



DEPAUL UNIVERSITY

Office of the Secretary

Request for Proposals

DePaul Information Directory



Request for Proposal Issue Date

Date: October 17, 2008

Proposal Submittal Due Date

Date: November 21, 2008

Time: 5:00PM CST

DePaul University Contact:

Mark Robinson
Internal Information Infrastructure Coordinator
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II. Summary

DePaul University (the “University”) is requesting proposals from qualified companies (“Companies”) to provide a printed information directory, at no (or minimal) cost to the University. Companies may accomplish this through selling of advertisements targeted at the University community or other methods with the approval of the University. Additionally, the University seeks an agreement where any advertisements sold are part of a profit sharing arrangement.

The intent of this Request for Proposal (RFP) and the ensuing process is to identify the Company that can offer the highest quality of service and support to the University. The process is also intended to provide Companies with the information, requirements, and specifications necessary for the preparation of a professional and comprehensive proposal.

Selection of the successful Company will be based upon a variety of factors such as, but not limited to:

- Ability to offer a superior product and service meeting the university’s needs
- Reliability and quality of customer service
- Ability to meet strict deadlines
- Lowest pricing and/or best mix of price and financial incentives
- Quality of references
- Ability to finance printing costs via advertisement sales

- Dedication to DePaul's educational mission

Proposals must be received, by the business contact, before November 7, 2008, 5:00PM CST:

Business Contact:

Mail to:

DePaul University
Attn: Procurement Services
1 E. Jackson Blvd.
Chicago, IL 60604-2287

Deliver to:

DePaul University
Attn: Abraham Reising, 19th Floor
55 East Jackson Blvd.
Chicago, IL 60604

Functional Contact:

Mail to:

DePaul University
Attn: Office of the Secretary
1 East Jackson Blvd
Chicago, IL 60604-2287

Deliver to:

DePaul University
Attn: Mark Robinson, Suite 850
55 East Jackson Blvd.
Chicago, IL 60604

III. General Information

A. University Background

Founded in 1898, DePaul University is a private institution of higher education located in the heart of the City of Chicago as well as on four other campuses in Illinois. The university derives its title and fundamental mission from Saint Vincent de Paul, the founder of the Congregation of the Mission, a religious community whose members, Vincentians, established and continues to sponsor DePaul.

With over 23,000 enrolled students, over 3,000 faculty and staff, and an alumni community of over 120,000, DePaul nurtures a growing and influential network that enables students, faculty, staff, alumni and friends to advance personally, professionally and intellectually. This vibrant network of people and programs creates lifelong benefits for all. It is the largest Catholic university in the nation and the 10th largest private university in the United States. DePaul University thrives on being innovative, diverse, connected to the community, pragmatic, a risk taker and a representation of good values.

IV. Current Situation

Each year, the Office of the Secretary of DePaul University publishes an information directory called the DePaul Information Directory (DID) that lists the directory information of faculty, staff, departments, programs, centers, institutes, colleges, schools, and divisions. It is comprised of 17 sections entitled: 1) Numbers to Remember, 2) About DePaul, 3) Campus Maps, 4)

Building Locations, 5) Department Locations, 6) Saint Vincent de Paul, 7) Vincentians at DePaul, 8) Executive Officers, 9) Administrative Officers, 10) Academic Officers, 11) Organizational Charts, 12) How-to Manual, 13) Faculty/Staff Phone Numbers, 14) Retirees, 15) Department Phone Numbers, 16) Function Index, 17) Advertising. It should be noted that DePaul reserves the right to sell advertising to the university's preferred vendors. All ads sold to university preferred vendors are published precede all ads procured by the publisher. The book is approximately 175 pages long.

The size of the book is approximately 8-3/8 inches by 10-7/8 inches and printed with a four-color cover (CMYK) of ten point-coated stock (C1S). All pages with advertising shall be printed on blue paper. The directory shall be perfect bound. Ads are displayed on the inside front cover, inside back cover, and back cover, and appear after the preferred vendor ad section of the book. Between 6,500 and 7,000 are printed and distributed each year to students living on campus, faculty and staff.

We have been working with our current vendor for the past three years. The vendor pays for all production costs by selling advertising, and offers the university a guaranteed minimum profit sharing of \$6,000. The vendor also pays for the delivery of the directory to two mutually agreed upon areas. They offer us right of refusal of any ad at any time during the production process. The university also reserves a special section to sell advertising to its preferred vendors. This advertising section precedes ads sold by the vendor.

The university submits all artwork as a print quality PDF file to the vendor via FTP. We submit cover art by mid-July and a file for the book by mid-August. The vendor delivers the books by the first week of September to ensure a guaranteed 15 September delivery deadline.

V. Proposal Process and Content Requirements

Proposals will consist of several sections of relevant information. An original and five (5) copies of the complete proposal are required. The original must be clearly marked and contain original signatures and must be easily reproducible on a standard copying machine. Failure to clearly mark the original and provide original signatures may result in a proposal being found non-responsive and given no consideration.

All respondents are encouraged to be creative and innovative to responding to this RFP. Please discuss any creative products, services, pricing, and sponsorship programs you can provide. Describe alternate approaches to the requested services where feasible or additional services offered or recommended, which may not be specifically requested but of benefit to the University. The University reserves the right to consider other ideas and solutions, or only a restricted subset of this document.

Proposal Terms: The proposals submitted must remain in effect for a minimum period of ninety (90) days after the closing date to allow time for evaluation, approval and award of the contract. All information provided will be kept confidential. Please review the attached Terms and Conditions referenced below in Section VII.

Proposal Format: A proposing Company **must** follow the instructions for preparing the proposal in the prescribed format. For the original proposal and the five (5) copies, section tabs must be produced using 8.5" x 11" paper, with the responses following the same order of the RFP. Each question in the RFP should be repeated with the Company response following.

In addition to point-by-point responses, you may include descriptive literature if you make reference to specific contents. In reviewing the proposals, university personnel will not search through general literature.

Content: A Provider's proposal must fully address the following content:

Section 1 - Cover Letter: (One page preferred.) The letter should designate the proposing Company, the name and address of the representative through whom any negotiations would be conducted, and be signed and dated by an authorized representative of the Provider. No pricing information should be included in this section.

Section 2 - Table of Contents: (One page preferred.) The table of contents should follow the RFP format.

Section 3 - Company Profile: (Three page maximum preferred.) Please respond to the following sections:

- *Overview* - General overview of the organization, customer service philosophy, and identification of the primary office that the University will be assigned.
- *Experience* - Describe your company's direct experience in servicing not-for-profit educational sector clients, especially as it relates to production of university telephone books as well as the advertising sales.
- *Relationship Management* - Identify the size and scope of your not-for-profit / higher education unit, offices responsible for the University's accounts, what each person's role and responsibilities will be, and the relevant credentials and experience of each person on the relationship management team. Please be specific with regards to account relationship elements such as expected account review frequency and advertising sales/volume reports to be provided to the University.

Section 4 - References: (One page preferred.) Please provide three (3) references that are of similar size and scope of service utilization as the University, preferably other Catholic, private, or large universities. Provide one (1) reference of a former client that is no longer utilizing your services. Include the following information for each reference:

- Contact Name & Title
- Name of Customer
- Address

- Telephone Number
- Fax Number
- Number of Years as Customer
- Services Utilized

Section 5 - Printing: Please respond to the following sections:

- *Printing Process* - General overview of the printing process. Will printing be done internally or outsourced? If outsourced, list contact information for all outsourced printing companies to be used. Include the following information for each outsourced vendor:
 - Contact Name & Title
 - Name of Vendor
 - Address
 - Telephone Number
 - Fax Number
 - Number of Years Used
 - Printing Services Utilized
- *Printing Equipment* - Provide detail on the type of printing equipment to be used.
- *Printing Timeline* - Provide detail on printing turn around times, especially as it relates to the interval of time from the receipt of electronic files to the delivery of the printed directory.

Section 6 - University Submission of Directory Information: Please detail the process by which the University will submit directory information. Inform us of any standard production schedule you require your clients to adhere to. Please also let us know any requirements your company may have regarding file formats as well as delivery methods (i.e., FTP, snail mail).

Section 7 - Advertisement Solicitation and Timeline: Please detail your strategy for soliciting directory advertisements on and around the University campus as well as your advertising review process. Let us know of how you plan to conduct your advertising campaign to support any and all of the university's deadlines.

[We are only sending this to vendors who will sell advertising correct (eg not vendor like Staples who will print it, but charge us for that cost)? If that's not correct, we should add some questions somewhere about costs that the university might incur. Actually we should include a cost question anyways in case there is anything we might incur (eg shipping fees, design fees, etc)]

Section 8 - Portfolio: Please provide a minimum of three (3) directories the company has created from schools with a similar size and scope of service utilization as the

University, preferably other Catholic, private, or large universities. Final printed copies of these directories should be included at the end of your response package.

Section 10 - Profit Sharing: Please provide a description of the profit sharing plan provided by your company. Please let us know the minimum amount the university can expect to receive.

Section 11 – Costs/Fees: Please provide detailed information on any cost or fee that will be incurred by the University for the creation, printing and distribution of the information directory (e.g. shipping fees, design fees, etc).

Section 12 - Additional Comments: If you would like to include additional comments that you feel would be beneficial, provide these on one page titled “Additional Comments.”

VI. Evaluation of Proposals and Negotiations

All proposals submitted will be reviewed by an evaluation panel consisting of DePaul University employees. At the completion of the proposal review, the panel may elect to invite the top scoring Companies to make presentations to the evaluation panel in University offices at DePaul, at no cost to the University.

Based on the presentations and offers, the panel will select the proposal which best fulfills the University’s requirements. The University will negotiate with the winning Provider to determine final pricing and contract form. There will be no public opening and reading of bids. Overall responsiveness to the Request for Proposals is an important factor in the evaluation process.

Proposals will be evaluated on the basis of:

- Ability to offer a superior product and service meeting the university’s needs
- Reliability and quality of customer service
- Ability to meet strict deadlines
- Lowest pricing and/or best mix of price and financial incentives
- Quality of references
- Ability to finance printing costs via advertisement sales
- Dedication to DePaul’s educational mission

Following is the detailed schedule of events for this RFP. The University reserves the right to modify the below schedule.

Activity	Date(s)
Request for Proposal issued	October 16, 2008
Question and answer period ¹	October 17 – November 20, 2008
Proposals due	November 21, 2008

Evaluation and Vendor Meetings
Contract Negotiations and Award
Contract Commencement

Late December, 2008
Late January, 2009
Early February, 2009

¹ All questions asked by Companies (as well as answers) will be shared with other Bidders.

VII. Terms and Conditions

The following terms and conditions govern the submission and evaluation of proposals and the award of a contract. Companies are requested to carefully review the terms and conditions of this RFP, as in some form they will become part of any subsequent agreement and award. The terms and conditions herein are not exclusive, and the terms and conditions of the final contract will include but are not limited to the terms and conditions of this RFP.

- 1. Proposal Inquiry:** All questions and inquiries regarding this document should be submitted via email to the University contact listed on the first page of this document. Questions regarding this RFP should be submitted as they occur. Questions asked after the deadline shown in the schedule in Section VI will not be answered.

Companies may not communicate with University staff regarding this RFP other than the University contact. Doing so may result in immediate rejection of that Company from the process.

- 2. Proposal Submission:** Proposals must be sent in the format outlined in Section V. The responses must be received by the due date/time stated in Section VI. Fax or Telephone Proposals will not be accepted. Proposals submitted must be sent to the address listed in section II.
- 3. Proposal Review/Rejection:** The University reserves the right to reject any or all proposals received, or any part thereof without penalty, to request clarification of any proposal, to waive informalities or irregularities and to award a contract not based solely on the lowest cost but based on an offer which, in the sole opinion of the University, best fulfills or exceeds the requirements of this RFP and is deemed in the best interest of the University. Firms whose proposals are not accepted shall be notified after a binding contractual agreement between the University and the selected bidder exists or after the University has rejected all proposals.
- 4. Effective Period of Proposals:** The proposals submitted must remain in effect for a minimum period of ninety (90) days after the closing date to allow time for evaluation, approval and award of the contract.
- 5. Withdrawal/Modification of Proposals:** A proposal shall not be modified, withdrawn or canceled by the bidder for a period of ninety (90) days following the date and time assigned for the receipt of proposals. Prior to the time and date assigned for receipt, proposals submitted early shall be modified or withdrawn only by written notice to the University.

6. **Contract Termination for Cause:** The University may terminate any resulting contract for cause if the contractor fails to cure any default within thirty (30) days after having received written notice of said default from the University.
7. **Contract Assignment or Subcontract:** The resulting contract shall not be assigned, transferred, or sublet in whole or in part without the prior written approval of the University.
8. **License:** The resulting contract will not grant the contractor a license or other right to duplicate or use any mark, image or intellectual property of the University in any manner other than as may be expressly approved in writing in connection with the performance of the contract.
9. **Compliance with Laws and Regulations:** The contractor shall keep fully informed of and shall faithfully observe all laws, national and state, and all ordinances and regulations affecting responsibility to the University, or affecting the rights of contractor's employees, and the contractor shall defend and indemnify the University, its officers, and agents against any claims of liability arising from or based on any violation thereof.
10. **OSHA Compliance:** All items to be furnished hereunder shall meet all applicable State and Federal requirements of the Occupational Safety and Health Act. All alleged violations and deviations from said state and federal regulations or standards of the items or services to be furnished hereunder, must be set forth on the proposed requirements and criteria in the proposal response. Or, if at any later date the items or services contained herein shall not meet all applicable state and federal requirements after the Company is awarded the contract hereunder, the Company must notify the University's Director of Procurement Services immediately by registered mail.
11. **Indemnity Agreement:** The contractor shall agree to defend, indemnify and hold the University and Trustees, Officers, and employees of the University harmless from and against all claims, actions, liability, loss, damage or expense, including reasonable attorney's fees, which the University may incur or sustain by reason of the negligence of the contractor and/or its failure to perform and comply with the terms and conditions of any contract resulting from this RFP. Further, the University assumes no liability for any loss or damage to the property of the contractor, or for personal injuries, illness, disabilities or deaths the contractor, contractor's employees and any other person subject to the contractor's control, or any other person including members of the general public, unless caused by the negligence of the University.
12. **Insurance Requirement:** The contractor shall cause a Certificate of Insurance to be issued naming the University as an additional insured. The Certificate of Insurance must be received and approved before commencement of operations. The contractor must maintain the insurance for the duration of the project or the term for which the

services will be rendered. The certificate must evidence coverage as required by the University.

- 13. Equal Employment Opportunity Requirements:** The contractor shall not discriminate against any employee or applicant for employment because of race, color, ethnicity, religion, sex, sexual orientation, national origin, age, marital status, physical or mental disability, parental status, housing status, source of income or military status, or any other group protected by law, including federal, state, and local equal employment opportunity laws.
- 14. Taxes:** Contractor shall pay all taxes, assessments or license fees which arise out of the conduct of this program and charge and collect all applicable sales, use and excise taxes which may be imposed upon the sale of products from vending machines.
- 15. Requested Information:** The University will not pay for any information requested herein, nor is it liable for any costs incurred by the participant in responding to this request. All proposals submitted become the property of the University; they will not be returned.
- 16. Binding Information:** None of the information released either verbally or in writing shall be deemed binding to the University in any manner.
- 17. Participants Terms:** The University will not enter into any agreement or execute any contract or affix signature to any document from a participant whose terms, written or verbal, require the University to waive all conditions or requirements negotiated, provided for in this document, our purchase order, or by mutual consent. Any document containing a clause or clauses that serve to supersede all other documents attached to this transaction may be rejected.
- 18. Contracting:** Your response to this RFP constitutes an offer to do business with DePaul University under (at a minimum) the terms, conditions and pricing collectively gathered by this process. In the event a contract is awarded, the University, at its option, may incorporate all or parts of your response in that contract. Any or all answers and information contained within your proposal shall become part of the final agreement between you and the University.
- 19. Signatures:** All proposals or offers must be signed by a duly appointed officer or agent of your company.
- 20. Additional Provisions:** Notwithstanding any other provision of this Request for Proposal, the University expressly reserves the right to:
 - a. Conduct discussions with any or all participants for the purpose of clarification of proposals;
 - b. Waive, or decline to waive, any insignificant defect or informality in any proposal or proposal procedures;

- c.** Accept, reject, or negotiate the terms of any proposal, or any parts thereof, for the purpose of obtaining the best and final offer;
- d.** Reissue a Request for Proposal;
- e.** Cancel this Request for Proposal;
- f.** Select the finalist(s) based on the University's analysis and evaluation of proposals submitted. The University reserves the right to request presentations of proposals if the University feels further information is appropriate to the decision-making process;
- g.** Negotiate with any or all of the participant's representatives for the purpose of obtaining best and final offers. However, proposals will be evaluated on the assumption that the proposed costs/revenues are your most favorable.

APPENDIX A
NON-COLLUSIVE CERTIFICATE

By submission of this document, each person signing certifies, and in the case of a joint submittal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief:

1. The content of this request has been arrived at independently without collusion, consultation, communications, or agreement for the purpose of restricting competition as to any matter relating to service or cost with any other contractor(s) or with any competitor;
2. No attempt has been made or will be made by Contractor to include any other person, partnership or corporation to submit or not to submit a response for the purpose of restricting competition and;
3. No employee, agent or consultant of DePaul University has received or will receive any payment or any other form of compensation from Contractor as a result of award of an agreement or promise of award to Contractor.

Authorized Name: _____

Authorized Signature: _____

Title: _____

Company: _____

Date: _____