



FLORIDA INTERNATIONAL UNIVERSITY

Purchasing Services
(305) 348-2161
FAX (305) 348-3600
November 29, 2010

RFP 01-005

**Development of Undergraduate Admissions Recruitment Pieces, Website Design, E-Mail
Templates, Virtual Tour and DVD**

ADDENDUM #1

Re: Responses to Vendor Inquiries (attached)

**VENDORS MUST ACKNOWLEDGE RECEIPT OF THIS ADDENDUM
BY SIGNING BELOW AND SUBMITTING THIS EXECUTED
DOCUMENT WITH YOUR RESPONSE. FAILURE TO EXECUTE AND
RETURN THIS ADDENDUM FORM WILL DISQUALIFY YOUR
FIRMS' RESPONSE.**

This Addendum shall become part of your firms' competitive solicitation response and the subsequent contract documents if applicable. This addendum document must be attached to your Solicitation Response. Failure to execute this document and return of same with your firms' competitive solicitation response will be grounds for immediate disqualification.

Company Name _____

Address _____

Telephone/Fax/Email _____

Signature _____

Form#PS008
CD04/03/07

RFP 01-005

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Addendum #1

1. For the printed materials, the type of information that may be included is described. Do you have specific pieces and specifications to be developed and printed in mind? Or are you looking for the vendor to make these recommendations?

Answer: We have left the RFP pretty generic to allow for flexibility and for creativity from vendors. We want vendors to draw from successful practices and current or unique trends in production and delivery of communication pieces.

2. If we provide a Fedex #, could we get copies of your current materials?

Answer: There will be an opportunity for vendors to review the printed material if desired. Please contact Purchasing Services at 305 348 2413 to set-up an appointment to view the documents before the deadline of December 6, 2010 by the end of the workday.

3. Is the campaign intended to recruit students entering in Fall 2012?

Answer: Yes, but primarily to yield already admitted students, and recruit current juniors in high school and transfer students.

4. Is there a budget for the scope of work outlined in the RFP?

Answer: Yes.

5. Has the university produced these deliverables in-house or with an outside agency in the past?

Answer: Both

6. When was the “Worlds Apart” branding image campaign developed for FIU? Can you elaborate on who developed the campaign, the results/impact it has achieved to date, etc.?

Answer: The Worlds Ahead branding was developed internally at the request of the university President in the spring of 2010. All marketing and communications messages have incorporated the brand pillars.

7. Does the FIU have an agency of record? If so, can you state name and length of relationship?

Answer: No

8. Given the comprehensive scope of the possible recruitment communication activities or components to be produced, is there a not-to-exceed budget that FIU has allocated for the project?

Answer: No

9. Do you require printing estimates for the pending print components? Since exact specifications are not known at this time, any print estimates would need to be preliminary. Please advise.

Answer: Production and printing costs estimates should be included with proposals. We are aware that printing figures are estimates and dependent on the creative design and delivery of deliverables.

10. What are the 2-3 key enrollment goals for FIU? Enrollment growth, application and inquiry student growth, diversity, international student growth, enrollment of high ability students. The RFP has a broad overview of the intent with the new communications. What are FIU's core metrics for evaluating the success of this new enrollment communications campaign?

Answer: Growth of applications, enrollment growth, quality of applicants and yield.

11. Can prospective firms gain access to samples of some of FIU's current recruitment communications (i.e. viewbook)?

Answer: There will be an opportunity for vendors to review the printed material if desired. Please contact Purchasing Services at 305 348 2413 to set-up an appointment to view the documents before the deadline of December 6, 2010 by the end of the workday.

12. What is the extent of FIU's current photo library in terms of images for use in the new communications? When was the last series of photo shoots completed?

Answer: Most recent photo shoot occurred in the 2010 year and produced several thousand new photos. Current library includes tens of thousands of photos.

13. Travel costs for projects of this nature are usually broken out separately and billed at net. How does the University wish to have travel expenses treated? Budgeted and billed separately or included within the overall "total project cost"?

Answer: All anticipated expenses should be included in the proposal per Section 1.4 tab 3. All other costs associated with the project will be negotiated with selected vendors.

14. Is there any flexibility with the timelines stated in the RFP? The final print materials are due in March 2011. Are ALL pieces due then or can they be on a staggered production schedule?

Answer: Stated timelines include staggered delivery dates. Vendors should refer to the calendar of events and delivery dates for key timelines.

15. Could the University's current undergraduate recruiting funnel (plan/diagram) be available for review to inform proposal preparation? If so, please also include conversion rates for each communication tool.

Answer: The University has a data base of over 175,000 prospective students, 22,000 inquiries, 19,000 applications (freshmen), 11,000 applications (transfers) and

enrolls about 4100 freshmen and over 6100 transfer students in the summer, fall and spring terms.

16. What publications (and quantities) are currently being used on an annual basis for the major pieces of the UG recruitment funnel for the primary target audiences and their influencers?

Answer: Between 30,000-40,000/year.

17. What universities are considered FIU's benchmarked institutions?

Answer:

- a. Current Peer Institutions- Criteria- Public, Part-time greater than 10%, Urban, Carnegie High Research or Very High Research with comparable levels of research expenditures and doctoral degree production
- b. George Mason University
- c. University of Louisville
- d. Georgia State University
- e. University of Houston – University Park
- f. Aspirational Peer Institutions (aspire and plan to be comparable to in the next 5 – 10 years) All aspirational peer institutions are urban, public research universities in the Carnegie Very High Research Classification
- g. Arizona State University
- h. Wayne State University
- i. University of Cincinnati
- j. University of New Mexico (Hispanic Serving Institution)

18. The University has provided desired completion dates for each of the major project components. What, if any, internal or external deadlines are propelling these time frames? For example, is the March timeframe for printed pieces needed for the spring Search season?

Answer: March deadline for printed pieces is primarily for converting this year's admitted students into enrollees for the summer and fall 2010 terms, but will be used for spring recruitment of juniors in high school. New communications cycle typically begins on July 1st.

19. What is the anticipated budget for all items outlined?

Answer: A range for each major activity would be helpful to identify potential project scope, but even an overall budget estimation would be appreciated. All projects are fully budgeted and funded.

20. Will the University provide preferential consideration for in-state partners compared to out-of-state providers? Are there any state mandated/recommended goals for keeping work in Florida?

Answer: No.

21. Who is the decision making individual or team at FIU that will be selecting a partner for this work?

Answer: The review committee includes faculty and staff from the provosts' office, undergraduate admissions and enrollment services.

22. In addition to a recruitment video, you have stated producing website templates email templates, and a virtual tour. Can you please describe or provide more information on these components?

Answer: All communications should include the same branding, including the website and all electronic communications. It is the university's desire to have all messaging look and feel identical. E-mail, the website and a virtual tour are essential communications tools for recruitment and building the inquiry, prospect and applicant pool.

23. What is the length of the recruitment video? 12-18 minutes but may be segmented for unique audiences. What is the length of the virtual tour video?

Answer: 45 minutes to an hour, but may vary depending on the style and presentation.

24. Do you have an allocated budget for this project?

Answer: Yes

25. What are the final deliverables for this project? (i.e. quantity of DVD's, etc)

Answer: The RFP is left somewhat broad to allow for the creative design of vendors and the use of the most effective means to recruit and reach prospective students. There should be printed pieces to reach stated markets and convey key university messages, as well as recommendations for electronic means to reach prospective students and other stakeholders.

26. What taping format is required? (i.e. high definition) ?

Answer: We typically use mpg format. Product must be available for use on website and in electronic mail.

27. We are located in Los Angeles, and it would be necessary for our key personnel to travel to the locations in Florida for the initial kick-off meeting and one time during the production. Can this be included in our cost proposal?

Answer: Yes.

28. How many copies of the proposal do you require? How many DVD demo samples of similar projects do you require?

Answer: Number of copies of the proposal is provided in the RFP. Please provide the number of samples that effectively demonstrate the creative strengths of the organization, and a show the academic, social and cultural dimensions of a university.

29. Is the "website" in the RFP a new website exclusively for recruitment or will it be new pages and sub pages on the Admissions section of the FIU website.

Answer: The current Undergraduate Admission website needs to be replaced to be consistent with newly developed publications. The website is used primarily for

recruitment and to funnel prospective students to the application and relevant enrollment services links. The website also contains university policies and procedures relevant to state and university enrollment policies. Vendor should expect to develop sub pages as well.

30. Can you send us demographic data for the FIU student population?

Answer: Undergraduate student enrollment at FIU is over 42,000 students, including more than 10,000 at the graduate level. 85% of the population commutes to the university and come from the four surrounding counties in south Florida. We are a Hispanic serving institution with over 70% of students with Hispanic background.

31. Can you send us FIU recruitment and admissions goals for 2011, 2012, 2013?

Answer: The University enrolls about 4,100 FTIC students and 6,100 transfers each year. The University expects to enroll 2,000 new students each of the next 10 years and grow to 50,000 by the year 2015, and 60,000 by the year 2020.

32. Can you send us FIU demographic objectives and targeted populations or areas?

Answer: The University is interested in building its international population and out of area enrollment numbers. Roughly 80% of students come from south Florida and the University continues to be interested in strengthening its enrollment of students from this area. Diversity and the enrollment of significant numbers of international students remains a key university objective.

33. Please send us additional information on the Worlds Ahead campaign.

Answer: FIU “Worlds Ahead” is dedicated to the men and women who are taking their knowledge, skills and opportunity and turning the impossible into the inevitable every day. “Worlds Ahead” means going beyond what is expected. Taking the opportunity you are given and doing something great with it. The words are as much a part of what you are today as what you aspire to be tomorrow. It is an attitude, one that commands us to think differently, exceed expectations and create new possibilities. Strategic planning is a delicate balance of embracing the best of an institution's identity, leveraging assets to adapt to the times, and making adjustments to prepare for the future. As Florida International University launches its Worlds Ahead strategic plan, it has much to build on, and much to build. In some areas FIU is already an acknowledged leader—worlds ahead. It is proud of its record of service to the diverse South Florida region. Each year FIU graduates more Hispanic students than any other university in the nation. In the past decade it has added two prestigious professional schools—a law school and a medical school—and has expanded its enrollment by 28 percent to accommodate population growth in the South Florida region. In the next five years, it plans to increase enrollment by an additional 25 percent. This striking increase will require FIU to rethink every aspect of its academic enterprise: its approaches to teaching, learning, and research; its student support services; and the size and configuration of its physical and technological infrastructure. As the institution grows, Florida International University has strengths that it can leverage to solidify its position as worlds ahead in key collaborative content areas. Its arts facilities and programs enrich campus life, enhance community involvement, and support its quest for excellence. Its cross-disciplinary strength in environmental fields positions the faculty to propose innovative solutions to local and global environmental problems. Its founding commitment to foster international understanding takes on new meaning as global networks of communication and trade foster unprecedented integration of economies,

societies, and cultures. The Robert Stempel College of Public Health and Social Work, the College of Nursing and Health Sciences, and the new Herbert Wertheim College of Medicine are the elements it needs to establish an academic health center that will facilitate interdisciplinary approaches to solving health care problems in the region and the nation. In strategic planning, FIU must also respond to some harsh realities. The financial crisis of 2007 had its strongest impact on regions—including South Florida—that had been experiencing the most explosive growth. As a public institution, Florida International University must act as a responsible steward of state resources. As the institution moves from a state-supported to state-assisted funding model, FIU must stabilize and diversify its funding base while ensuring a high-quality and cost-efficient campus environment. The strategic plan will provide FIU with guidelines to make the difficult choices that lie ahead.

34. Section 1.3 - What printed materials are the university wanting to be created or redesigned/rewritten?

Answer: Specifics about what printed pieces to develop were intentionally left out of the RFP to allow the vendors to use their creative expertise in this process. The hope is that vendors will derive approaches from their past successes and thorough research on the effective design and delivery of pieces to our target audience that yields results. Past examples have included a search piece, view book and envelopes. The search piece was a teaser piece that was made widely available to any student and typically used during recruitment travel. It included a reply card that when returned elevated a student to inquiry (hot lead) status in our minds. The view book was a somewhat larger piece with considerably more details about academic programs, students life and campus culture. The view book was typically reserved for inquiries and also distributed during on-campus programs.

35. Section 1.3.1 - Is there flexibility in the schedule to allow for time to conduct appropriate research that will inform creative development of the materials?

Answer: Any needed time for research should accompany a vendors proposal and fit within the calendar of events and the dates for deliverables (1.3.1). The committee can consider alternative dates depending on the recruitment piece, audience and mode of delivery.