

Request for proposal (RFP) for
Development of Marketing Materials for
The College Access Information Hotline,
Ohio Board of Regents

The Ohio Board of Regents, Office of State Grants and Scholarships, is seeking proposals to develop marketing materials necessary to promote the College Access Information Hotline.

I. Background

A. Ohio Board of Regents: The Ohio Board of Regents is the higher education coordinating body for the State of Ohio. Among its many responsibilities, the Board of Regents duties include:

1. Working with the State Board of Education and the entire higher education community to create a seamless primary, secondary, and higher education system to prepare citizens for the challenges of the 21st century;
2. Working closely with Ohio's General Assembly, the governor and the entire education community to develop and advocate policies that maximize higher education's contributions to the State and its citizens;
3. Developing, advocating and recommending how to best direct the state's current \$2.6 billion investment in higher education;
4. Supporting leading-edge university research and work force development to further cement the connection between higher education and the economy, and to propel Ohio's economy forward;
5. Managing state-funded financial aid programs for students (\$200 million in need-based scholarships are awarded each year); and
6. Authorizing not-for-profit institutions of higher education and approving new degree programs.

B. Office of State Grants and Scholarships: As an office of the Ohio Board of Regents, the Office of State Grants and Scholarships (SGS) administer a variety of grant and scholarship programs to aid students as they pursue higher education. SGS currently manages ten (10) state-funded grant and scholarship programs with total funding of more than \$200 million. In addition to communicating information about available state funds to students and families, SGS is linked with various college access initiatives throughout the state that promote access to postsecondary resources and seek to dispel misconceptions about college cost, student aid, and academic preparation. These initiatives include the support for and collaboration with the Ohio College Access Network (OCAN) sites, Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) and the Ohio Appalachian Center for Higher Education.

C. College Access Information Hotline: In order to address the questions and concerns in response to college access initiatives, the Office of State Grants and Scholarships launched the College Access Information Hotline in May 2005. The hotline's primary function is to ease access to postsecondary education resources by offering assistance through direct contact with an Information Specialist. Some of the services that the hotline seeks to provide are as follows:

1. Acts as a resource to families seeking higher education information by providing local, state, and federal resources;

2. Presents callers with information on preparation for college, articulation and transfer, as well as general facts about enrollment at college and universities throughout Ohio;
3. Supplies financial aid administration contact information for colleges and universities in Ohio;
4. Informs callers of eligibility requirements for Ohio state grants and scholarships, as well as how to maintain eligibility; and
5. Provides federal and state financial aid deadlines.

II. Objectives

- A. Develop an appropriate message for the purpose of marketing the College Access Information Hotline to target audiences throughout the state. The target audiences have been identified as:
 - High School Students (9th-12th grade)
 - Parents
 - Adult Learners (An individual who has graduated from High School or obtained a GED and is engaged in postsecondary education while working full-time, or has delayed postsecondary education due to employment obligations)
 - High School Guidance Counselors
 - College Access Practitioners.
- B. Create marketing pieces as appropriate for each set of audiences as described above.

III. Scope of Work

A. Deliverables:

1. Develop a common look for all College Access Information Hotline marketing materials.
2. Develop a table-top display for booth presentations that will attract individuals and provide information on the services offered by the College Access Information Hotline.
3. Develop a “leave-behind” publication/brochure that will provide individuals with background and contact information on the College Access Information Hotline.
4. Develop a full color table cover/cloth to fit over an 8’ x 24” standard table for display.
5. Develop a magnet design with an approximate size of 3 ½” x 4” to be used as a “give-away” to individuals interested in the College Access Information Hotline.
6. Provide a compact disk for reproduction of all materials.

B. Critical Elements:

The proposer will provide all ancillary services to support this project, including, but not limited to:

- Word processing and design
- Supplying appropriate proofs for approval
- Providing print specifications for all materials listed above

IV. Eligibility

Any established business that is registered to do business in Ohio and conducts business in Ohio. The successful proposer will possess an understanding of and demonstrated experience in:

- 1) Electronic and print graphical production; and
- 2) Marketing products to promote higher education.

V. Evaluation and Award

A. The evaluation will be conducted by Regents staff. The evaluation will consider the following factors:

1. Whether the proposal responds to the Regents' needs identified above.
2. The quality of the response.
3. The experience and creativity of the proposer in comparable projects.
4. The quality of work performed on similar projects.
5. Cost of the proposer's services.

VI. Limitations:

Only one contract will be awarded. Expenditures covered by this contract do not include equipment. The contractor must agree to complete all deliverables by March 30, 2007.

VII. Response Process

A. If you plan to respond to this RFP, please notify Charles Shahid, Director of State Grants and Scholarships at cshahid@regents.state.oh.us, no later than January 8, 2007. Qualified candidates should provide a proposal of no more than 10 pages (excluding résumés), double-spaced, that outlines the approach to performing the work.

B. Please submit the following information:

1. A letter of introduction.
2. An agency narrative describing the size of the vendor and the type of projects regularly completed. Include experience with higher education marketing initiatives.
3. A creative narrative succinctly addressing the scope of work and the vendor's capacity to fulfill the requirements of the contract.
4. An itemized list of deliverables to include a description of services and/or products. Please include the associated costs.
5. An outline, including suggested timetable, of the processes to be used in providing the requested services.
6. Sample products from similar projects completed.
7. A list of three references, including telephone and email contact information, of previous clients.
8. Résumés of primary personnel.

C. Final Submission should be made to:

Mr. Charles Shahid
Director, State Grants & Scholarships
Ohio Board of Regents
30 East Broad Street, 36th Floor

Columbus, Ohio 43215
Phone: 614-644-5959
cshahid@regents.state.oh.us

D. Questions

Any questions about the contents of the RFP or the proposal that arise should be emailed to Mr. Shahid at cshahid@regents.state.oh.us. All questions will be shared with each proposer, via email, for clarification of the process.

E. Deadline for Submission

Final proposals must be received in the Office of State Grants and Scholarships by regular mail no later than the end of business (5 p.m.) on January 24, 2007. Notification of award will be made within one week of that deadline.

The Ohio Board of Regents may cancel this RFP, fund a portion of the project, reject all proposals and seek to meet the objectives through a new RFP or other means if none of the proposals is deemed acceptable.