



EAST CENTRAL UNIVERSITY

Request for Proposal
for
ECU Student Recruitment Outreach Plan and Media
Buying Implementation
RFP 23-001

**East Central University
Purchasing Department
1100 E. 14th Street, PMB W8, Ada, OK 74820-6915**

Solicitation Date: Monday, August 1, 2022
Question Deadline: Wednesday, August 19, 2022 at 10:00AM Central Time
Proposal Due by: Monday, August 29, 2022 at 3:00PM Central Time

A copy of this RFQ may be obtained at: <https://myecu.ecok.edu/ics/>
Dates are subject to change. All changes will be reflected in Addenda that will be issued if necessary and posted on <https://myecu.ecok.edu/ics/>

Buyer: Chandra Miller Email: chalmil@ecok.edu , ecupurchasing@ecok.edu
Back-up Buyer: Weston Blaine Email: wblaine@ecok.edu

Office hours for receiving proposals are Monday - Thursday, 8:00 AM through 5:00 PM, Central Daylight/Standard Time. Respondents shall submit proposals via mail, courier, or hand delivery to arrive prior to the closing time set for receipt of offers, as determined by the clock at the office of East Central University Purchasing Director. The Proposer (not the carrier/mail service/other or ECU) is solely responsible for ensuring that the documentation is received.



EAST CENTRAL UNIVERSITY

Request for Proposal

NOTICE TO BIDDERS

Bidders are not to contact the East Central University's using department directly, in person, by telephone or email concerning this RFP. Failure to adhere may result in disqualification of bid.

Bids shall be enclosed in a sealed envelope plainly marked and addressed as follows:

- -Name and address of the bidder shall appear in the upper left-hand corner of the envelope.
- -The lower left-hand corner of the envelope shall be marked: **RFP 23-003 ECU Student Recruitment Outreach Plan and Media Buying Implementation**
- -Received bids will be opened and read aloud at the East Central University Purchasing Office, Room 164 of the Charles F. Stanley Administration Building located at 1100 E. 14th Street @ 3:00 P.M. CST, August 29, 2022.
- Proposals received after the due date and time will not be considered.
- All timely bid proposals will be publicly opened, recorded, and evaluated for recommendations to the Owner.
- No bids may be submitted, changed, or withdrawn after the time of the opening of the bids.
- All late bids will be unopened and becomes property of East Central University. It is the responsibility of the bidder to make sure their bid is received by the bid due date and time.
- East Central University reserves the right to reject any or all bids or to waive any formalities or irregularities in any bid, and to accept the bid or bids which seem most advantageous to the University.

The envelope shall be addressed to: East Central University
Attn: Chandra Miller
Purchasing Office
1100 E 14th St., PMB W8
Ada, OK 74820

ECU Student Recruitment Outreach Plan and Media Buying Implementation

1. PURPOSE AND INTENT

The purpose of this Request for Proposal (RFP) is to solicit sealed bid proposals from qualified marketing firms with expertise in higher education student recruitment, as well as marketing technology and data tracking, and analytics reporting.

The intent is to award a contract to the responsible bidder whose proposal, conforming to this RFP is most advantageous to East Central University, price and other factors considered. To provide media advertising by developing and implementing successful strategies to advance recruitment and enrollment efforts with strategic marketing goals.

The University however, reserves the right to separately procure individual requirements that are the subject of the awarded contract during the contract term, when it is deemed by the University' Vice President of Institutional Advance to be in the best interest of ECU.

East Central University's Standard Contract Terms and Conditions (17 pages) are part of the awarded contract. The University's Contract Terms and Conditions are in addition to the terms and conditions set forth in this RFP and should be read in conjunction with them.

2. PERFORMANCE EXPECTATION

Any resulting agreement may be measured at of the end of add/drop period of each respective semester beginning Spring 2023, Fall 2023. Continued Spring and Fall semesters may be measured at the discretion of the University for increase in new recruitment data.

3. OBJECTIVES

East Central University is accepting proposals for a contract from date of award through June 30, 2023 with four (4) optional one-year renewals through competitive negotiation for the purpose of developing and implementing a paid media plan to advance the strategic marketing goals for the University, herein after referred to as ECU or the University to:

- Create Awareness: about East Central University
- Educate: Potential students about programs
- Motivate: Families to visit website and/or campus

4. ANTICIPATED OUTCOMES

- 4.1 Increased number of qualified prospects that express interest in attending ECU including high school student at the sophomore, junior, senior and transfer levels;
- 4.2 Build a pipeline of parents of prospects who express an interest in ECU
Increasing the number of qualified applicants for admission

5. GENERAL INFORMATION

Mission

We educate and empower students to understand and transform our world.

Vision

We aspire to be first choice because of who we are.

Core Values

We are humble, kind, and generous, caring for our students and one another.

We go the extra mile to provide an exceptional experience for students and those we serve.

We are forward-thinking, adaptable, and open to new ideas.

We are committed to solving problems, whether our own or others.

About Us

East Central University, a four-year public institution of higher learning in Oklahoma is one of six regional institutions governed by the Regional University System of Oklahoma (RUSO) and coordinated along with 24 other Oklahoma public colleges and universities by the Oklahoma State Regents for Higher Education. The Regional University System of Oklahoma is the largest four-year university system in the state and 40% of all Oklahoma college graduates are from RUSO.

East Central University will be recognized both within the state and nation as Oklahoma's premier comprehensive student-centered regional university, offering outstanding academic programs and experiences for its students and contributing to the betterment of the region and beyond.

Established in 1909 today the campus consists of 40 buildings on 142.3 acres offering Bachelor of Science, Bachelor of Arts and Masters degrees. ECU has 422 full time faculty and staff, and is located in Ada, a city of 17,000, approximately 90 miles from Oklahoma City, 115 miles from Tulsa and 150 miles from Dallas.

Students can enroll in and attend ECU classes on campus in Ada and also in completely online courses as ECU is progressing rapidly expanding online learning opportunities.

East Central University is accredited by the Higher Learning Commission of the North Central Association of Colleges and Secondary Schools (NCA) and by the Oklahoma State Regents for Higher Education (OSRHE).

As an NCAA Division II level member school, East Central University athletics competes in the Great American Conference. Our 11 athletic teams are known as the Tigers.

ECU has had ten presidents during its history: Charles Briles, James Gordon, Adolph Linscheid, Charles Spencer, Stanley Wagner, Bill Cole, Richard Rafes, John Hargrave, Katricia Pierson, and Wendell Godwin. Distinguished alumni include four governors. Those serving Oklahoma were Robert S. Kerr, who is also noted for his career in the U.S. Senate, and George Nigh. Ernest McFarland, governor and U.S. Senator from Arizona, was a classmate of Kerr's. Several Chickasaw and Choctaw officials, including Chickasaw Nation Governor Bill Anoatubby, also graduated from the University.

East Central University is in compliance with Title VI and VII of the Civil Rights Act of 1964 (as amended), Executive Order 11246 (as amended), Title IX of the Education Amendments of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973 (as amended), the Americans With Disabilities Act Amendments Act of 2008, the Civil Rights Act of 1991, as amended, and other federal and state laws and does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, or status as a veteran in any of its policies, practices or procedures.

Website: www.ecok.edu

Address: 1100 E. 14th Street Phone: 580-332-8000
Ada, OK 74820

6. REQUIREMENT OF PROPOSAL

- 6.1 ECU is interested in receiving proposals from qualified firms with specific, demonstrated expertise in college and university recruitment resources and techniques for the purpose of developing and implementing a paid media plan to advance the strategic enrollment goals of the university.

The proposal should include the expected cost per thousand impressions rate for the digital elements of the campaign for expected third party vendors – in addition to the commission rate for placement.

- 6.2 The proposal should include:

- a suggested approach to developing multi-year strategies to expand the current market reach of the university into the population centers in Oklahoma and Northern Texas. The targets of this expansion would be first-time full-time freshman, transfer students and their families.
- Statement of Qualifications
- Completed and signed Pricing Proposal
- References

- 6.3. Interested bidders are encouraged to include in their bid the provision of services to adapt ECU-produced digital ads into the sizes and formats required by the various digital media providers. If interested in providing this service, please indicate the cost per hour for this task.

7. SCOPE OF SERVICE

- 7.1 In consultation with the selected firm, ECU's Communications and Marketing department will design and produce digital advertisements and video elements for the campaign.
- 7.2 A description of the proposed approach to the Scope of Service as described in this RFP including a preliminary analysis of the types of media that might yield the best results and an approach for developing and implementing an advertising campaign and for reporting the results to ECU.
- 7.3 Also, specifically describe what type of information and assistance that will be required from ECU.
- 7.4 A description of the relevant experience of the firm in creating and implementing advertising campaign. Details on experience with previous educational institutions or similar governmental clients should be included.
- 7.5 Indicate the cost of media plan development and the percentage of commission to be charged over and above any commission provided by the media entity. The price quoted will be inclusive of all out-of-pocket costs such as travel costs and any other expenses associated with this scope. Also indicate the expected cost per thousand impressions for the digital advertising elements of the campaign.
- 7.6 References. Provide at least three relevant references of individuals and/or organizations with whom the vendor has worked; provide a contact name, firm name, address, telephone, fax, and email addresses. Please include at least one higher education client (if applicable).
- 7.7 All marketing and communications must speak effectively to targeted audiences which include but not limited to: Prospective Students, Adult Learners age 25+, Current Students, ECU internal audience, Parents, High School Counselors and College Advisors, Employers, Community, Alumni, Local Industry,
- 7.8 Promote video ads to promote a curriculum consisting of more than 70 degrees options.
- 7.9 Creative concepts and messaging that will build on the established ECU brand.
- 7.10 Respondents should have working knowledge or experience with but not limit to the traditional and non-traditional media platforms including but not limited to television, radio, Google AdWords, Bing, Pandora radio, print publications, YouTube video advertising and social media advertising, outdoor advertising.
- 7.11 Respondents must have a working knowledge of the local market and must be able to place media buy based on industry standard ratings surveys and software in central and southeastern Oklahoma, northern Texas and Southwest Arkansas Market Area.

7.12 Presently ECU is not requiring photography as a deliverable. Respondent have photographic talent available at its disposal should ECU need to arrange necessary photo shoots and prove a cost estimate for photography services as part of the contract. Include managing photoshoot, and the university copyrights to photos taken.

7.13 The successful offer(s) will provide the ECU with advertising strategies, market research and a strategic media buy. In addition to recommending the appropriate mix of digital advertising platforms, the vendor is responsible for executing the ad placements, issuing payment to the advertising vendors and tracking the success of the campaign.

7.14 Target Audience Characteristics

The primary target audiences:

- Oklahoma students in 9th - 12th grade.
- Parents of Oklahoma students in 12th grade.
- Counties: Cleveland County, Coal County, Garvin County, Hughes County, McClain County, Murray County, Okfuskee County, Oklahoma County, Pittsburg County, Pontotoc County, Pottawatomie County, Seminole County are our primary Targets
- Secondary Counties: all other Oklahoma counties and northern Texas.
- High school teachers and counselors, especially those who work with seniors.
- Adults with influence in 12th grade students' lives (e.g. extended family; tribal, community and faith-based leaders; coaches; youth organization leaders; mentors and tutors).

7.15 Specific Services, Products and Deliverables

Listed below are specific services, products and deliverables the selected vendor(s) may be requested to provide.

7.15.1 Digital Media Buy. Develop, execute and monitor a statewide, paid-media schedule utilizing the most effective combination of digital advertising platforms. Timing and placement of media should be designed to engage our targeted audiences and best meet the campaign goals and objectives as stated in section 1.2.

7.15.2 Reports. Successful offer(s) will provide periodic recaps and analysis reports of all paid media, including a comprehensive performance analysis at the conclusion of the advertising flight. The reports will include target audiences reached, number of times media was placed, bonus/value added, etc. These reports will be provided upon request in a timely manner.

7.15.3 Other Services. Other advertising/media buy/marketing support not mentioned above may be required to meet specified awareness and outreach goals and objectives. **Please provide a menu of services and hourly rates.**

7.15.4 Deadlines. It is expected that Year 1: the initial planning meeting will be held within 15 days of award. Market research, delivery plan, scheduled flight advertising, flight execution TBD.

Annually thereafter it is expected that the planning meeting will be held in May; that market research and a delivery plan will be finalized in June; and that advertising executions will occur beginning July unless otherwise determined by the University.

- 7.16 Retargeting
Successful contractor will work in conjunction with the current website to incorporate retargeting code, retargeting messaging and data.
- 7.17 Proposals must clearly specify direct marketing strategies, techniques, expertise.
- 7.18 Upon award of the contract, the Contractor will review the research material that will be provided by ECU and develop a paid media campaign strategy.
- 7.19 The Contractor will develop and present to ECU an advertising placement plan. It is expected that these plans may be adjusted as needed throughout the year.
- 7.20 In subsequent years, an annual plan will be developed by July 1, following the same pattern detailed.
- 7.21 The Contractor will provide evaluations and dashboard results to ECU every 30 days during a campaign.
- 7.22 Monthly meetings with appropriate ECU staff will be held as needed.
- 7.23 The Contractor will meet with appropriate ECU staff to understand past campaigns and marketing approaches.
- 7.24 Throughout the length of the contract, the Contractor will provide sufficient notice to the University regarding deadlines for advertising materials.
- 7.25 It is expected that the full range of advertising media will be considered, for placement including, but not limited to: display ads, digital advertising, print and broadcast, search engine optimization, and out of home media.
- 7.26 ECU and the contractor will share information throughout the year regarding campaign results.
- 7.27 It is expected that a majority of expenses on paid media (inclusive of all Contractor Charges) in FY2022-2023 will be for the Oklahoma Market with a minor focus on Northern Texas.