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**REQUEST FOR PROPOSALS #
2019-027 Branding & Marketing
Campaign Services for the Maine
Center for Graduate and
Professional Studies
Response Addendum # 1
October 30, 2018**

The University of Maine

CLARIFICATION

University of Maine
at Augusta

This addendum responds to initial questions submitted by respondents.

University of Maine
at Farmington

QUESTIONS

University of Maine
at Fort Kent

Q1: Please describe the desired relationship between the new brand identity and creative for the Maine Center and the system-level/individual university brands. Is this work intended to be completely separate from, or work within, an existing brand?

University of Maine
at Machias

A1: The Maine Center brand is a new brand that will incorporate existing brands.

University of Maine
at Presque Isle

Q2: What factors have led to the establishment of the Maine Center for Graduate and Professional Studies?

University of
Southern Maine

A2: There was a study funded by the Harold Alfond Foundation and conducted by the Tremonti Group to assess the higher education needs in Maine. Following the Tremonti Report the Alfond Foundation committed additional funding for a business plan to be developed, and later adopted by the University of Maine System Board of Trustees.

Q3: Is the Council satisfied with the research completed in Phase I (including marketing feasibility studies, stakeholder round tables, and other forms of research) – or are you interested in conducting additional research as part of this initiative?

A3: We are satisfied with research to date. Refinements to research will be considered.

Q4: Please outline key dates and timelines to be aware of. What is the intended launch date for the Center? What is the expected length of this engagement?

A4: We require that this work be initiated by January 1, 2019. The new University of Maine MBA degree program is scheduled for launch in the Fall of 2019. This 1 year contract has the option for a 3 year addition if MCV is pleased after the initial year.

Q5: Please describe in-house marketing/communications capabilities and resources (e.g., graphic designers, copy writers, web designers, social media specialists, etc.).

A5: There are no internal resources available for this project, other than in a coordinating role.

Q6: Please outline and prioritize target media markets and audiences for this initiative.

A6: Target audiences include potential students (in-state and out-of-state), employers and community members throughout the state of Maine.

Q7: How will success be measured for this engagement? Please outline any measurable, quantifiable goals.

A7: Key outcomes are successful brand identification and development, a marketing strategy and media plan.

Q8: Please outline expectations for preliminary website design. Is this a landing page, full website, etc. – and is implementation included? What are goals for the website?

A8: A website that incorporates brand and program identity, provides registration functionality for courses and events, and is complementary to the brand identities of the programs that make up the Maine Center.

Q9: Are bidders expected to outline costs for both phases of this project as outlined in the RFP?

A9: Yes.

Q10: Please provide a budget breakdown for the first and second phase of this initiative.

A10: The combined budget for both phases for 2019 is between \$200k-\$250k.

Q11: What is the anticipated annual media spend?

A11: This has not yet been determined and will be an outcome of Phase 1.

Q12: Is the institution open to a multi-year partnership to build out and implement these efforts?

A12: Yes.

Q13: We currently have an on-going relationship with a college in New York that has academic offerings that are similar to the Maine Center. Would this be considered a disqualifying conflict?

A13: No.

Q14: Does that the fact that we are not based in New England hurt our chances?

A14: No.

Q15: What research was conducted in the lead up to this branding initiative? Did the Center for Graduate and Professional Studies contract with an outside firm for this research? If so, which firm?

A15: In person & phone interviews, focus groups and subject targeted meetings with the local business community. MCV contracted with a local Branding and PR firm.

Q16: Is there currently a brand platform and/or a creative concept in place at the center or will that be created as a part of this work?

A16: Brand platforms and creative concepts are a part of the work that will be conducted.

Q17: Does the center feel any additional research is necessary, particularly as it relates to the logo and brand identity work?

A17: Yes.

Q18: Could you define more fully what you mean by “initial website design?”

A18: Design and launch a user friendly website that can be easily updated internally.

Q19: Do you have a CRM in place? Which one?

A19: No.

Q20: Is there an approved budget for this effort?

A20: Yes.

Q21: Will Maine-based firms be given any preference in the selection process?

A21: No.

Q22: Why is this RFP being conducted now?

A22: We are at a point in our program development that it is appropriate to begin this work.

Q23: Are there any specific dates for launch that have already been determined or are tied to other projects?

A23: We require that this work be initiated by January 1, 2019. The new University of Maine MBA program is scheduled to be launched in the Fall of 2019.

Q24: What is the expected groundbreaking date for the new building?

A24: There is no date set.

Q25: When will students begin enrollment in MCV vs. individual programs?

A25: Maine Center Ventures will not enroll students, but rather be a resource for both the programs in the Maine Center for Graduate and Professional Studies and the employer community in Maine. Beginning in the Fall of 2019 students will be enrolled into the first of the Maine Center for Graduate and Professional Studies programs, the University of Maine MBA program.

Q26: Who will be involved in the RFP decision making process?

A26: The Maine Center Ventures Team under the guidance of the University of Maine System Procurement team.

Q27: Who will be the day-to-day contact once the project starts?

A27: The Maine Center Ventures Project Coordinator

Q28: What are the priorities and what does success look like?

A28: Brand identification and creating a platform that explains the offerings of the Maine Center for Graduate and Professional Studies as well as the role of MCV.

Q29: What are the goals of this campaign—awareness? applicants? enrollment? community support?

A29: Awareness, community buy-in, and eventually applications and enrollment.

Q30: 1.1.3 and 1.1.4 There is a mismatch between the type of agency outlined in 1.1.3 and the scope of work in 1.1.4—the deliverables in Phase 1 are not what one would expect from a “media firm”. What does the ideal provider look like to you?

A30: A full service brand and marketing firm that is capable of conducting the media portion of this RFP or could contract with a firm that could complete that portion of the contract.

Q31: 1.1.4 ‘Preliminary website design’—what is the actual deliverable? Will the agency be executing the design or expected to partner with an existing development team?

A31: The agency will be executing the design.

Q32: What are the technology requirements for the website? Does it need to integrate into existing systems and if so, what are the details on that?

A32: Initial website designs will not need to be integrated into any existing systems. A basic website and social media platform will need to be developed.

Q33: 1.1.4 Phase 2 deliverables—what does execution of brand identity program elements include? Logo, signage, business cards, creation of ads, development of website, social media campaigns, printed marketing collateral?

A33: All of the above.

Q34: Is there a centralized marketing/printing group at U Maine that the branding would be executed by post-Phase 1?

A34: To be determined

Q35: How do you define “comprehensive message platform”? What type of deliverable are you envisioning?

A35: We are looking for the firm we hire to launch a cohesive branding and messaging campaign across all appropriate platforms.

Q36: Is the media to be focused on the creation of this center, or of a specific launch event or for ongoing marketing?

A36: Both the impending launch of the program as well as ongoing marketing.

Q37: What type of media must be in the media plan? Paid media, public relations or both?

A37: Both.

Q38: If this is a paid media campaign, is there a desired budget or timeframe (for example 3 months leading up to an enrollment deadline)?

A38: To be determined.

Q39: P. 31: There are two mentions of “metrics for program evaluation”? I don’t understand this? What are the goals and priorities that we would look for metrics to measure?

A39: See page 5 of RFP.

Q40: P. 31: Do you need a toll-free number set up for this project?

A40: No.

Q41: Have audience segments been defined in the research to date or is audience segmentation within the scope of the project?

A41: Audience segments have been identified.

Q42: We understand a strong compelling brand identity is the goal- do you have other specific KPI's we should be considering? (Such as, increase in applicants, increase in quality of applications, etc.)

A42: The desire is that the compelling brand identity will attract applicants.

Q43: How will this identity live next to existing school identities? Is a formal brand hierarchy part of the deliverable, and if so, would adjusting any of the schools' identities be within scope?

A43: The identity of the Maine Center must be complementary to the existing school identities. A hierarchy is desirable but will not include adjusting individual school identities.

Q44: The RFP references research done in Phase 1- do you have an executive summary of that research that we could reference? If not, can you send us a list of the studies that would be provided to us?

A44: The Tremonti Report, the original and revised business plans & the preliminary branding and marketing report can all be provided to the chosen firm.

Q45: We understand that preliminary website design is in Phase 1, can you expand on the scope? (a mock homepage? or a full taxonomy and wireframe?) Phase 2 includes "execution of roll out"- is website part of that roll out or is that handled separately?

A45: A preliminary website would include a full taxonomy and wireframe. Execution and roll-out includes delivery of website.

Q46: Can you elaborate on the various components you envision for the roll out in Phase 2?

A46: See page 5 of RFP.

Q47: Cost is 25% of the project evaluation, so agencies are incented to “go low” to win the business. That said, the plan that results from “going low” may not be what’s best to meet your goals.

A47: That is why cost is only weighted at 25% - allowing the MCV team to choose the firm that is best suited for their needs, not just the lowest bidder.

Q48: Are you able to provide a rough sense of what you are planning to spend on this campaign? Then we can build a plan that fits your budget and you can evaluate how much value you are getting for this cost.

A48: The combined budget for both phases for 2019 is between \$200k-\$250k.

Q49: Can companies from Outside USA can apply for this? Can we perform the tasks (related to RFP) outside USA?

A49: Yes

Q50: Would we need to come over there (USA) for meetings?

A50: The University would want any finalist presentations to be in person. Local companies would have a leg up in understanding the context of the university.

Q51: Can we submit the proposals via email?

A51: Yes, please refer to the RFP.

Q52: We currently have an on-going relationship with a college in New York that has academic offerings that are similar to the Maine Center. Would this be considered a disqualifying conflict?

A53: No

Q54: Does that the fact that we are not based in New England hurt our chances?

A54: No