Contractor understands that acceptance of funds under this contract acts as acceptance of the authority of the State Auditor's Office, WEST TEXAS A&M UNIVERSITY or any successor agency, to conduct an audit or investigation in connection with those funds. Contractor further agrees to cooperate fully with the above parties in the conduct of the audit or investigation, including providing all records requested. Contractor shall ensure that this clause concerning the authority to audit funds received indirectly by subcontractors through the contractor and the requirement to cooperate is included in any subcontract it awards.

5.13 Proprietary or Confidential Information: Responses may include proprietary or confidential information. WEST TEXAS A&M UNIVERSITY will take reasonable precautions in protecting such information provided that it is clearly identified as proprietary or confidential on the page on which it appears.

5.14 Termination:

5.14.1 Termination with Default: WEST TEXAS A&M UNIVERSITY may terminate the contract immediately for default by providing written notice to the Contractor of such termination if the Contractor fails to execute the work properly, performs work in an unsatisfactory manner, or fails to perform any provision of the Contract. In the event of termination for default, WEST TEXAS A&M UNIVERSITY shall have all remedies against the Contractor as provided by law and equity.

5.14.2 Termination Without Default: WEST TEXAS A&M UNIVERSITY may at its option and discretion terminate the Contract at any time, for any reason whatsoever, by giving a written notice (the "Notice of Termination") to the Contractor at least thirty (30) days prior to the effective date of termination or reduction in the scope of work as set forth in the notice.

5.14.3 In the event of termination by WEST TEXAS A&M UNIVERSITY, the Contractor shall be governed by the terms and conditions, and shall perform the acts as outlined in the following Section entitled "IMPLEMENTATION OF TERMINATION."

5.14.3.1 Implementation of Termination: The Contractor shall terminate all work under the contract to the extent and on the date specified in the Notice of Termination and until such date shall, to the extent stated in the Notice of Termination, do such work (and be compensated only for such work) as may be necessary as determined by the Contract Administrator to preserve the work in progress and to protect materials, buildings, and equipment.

5.14.3.2 In the event of termination by WEST TEXAS A&M UNIVERSITY, WEST TEXAS A&M UNIVERSITY shall pay the Contractor for all work satisfactorily performed up to the effective date of termination or reduction in the scope of work, in accordance with the prices included in Contractor's bid less all partial payments made on account prior to the effective date of termination or reduction in the scope of work.

5.14.3.3 Termination by the Contractor: If for any reason, the Contractor desires to terminate the contract, he may do so upon giving sixty (60) days written notice to WEST TEXAS A&M UNIVERSITY.

5.14.3.4 In the event of termination by the Contractor, the Contractor shall be governed by the terms and conditions, and shall perform the acts as outlined in the preceding section entitled "Implementation of Termination."

5.15 Substitutions: Substitutions are not permitted without the written approval of WEST TEXAS A&M UNIVERSITY.

5.16 Taxes: Purchases made for state uses are exempt from Texas State Sales Tax and Federal Excise Tax. An Excise Tax Exemption Certificate will be furnished upon written request to WEST TEXAS A&M UNIVERSITY.

5.17 Public Disclosure: No public disclosures or news releases pertaining to this RFP shall be made without prior written approval of WEST TEXAS A&M UNIVERSITY.

Section 6 Execution of Proposal
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By signature hereon, the respondent certifies that:

All statements and information prepared and submitted in the response to this RFP are current, complete and accurate. He/she has not given, offered to give, nor intends to give at anytime hereafter, any economic opportunity, future employment, gift, loan gratuity, special discount, trip, favor, or service to a public servant in connection with the submitted response. Failure to sign the Execution of Proposal or signing it with a false statement shall void the submitted offer or any resulting contracts.

Neither the proposer or the firm, corporation, partnership, or institution represented by the proposer or anyone acting for such firm, corporation, or institution has violated the antitrust laws of this State, codified in Section 15.01, et seq., Texas Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly the offer made to any competitor or any other person engaged in such line of business.

By signing this proposal, proposer certifies that if a Texas address is shown as the address of the proposer, proposer qualifies as a Texas Resident Bidder as defined in Rule 1 TAC 111.2.

Under Section 2155.004, Government Code, the contractor certifies that the individual or business entity named in this bid or contract is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate.

Under TGC, Title 5, Subtitle D, Section 231.006, Family Code (relating to child support), the individual or business entity named in this solicitation is eligible to receive the specified payment and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate. The response includes the names and Social Security Numbers of each person with a minimum of twenty-five percent (25%) ownership of the business entity submitting the response. Respondents that have pre-registered this information on the TBPC Centralized Master Bidders List have satisfied this requirement. If not pre-registered, provide the names and Social Security Number with the Execution of Proposal.

Respondent is in compliance with TGC, Title 6, Subtitle A, Section 618.001, relating to contracting with an executive of a state agency. If Section 618.001 applies, respondent shall provide the following information as an attachment to this response. Name of former executive, name of state agency, date of separation from state agency, position with respondent, and date of employment with respondent.

Respondent agrees that any payments due under this contract will be applied towards any debt, including but not limited to delinquent taxes and child support that is owed to the State of Texas.

Respondent represents and warrants that the individual signing this Execution of Proposal is authorized to sign this document on behalf of the respondent and to bind the respondent under any contract resulting from this proposal.

The contract pricing to be extended to all Texas A&M University System parts. Texas A&M University System parts are as follows:

Texas A&M University System Offices
Texas A&M University Health Science Center
Texas A&M University System - Baylor College of Dentistry
Prairie View A&M University
Tarleton State University
Texas A&M International University
Texas A&M University at Galveston
Texas A&M University - Commerce
Texas A&M University - Corpus Christi
Texas A&M University - Kingsville
Texas A&M University - Texarkana
West Texas A&M University
Texas Agricultural Experiment Station
Texas Agricultural Extension Service
Texas Animal Damage Control Service
Texas Engineering Experiment Station
Texas Engineering Extension Service
Texas Forest Service

Manual signatures are required.**RESPONDENT (Company):** _____**SIGNATURE (INK):** _____**NAME (PRINTED):** _____**TITLE:** _____**DATE:** _____**STREET:** _____**CITY/STATE/ZIP:** _____**TELEPHONE AND FAX/SCMILE NO:** _____**TEXAS IDENTIFICATION NUMBER (TIN):** _____Check below if preference claimed under Texas Education Code Title 3 Subtitle A Chapter 51.941

- ☐ 1. Agricultural products produced or grown in TX

☐ 2. Agricultural products and services offered by Texas bidders

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS SECTION WITH THEIR PROPOSAL.
FAILURE TO DO SO WILL RESULT IN DISQUALIFICATION OF THE PROPOSAL.

Section 7

Company Information Questionnaire

The Respondent recognizes that in selecting a Vendor, WTAMU will rely, in part, on the answers provided in response to this Section 7. Accordingly, Respondent warrants to the best of its knowledge that all responses are true, correct and complete. WTAMU reserves the right to contact each and every reference listed in Section 8 and shall be free from any liability to respondent for conducting such inquiry.

7.0 Company Profile

Date _____ Founded _____

Corporate Name _____ Telephone () _____

Address _____ Contact _____

_____ Title _____

7.0.1 Agency (Lead Office) Information

	2004	2005	2006	Percent Change
Billings (U.S.)				
Number of Employees (U.S.) (lead offices)				

7.0.2 List Other U.S. Offices:

	2004	2005	2006	Percent Change
Billings (U.S.)				
Number of Employees (U.S.)				

If this agency is a subsidiary of, or affiliated with, another company or advertising agency, please discuss your relationship with the parent, affiliates and with other offices of your company, including use of resources for creative, research, media, integrated marketing, multicultural marketing, etc.

7.0.3 Key Officers in Agency (please provide the following information and brief biographies)

Name	Title	Areas of Expertise	Years with Firm	Previous Firm and Position

7.0.4 Largest Accounts/Percent of Total Office Billing

1. _____, _____ %
2. _____, _____ %
3. _____, _____ %

7.0.5 New Account Acquisitions (2006)

1. _____, _____ %
2. _____, _____ %
3. _____, _____ %

7.0.6 Account Losses (2006)

1. _____, _____ %
2. _____, _____ %
3. _____, _____ %

7.0.7 Number of Current Active Clients: _____

7.0.8 Approximate \$ Volume as Percent of 2006 Total

Consumer (any)	_____ %
Education	_____ %
Financial products/services	_____ %
Government sector	_____ %
Healthcare sector	_____ %
Industrial sector	_____ %
Not-for-profit	_____ %
Professional services	_____ %
Retail	_____ %
Technology	_____ %
Other (please specify)	_____ %

7.0.9 2006 Allocation of Payroll

Account services	_____ %
Broadcast production/traffic	_____ %
Creative services	_____ %
Direct response	_____ %
Internet communications	_____ %
Media (planning and buying)	_____ %
Print production/traffic	_____ %
Research and testing	_____ %
Web design	_____ %
Other integrated marketing	_____ %
Other (please specify)	_____ %

7.1 Projects

Describe two projects your agency has undertaken on behalf of clients that are similar in nature to projects that might be requested by West Texas A&M University. Please include dates, goals, budget, sample marketing/advertising materials and outcomes.

Attach separate documentation for each project.

Project # 1 _____

Project # 2 _____

7.2 Educational Institution Projects

Do you represent any other educational institutions? _____

If yes, please explain. _____

If you are awarded the WTAMU contract, would you consider representing another educational institution?

West Texas A&M University has available resources in marketing, strategic planning, creative services (copywriting, graphic design, photography, broadcast production, etc.), research, etc. Are you comfortable using West Texas A&M resources as part of the campaign implementation and management process?

Do you or have you worked with other non-profit or state agencies? Please list and include dates.

Please write a brief paragraph about your agency's philosophy about working with non-profit or state agencies?

7.3 Timetable

7.3.1 What is your proposed timetable for plan implementation should your company be awarded the WTAMU contract? Please provide a brief outline.

7.4 Compensation Rates

7.4.1 Please attach a rate sheet and/or narrative describing how your company assesses fees for its services.

7.5 Financial statement

7.5.1 State that you will provide a copy of your company's audited financial statements for the past two (2) years, if requested by WTAMU.

7.5.2 Provide a financial rating of your company and any documentation (such as a Dunn and Bradstreet Analysis) which indicated the financial stability of your company, if requested by WTAMU.

7.5.3 Is your company currently for sale or involved in any transaction to expend or to become acquired by another business entity? If yes, please explain the impact both in organizational and directional terms.

7.5.4 Provide any details of all past or pending litigation or claims filed against your company that would negatively impact your company's performance under an agreement with WTAMU.

7.5.5 Is your company currently in default on any loan agreement or financing agreement with any bank, financial institution, or other entity. If yes, specify date(s), details, circumstances, and prospects for resolution.

Section 8 References

List below other organizations (users of similar size and structure to WEST TEXAS A&M UNIVERSITY preferred) for which these or similar services have been provided:

List must include a contact name and current phone number.

Company Name _____

Address: _____

City, State, Zip code: _____

Contact Person: _____

Telephone Number: _____

Dates of Service: _____

Company Name _____

Address: _____

City, State, Zip code: _____

Contact Person: _____

Telephone Number: _____

Dates of Service: _____

Company Name: _____

Address: _____

City, State, Zip code: _____

Contact Person: _____

Telephone Number: _____

Dates of Service: _____

Section 9 Oral Presentation Requirements/Challenge

Agencies selected as semi-finalists in this RFP process will be required to make an oral presentation to the WTAMU evaluation committee per this description:

West Texas A&M University's brand is described by area high school students as "cheap" and "accessible." Such an image is not acceptable. West Texas A&M administrators have expressed their intent to develop a brand that positions the institution as a **"progressive university that provides a superior academic experience in an engaging, student-centered environment supported by a pioneering spirit that fosters critical thinking and social responsibility."**

The following slogans have been suggested:

Where Success Begins
Vision, Discovery, Leadership
Discover Your Future
Experience the New West
Dream. Seek. Succeed.
Believe and Achieve
Student Centered. Academically Engaged. Socially Responsible.

Select one of the slogans listed or come up with a tagline of your own for the University (any ideas presented may become the property of WTAMU whether or not the presenting agency is awarded the WTAMU contract).

The Challenge

Using your selected slogan and targeting high school students in the Amarillo and Lubbock areas, present a plan to reach the targets through an integrated marketing communications approach. The campaign will be measured, in part, by the number of inquiries received by the Office of Admissions.

- Develop a branding/positioning strategy for WTAMU in the designated regions. Explain your positioning decisions and demonstrate how that positioning could be applied.
- What theme lines, messages and/or creative approaches would you consider in support of the positioning and strategic concepts?
- What specific media would you employ and what role would they play to elicit interest in and response to the message? Discuss the role of the University's website, traditional advertising media, promotion and event marketing, direct response marketing and "new and emerging" media.
- What research would you use to test/measure the effectiveness of your message and strategies?

Please cover both message and media in your presentation. Rough cuts and visualizations, concept boards, etc. are welcome.

Speculative work in the form of studio talent, special effects, etc. is not expected and should not be employed.

The presentation should last no more than 45 minutes. An additional 30 minutes will be provided for questions from the evaluation team.

Section 10 HUB Subcontracting Plan



**Historically Underutilized Business (HUB)
Subcontracting Plan**

Information

In accordance with Texas Government Code (TGC) §2161.252 and Texas Administrative Code (TAC) Title 1, Part 5, Chapter 111, Subchapter B, Rule §111.14, each state agency (including institutions of higher education) as defined by TGC §2151.002 that considers entering into a contract with an expected value of \$100,000 or more shall, before the agency solicits bids, proposals, offers, or other applicable expressions of interest, determine whether subcontracting opportunities are probable under the contract.

If subcontracting opportunities are probable, each state agency's invitation for bids or other purchase solicitation documents for construction, professional services, other services, and commodities with an expected value of \$100,000 or more shall state that probability and require a HUB Subcontracting Plan (HSP).

In accordance with Texas Government Code, §2161.181 and §2161.182, each state agency shall make a good faith effort to increase the contract awards for the purchase of goods or services to HUBs based on rules adopted by the Commission to implement the disparity study described by TGC §2161.002(c).

The purpose of the HUB Program is to promote equal business opportunities for economically disadvantaged persons (as defined by TGC §2161) to contract with the State of Texas in accordance with the goals specified in the State of Texas Disparity Study. The HUB goals per TAC §111.13 are: **11.9% for heavy construction other than building contracts; 26.1% for all building construction, including general contractors and operative builders contracts; 57.2% for all special trade construction contracts; 20% for professional services contracts; 33% for all other services contracts; and 12.6% for commodities contracts.**

***IF YOUR RESPONSE TO THIS SOLICITATION DOES NOT CONTAIN A HUB SUBCONTRACTING PLAN,
YOUR RESPONSE SHALL BE REJECTED AS A MATERIAL FAILURE TO
COMPLY WITH THE ADVERTISED SPECIFICATIONS.***

Instructions for completion of the HUB Subcontracting Plan can be found at the following Web Site:

<http://www.tbpc.state.tx.us/communities/procurement/prog/hub/hub-subcontracting-plan>

Instructions are available in the following format:

Windows Media Version (2.9 mb download)

Macromedia Flash version (1.8 mb download)

Video Transcript (.txt file) (43k download)