



WESTERN MICHIGAN UNIVERSITY

REQUEST FOR PROPOSAL

WESTERN MICHIGAN UNIVERSITY MARKETING RESEARCH

Proposal Due Date: August 6, 2014

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1.0 Bidding Requirements

1. The respondent is responsible for all associated costs incurred in responding to this Request for Quote (RFP).
2. No part of this RFP will be considered proprietary. All pricing and documentation included with your proposal may become public information.
3. Western Michigan University reserves the right to reject any or all proposals received as a result of this RFP or to enter into an agreement with the contractor it determines is in the best interest of Western Michigan University. Western Michigan University also reserves the right to request clarification and/or further information from one or more respondents after closing without becoming obligated to offer the same opportunity to all respondents.
4. The Bidder shall make written request to Purchasing for interpretation or correction of any ambiguity, inconsistency, or error in the Bid Documents which are discovered. Only a written interpretation or correction by Addendum shall be binding. No Explanations or interpretations requested or made orally will be considered binding. No questions will be answered after **5:00 p.m. July 29, 2014**. All requirements for interpretation shall be submitted to:

Mailing Address:

Tom Ramsdell
Purchasing
Western Michigan University
1903 West Michigan Avenue
Kalamazoo, Michigan 49008-5342

Physical Address:

Tom Ramsdell
Purchasing
Western Michigan University
1201 Oliver St.
Kalamazoo, Michigan 49008-5342

Fax: (269)387-8824

Email: thomas.ramsdell@wmich.edu

5. Western Michigan University will not respond to requests received after this date. No other representative of the University is to be contacted regarding this RFP unless otherwise indicated. These regulations are intended to protect the integrity of the project and to provide equitable treatment of all vendors.
6. Two sealed hard copies of your response to this RFP must be in the office of the University Purchasing Department, 1903 West Michigan Kalamazoo, MI 49008-5342, no later than **5:00 p.m., August 6, 2014**. Proposals via fax or e-mail will not be accepted.
7. All proposals are to be in a sealed envelope or package and clearly marked “WMU Marketing Research”. Proposals will not be opened in public session.
8. Proposal documents must be completed in accordance with the requirements of the request for proposal specifications and no amendment or change to proposals will be accepted after the closing date and time.
9. Any omission in the proposal of any provision herein described shall not be construed to relieve the vendor of any responsibility necessary to the complete and satisfactory delivery, operation and support of any and all services.

10. Respondents are expected to review and if appropriate sign the enclosed Certificate of Compliance with EEOC/Affirmative Action form and return it with their proposal response.
11. All bids must be submitted, on the proposal forms as indicated as part of the Bidding Documents and in accordance with the Instructions to Bidders.
12. A bid is invalid if it has not been deposited at the designated location prior to the time and date for Receipt of Bids indicated in the Bid Documents, or prior to any extension thereof issued by Addendum to the Bidders. Bids received after the time and date for Receipt of Bids will be unopened.
13. No Bidder shall modify, withdraw, or cancel a bid or any part thereof for 30 days after the time designated for the Receipt of Bids.
14. Prior to the Receipt of Bids, Addenda will be mailed or delivered to each person or firm recorded by the University as having received the Bidding Documents and will be available for inspection wherever the Bidding Documents are kept available for that purpose. Each Bidder shall ascertain prior to submitting a Bid that he/she has received all Addenda issued and shall acknowledge their receipt in their Bid.
15. All Bids must be signed as follows:
 1. Corporations: Signature of official shall be accompanied by a certified copy of the resolution of the Board of Directors authorizing the signing to bind the corporation.
 2. Partnerships: Signature of one partner shall be accompanied by a certified copy of the Power Of Attorney authorizing the individual signing to bind all partners. If a certified copy of the Partnership's Certificate submitted with the Bid Indicates that all partners have signed, no authorization is required.
 3. Bids submitted by Joint Ventures shall be signed by one of the Joint Ventures and shall be accompanied by a certified copy of the Power of Attorney authorizing the individual signing to bind all the Joint Ventures. If a certified copy of the Joint Venture's certificate submitted with the Bid indicates that all Joint Ventures have signed, no authorization is required.
 4. Individual signing on own behalf: No authorization is required.
 5. Individual signing on behalf of another: Power of Attorney or comparable evidence of authority shall accompany Bid.
16. Unauthorized conditions, limitations, or provisions attached to the Bid will be cause for rejection of the Bid. If alterations by erasure or interlineations are made for any reason, explain every such erasure or interlineations with a signed statement from the Bidder.

17. Bids shall be submitted in sealed envelopes identified on the face by the following:
 1. Bid Title
 2. Name and address of Bidder.
 3. Date and Time of bid opening.
 4. Notation "**BID ENCLOSED**".
18. No responsibility shall attach to the University or authorized representatives for the premature opening of any proposal, which is not properly addressed, delivered and/or identified.
19. The Bidder shall assume full responsibility for timely delivery at the location designated for Receipt of Bids. No Bids received after the time fixed for receiving Bids will be considered.
20. **Oral, telephonic or electronic bids** are invalid and will not receive consideration.
21. No telephonic or electronic modifications of a bid will be considered.
22. Negligence in preparation, improper preparation, errors in, and/or omissions from the Bid shall not relieve the Bidder from fulfillment of any and all applicable obligations and requirements of the Contract Documents.
23. The University, in making copies of the Bidding Documents available do so only for the purpose of obtaining Bids on the work and do not confer a License or Grant for any other use.
24. The Bidder acknowledges the right of the University to reject any or all Bids and to waive any informality or irregularity in any Bid received.
25. A Bidder may withdraw a bid by written request from an authorized Bidder representative, at any time prior to the scheduled time for opening bids.
26. No Bidder may withdraw a bid for a period of thirty (30) calendar days after the date set for opening thereof, and bids shall be subject to acceptance by the University during this period.
27. Subcontracting must have prior approval of the University contract administrator.
28. Before submitting a bid, each Bidder shall examine the specifications and all related Contract Documents. Each Bidder shall gather complete information prior to bidding as to the existing conditions and limitations under which the Work is to be performed. By the submission of a bid, the Bidder acknowledges that he has examined the documents and conditions as they exist. No allowance will be made to a bidder because of a lack of such an examination or knowledge. The submission of a Bid will be considered as conclusive evidence that the Bidder has made such examination and agrees to the terms and conditions therein.

2.0 Proposal Invitation

Western Michigan University seeks proposals from select suppliers that provide Marketing Research Services. At the conclusion of the contract, the successful consultant will deliver to WMU the following:

- Research - marketing and brand identity study
- Comprehensive evaluation of the research
- Suggested strategies that can serve as the foundation for a marketing plan that WMU staff would develop and implement

At no cost to Western Michigan University, the supplier finalist will be required to work with the University to develop a detailed Scope of Work that would become a key part of the contract and would take precedence over the proposal response.

Your response to this RFP indicates your understanding that this is not a contract or offer of business by Western Michigan University.

3.0 Background Information

Western Michigan University is one of 5 research universities in Michigan with nearly 25,000 students. It is one of just over 200 institutions in the nation classified by the Carnegie Foundation for the Advancement of Teaching as a research university. A number of other objective measures allow us to say with confidence that we are truly one of the nation's top public universities.

WMU is home to programs that are renowned nationally and internationally. While WMU's primary competition for students is Michigan State University, students attend WMU often because they are seeking the same environment in a smaller and more intimate package.

Over the past few years, the University's enrollment has flattened while many of our sister institutions have seen an increase. Our competitors are increasing

marketing levels to define themselves in the market and drive enrollment. When WMU began marketing efforts in 2007, an extensive research project was completed to show the public's perception of the institution. Since then, how has the perception of WMU changed? Where has the marketing been effective?

4.0 Project Objectives

The primary objective of this project is to understand the public's current perception of the WMU brand. What is the unique value that WMU brings to our students and stakeholders? What does the public see as our “face, personality, and spirit” of WMU? Understanding this information will help us develop and implement an integrated marketing plan for the institution. In order to do so, we need to:

- Understand how WMU is perceived by our key audiences
- How the public perception has changed
- How WMU wants to be perceived, and how that matches what is found in the marketplace
- Distinguish clearly and concisely what's different/unique about WMU

5.0 Project Requirements

At a minimum, the research would need to answer the following key questions:

- What level of brand awareness does WMU have in the marketplace?
- What motivates students to inquire/apply to WMU?
- What is the perception of WMU compared with its competitors?
- What causes students to select other institutions over WMU?
- What distinguishes WMU in the marketplace?
- What is the level of brand recognition with our current advertising campaign?
- What is the reaction to current marketing efforts (i.e. Go West campaign, chenille W, tagline - Grab the Reins)?
- What is the level of brand recognition with our competition's advertising campaigns?

- What is the perception of our current website, both in terms of design and functionality?

The key questions should be asked of the following groups

- Prospective High School students in Michigan
- Parents of prospective high school juniors
- Prospective transfer students
- Admitted students who did not enroll
- Nontraditional and adult students
- Graduate students
- Current students
- Alumni

6.0 **RFP Requirements**

In the RFP response, please provide support for each of the following:

- A detailed implementation plan, including a timeline, survey development, survey tools, and recommended sample sizes
- A detailed financial proposal, including the cost of all consulting and implementation services, with a detailed breakdown of all costs and fees
- A brief history of the firm including significant clients and key personnel