



STANDARD CONTRACT
Contract Number: RU25014

This contract entered into this 21st day of August, 2025, by **idfive LLC**, located at 800 N. Charles St. Suite 300M, Baltimore, Maryland, 21201, hereinafter called the “Contractor” and Commonwealth of Virginia, **Radford University**, called the “Purchasing Agency or Radford University”, located at 801 East Main Street, Radford, VA. 24142.”

1. **WITNESSETH** that the Contractor and Radford University, in consideration of the mutual covenants, promises and agreements contained, agree as follows:
2. **SCOPE OF CONTRACT:** The Contractor shall provide Strategic Marketing and Media Placement to Radford University as set forth in the Contract Documents.
3. **TERM OF CONTRACT:** From the **effective date through August 31, 2026** with **four (4) one-year renewal options**, or as mutually negotiated.
4. **THE CONTRACT DOCUMENTS SHALL CONSIST OF:**
 - A. This signed Radford University Standard Contract Document;
 - B. Radford University’ Request for Proposals (RFP) R25-004, dated April 4, 2025; Addendum 01, dated April 28, 2025; Addendum 02, dated May 21, 2025.
 - C. All General, Special, and Additional Terms and Conditions as included in the Request for Proposal and attached hereto.
 - D. Contractor’s Proposal dated June 4, 2025; and
 - E. Responses to Negotiation Questions received July 29, 2025
5. **FINANCIAL CONSIDERATIONS:** The Contractor shall be paid by Radford University in accordance with the contract documents.
 - A. Blended Hourly Rate of \$180.00.
 - B. Media fees to be charged at a rate no greater than 6% of Media Investment.
 - C. Agency fees (e.g., copywriting, design, production, strategy, planning, account management, campaign management, optimization, reporting, media fee) should not exceed 30% of Radford's marketing/advertising budget, with 70% of that budget allocated to the actual media buy.
 - D. Agency fees should include an annual brand perception survey for internal and external stakeholder groups, not to exceed \$20,000 in cost.
 - E. Associated travel must be approved in advance and must follow state reimbursement guidelines located in Virginia State Travel Regulations located in the Department of Accounts CAPP Manual.
6. **INVOICES and PAYMENT:** Invoices for goods or services provided under any contract resulting from this solicitation should be submitted by email to acctspayable@radford.edu . Invoices shall be identified with the assigned contract number. Invoices shall identify contract pricing for all good/services payment is being requested. If submitting invoices by mail use the following address. **Email is the preferred method of invoice receipt.**

**RADFORD UNIVERSITY
ACCOUNTS PAYABLE
POST OFFICE BOX 6906
RADFORD, VA 24142-6906**

Payment will be made thirty days after receipt of proper invoice for the amount of payment due, or thirty days after receipt of goods / services, whichever is later, in accordance with the Commonwealth of Virginia Prompt Pay Act.

- 7. **SCOPE OF WORK TEMPLATE:** Contractor agrees that the following template should be used for any invoices to be submitted during the service of this contract. Radford University reserves the right to reject any SOW submitted not using this template without prior written authorization.

This Scope of work (“SOW”) is entered into pursuant to the Contract by and between idfive LLC and Radford University Contract No. RU25014 of which the terms and conditions are incorporated as part of this SOW.

This SOW defines and specifies the Services to be performed and/or Work Product to be delivered by idfive LLC, as well as compensation to be paid for such Services and Work Product by Radford University, all in accordance with the terms and conditions of the Contract

Note: A prepayment/down payment is not authorized. Payments may, however, be tied to project milestones associated with the scope of work.

- 1. Description of Services to be Provided
- 2. Assumptions
- 3. Fees

idfive LLC

By: _____
 Signature

 Name and Title

 Date

Radford University

By: _____
 Signature

 Name and Title

 Date

- 8. **ORDER OF PRECEDENCE:** This Standard Contract identifies terms as negotiated and as agreed by both parties. In the event there is a conflict between the 1) Standard Contract, 2) General Terms and Conditions 3) Special Terms and Conditions, 4) Request for Proposal (R25-004), 5) Contractor’s Proposal, and 6) Clarification and Negotiation questions and responses, the Standard Contract shall prevail.

IN WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

idfive LLC


RADFORD UNIVERSITY


Printed Name: Andres Zapata

Printed Name: Robert Hoover

Title: Founder, Andres Zapata for idfive

Title: Vice President for Finance and Administration

Signature:  Signed by:
D6856929A70A47A...

Signature:  Signed by:
C04F9CF6BC0E4B3...

Date: 8/25/2025 | 11:54 AM EDT

Date: 8/28/2025 | 8:36 AM EDT



REQUEST FOR PROPOSAL # R25-004

STRATEGIC MARKETING AND MEDIA PLACEMENT

APRIL 4, 2025

Note: This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia* §2.2-4343.1 or against an Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

**REQUEST FOR PROPOSAL (RFP)
RFP # R25-004**

GENERAL INFORMATION FORM

QUESTIONS/INQUIRIES: All questions/inquiries for information regarding this solicitation should be directed to:

Name: Austin Eads
Phone: (540) 831-5634
Email: ateads@radford.edu.

Written questions to be submitted via email no later than: **May 7, 2025, by 3:00 PM Eastern Standard Time (hereinafter EST)**

PROPOSAL DUE DATE AND TIME: Proposals will be received until **June 4, 2025, up to and including 3:00 PM (EST)**. Email and fax responses will not be accepted.

In Person*	Mail or Courier*	Electronically through eVA
<u>Deliver proposal to:</u> Radford University David E. Armstrong Complex 501 Stockton Street Radford, VA 24142	<u>Mailing Address:</u> Radford University Procurement and Contracts PO Box 6885 Radford, VA 24142-6885	<u>Electronic Submissions:</u> A PDF of your proposal may be submitted through eVA's Virginia Business Opportunities (VBO) site. See Attachment F for more details.
* Identify the envelope package as instructed in Attachment A – Terms and Conditions.		

BUSINESS HOURS: Radford University's Procurement and Contracts Department is open Monday through Friday from 8:00 AM to 4:30 PM EST.

LATE PROPOSAL RECEIPT:

In-Person or Mail/Courier Delivery:
 To be considered for selection, *proposals must be received by Radford University's Procurement and Contracts Department* by the due date and time identified in this solicitation document. The official time used in documenting the receipt of In-Person and Mail/Couriered proposals is that time identified on the automatic time stamp machine located in the Procurement and Contracts Department in the David E. Armstrong building on the main campus of Radford University. Proposals received after the date and time designated herein are automatically deemed non-responsive and will not be given consideration. The University is not responsible for delays in delivery conducted by the U.S. Postal Service, private couriers, or the intra-university mail system. It is the sole responsibility of the Offeror to ensure their proposal reaches the Procurement and Contracts Department at Radford University by the designated date and time.

For Electronic Submission through eVA:
 To be considered for selection, proposals must be submitted through the eVA Electronic Submission process by the date and time identified herein. *In order to submit an electronic proposal, the Vendor **MUST BE properly registered with eVA***. Registration may be accomplished through this site: <https://eva.virginia.gov/register-now.html>. It is strongly encouraged that registration be completed well in advance of the submission deadline to avoid any delays in the process. Upon successful submission, the Contractor will receive confirmation of submission through eVA. Radford University will not confirm receipt of the proposal. For a tutorial on how to view and respond to a solicitation, visit: <https://www.youtube.com/watch?v=KSxcAkOekW0>. The University is not responsible for delays, miscommunications, or transmission errors that may occur during the electronic submission process. This includes but is not limited to issues related to internet connectivity, email servers, or other technical malfunctions. It is the sole responsibility of the Offeror to ensure the proposal is submitted on time.

UNIVERSITY CLOSINGS: If the University is closed as a result of an act of God or an emergency situation, the University's website shall post notices of said closings. It is the responsibility of the vendor to check the website at www.radford.edu for said notifications. If the University is closed on the day proposals are due, proposals will be accepted at the same time on the next scheduled business day the University is open. If the University is closed on the day of a scheduled pre-proposal conference a written addendum will be issued to officially reschedule the conference.

OPTIONAL PRE-PROPOSAL CONFERENCE: An optional pre-proposal conference will be held on **April 22, 2025, at 10:30 AM (EST)**. See Section (13) for additional information. **PRE-REGISTRATION FOR PRE-PROPOSAL CONFERENCE IS REQUIRED ****

TYPE OF BUSINESS: (Please check all applicable classifications). In order to qualify for assigned Small, Women and Minority (SWaM) points your business must be certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), provide your assigned SBSB certification number. For assistance with SWaM certification, visit the SBSB website at <https://www.sbsd.virginia.gov/>.

- Large**
- Small business** – A business that is at least 51% independently owned and controlled by one or more individuals who are U.S. citizens or legal resident aliens, and together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years. One or more of these individual owners shall control both the management and daily business operations of the small business.
- Women-owned business** – A business that is at least 51% owned by one or more women who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in owned by one or more women who are citizens of the United States or legal resident aliens, and both the management and daily business operations are controlled by one or more women.
- Minority-owned business** – A business that is at least 51% owned by one or more minority individuals who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals who are U.S. citizens or legal resident aliens, and both the management and daily business operations are controlled by one or more minority individuals, or any historically black college or university, regardless of the percentage ownership by minority individuals or, in the case of a corporation, partnership, or limited liability company or other entity, the equity ownership interest in the corporation, partnership, or limited liability company or other entity.

INTENTIONALLY LEFT BLANK

COMPANY INFORMATION/SIGNATURE: In compliance with this Request for Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal inclusive of all addenda, if applicable, and as mutually agreed upon by subsequent negotiation.

Information Requested	Vendor Response (Please write or fill in legibly)
FULL LEGAL NAME OF BUSINESS: (Please print the company name as it appears with your Federal Taxpayer Identification Number)	
FEDERAL TAXPAYER IDENTIFICATION NUMBER (TIN):	
BUSINESS NAME / DBA NAME/ TA NAME: (If different than the Full Legal Name)	
BILLING NAME: (Company name as it appears on your invoice)	
PAYMENT ADDRESS:	
CONTACT NAME:	
CONTACT TITLE:	
EMAIL:	
TELEPHONE NUMBER:	
TOLL FREE TELEPHONE NUMBER:	
EVA VENDOR ID NUMBER:	
VIRGINIA STATE CORPORATION COMMISSION REGISTRATION NUMBER:	

I acknowledge that I have received the following addenda posted for this solicitation.

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ (Please check all that apply.)

SIGNATURE: _____ **DATE:** _____

INTENTIONALLY LEFT BLANK

1. **PURPOSE:**

The intent and purpose of this Request for Proposal (RFP) is to establish a contract through competitive negotiations for Strategic Marketing and Media Placement for Radford University located at 801 East Main Street, Radford, Virginia 24142, an agency of the Commonwealth of Virginia.

2. **SMALL, WOMEN-OWNED AND MINORITY OWNED - SWaM BUSINESS PARTICIPATION:**

The mission of Radford University is to ensure strategic business development practices are in place to promote Small, Women-Owned and Minority-Owned (SWaM) businesses to the maximum extent. Radford University encourages prime suppliers, Contractors, and service providers to facilitate the participation of small businesses, and businesses owned by women and minorities through partnerships, joint ventures, subcontracts, and other inclusive and innovative relationships.

Radford University has established SWaM goals that are posted on the Procurement and Contract website. Links to the University's SWaM initiative can be located at: [Procurement and Contracts | Radford University](#).

3. **CONTRACT PERIOD:**

The term of this contract is for one year, or as negotiated. There will be an option for four (4) one-year renewals, or as mutually negotiated.

4. **BACKGROUND**

Radford University Background:

Radford University is a comprehensive public university of 7,812 students that has received national recognition for many of its undergraduate and graduate academic programs, as well as its sustainability initiatives. Well known for its strong faculty/student bonds, innovative use of technology in the learning environment and vibrant student life on a beautiful 211-acre American classical campus, Radford University offers students many opportunities to get involved and succeed in and out of the classroom. With over 200 clubs and organizations, Radford University offers many opportunities for student engagement, leadership development and community service. In addition to robust academic offerings and engaging student experiences on the main campus located in Radford, Virginia, Radford University also offers a clinical-based educational experience for some 1,000 students living and learning in Roanoke, Virginia as part of Radford University Carilion, a public-private partnership focused on the cutting-edge delivery of health sciences programming, outreach, and service. Radford University joins several other institutions in offering degree programs and continuing education opportunities at the Roanoke Higher Education Center in Roanoke, the Southwest Virginia Higher Education Center in Abingdon and flexible online offerings through its virtual campus.

Specific Background: The Office of Marketing and Communication provides a broad range of services to support the university's mission and advance its strategic priorities. These services include marketing and advertising, media relations, creative design, brand management, web and digital design, internal communications and executive communications.

TOP PRIORITIES OF ENROLLEMENT MANAGEMENT INCLUDE:

- Advancing the university's mission by supporting executive-level communications, events and activities.
- Increasing enrollment in the university's academic programs by presenting the distinctive elements of Radford's educational experience to prospective students and their families.
- Positively influencing the university's reputation by communicating key messages and success stories and managing crises and other reputational risks.
- Enhancing the university's brand equity by promoting the new brand elements, pillar messages and tagline in a credible, consistent and compelling manner to internal and external audiences.
- Increasing employee and student awareness and engagement in key events, activities, initiatives and points of pride across the university.

The full-services marketing entity selected through this RFP will play a key role as a strategic partner in meeting these goals.

5. **EVA BUSINESS-TO-GOVERNMENT ELECTRONIC PROCURMENT SYSTEM:** The eVA internet electronic procurement solution, web site portal eva.virginia.gov, streamlines and automates government purchasing activities within the

Commonwealth, Radford University, and other state agencies and institutions, have been directed by the Governor to maximize the use of this system in the procurement of goods and services. We are therefore requesting that your firm participate in the eVA Internet e-procurement solution by completing the free eVA Vendor Registration as a **self-registered** vendor.

There are transaction fees involved with the use of eVA. These fees must be considered within the provision of quotes, bids, and price proposals offered to Radford University. Failure to register within the eVA system may result in the quote, bid or proposal from your firm being rejected and the award made to another vendor who is registered in the eVA system.

Registration in the eVA system is accomplished on-line. Your firm must provide the necessary information. Please visit the eVA website portal at <https://eva.virginia.gov/register-now.html> and register with eVA. This process needs to be completed before Radford University can issue your firm a Purchase Order or contract. If your firm conducts business from multiple geographic locations, please register these locations in your initial registration.

For registration and technical assistance, reference the eVA website at <http://www.eva.virginia.gov>, or call eVA Customer Care at eva.virginia.gov/get-help-customer-care.html

6. **CONTRACT PARTICIPATION-COOPERATIVE PURCHASING/USE OF AGREEMENT BY THIRD PARTIES**

Under the authority of §6 of the Rules Governing Procurement of Goods, Services, Insurance and Construction by a Public Institution of Higher Education of the Commonwealth of Virginia (see <https://vascupp.org/rules.pdf>), it is the intent of this solicitation and resulting contracts to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions or lead issuing institution's affiliated corporations may access any resulting contract if authorized by the Contractor.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor, the resultant contract may be extended to the entities indicated above to purchase at contract prices in accordance with the contract terms. The Contractor shall notify Radford University in writing of any such entities accessing the contract. No modification of this contract or execution of a separate contract is required to participate; however, the participating entity and the Contractor may modify the terms and conditions of this contract to accommodate specific governing laws, regulations, policies, and business goals required by the participating entity. Any such modification will apply solely between the participating entity and the Contractor. The Contractor will provide semi-annual usage reports for all entities accessing the contract. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract to include contractual disputes, invoicing and payments without direct administration from Radford University. Radford University shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that Radford University is not responsible for the acts or omissions of any entity and will not be considered in default of the contract no matter the circumstances.

Refer to **Attachment C**, Zone Map, if the Offeror wishes to submit a separate pricing structure based on approved zones for cooperative institutions. If no other prices are offered, pricing provided will apply to all zones in the Commonwealth of Virginia. If you wish to provide pricing for a zone other than which this solicitation originated, please indicate you are doing so in the response. If you anticipate pricing differentials for different zones, a separate pricing sheet must be submitted for each zone that includes appropriate pricing for that zone.

Use of this contract does not preclude any participating entity from using other contracts or competitive processes as the need may be.

7. **CONTRACT ADMINISTRATION:** Radford University assigns Contract Administrators to each contract awarded. The Contract Administrator shall be the initial point of contact for the Contractor. Contract Administrators are charged with ensuring the terms and conditions of the contract are followed, payments are made in accordance to the contractual pricing schedule, and reporting noncompliance issues to the Procurement and Contracts Department at Radford University. Contract Administrators **do not** have the authority to authorize changes and/or modifications to the contract. Should noncompliance issues exist and cannot be resolved at this level or changes/modifications to the contract are required, the assigned Procurement Officer in the Procurement and Contracts Department must be notified immediately by the Contract Administrator.

8. **DEFINITIONS: INTENTIONALLY LEFT BLANK**

9. **STATEMENT OF NEEDS:**

A. GENERAL:

Radford University seeks a full-service marketing entity to serve as a strategic partner for the Office of Marketing and Communication. The firm will develop and execute a comprehensive, multimedia marketing and advertising plan that will support the University's annual recruiting efforts for undergraduate, graduate and continuing education programs (in-person, hybrid and online), as well as ongoing brand-building activities across key external stakeholder groups.

The plan should encompass media planning, media buy and media placement for an appropriate mix of platforms, which could include:

- Traditional out-of-home (OOH), digital and social media channels.
- Event sponsorships.
- Grassroots marketing opportunities.
- Terrestrial and streaming radio; and
- Broadcast, cable and streaming TV.

In addition, the plan should include design, creation and delivery of creative assets across all platforms, as well as brand consulting, design and perception measurement (including brand perception surveys).

Primary audiences include:

- Traditional prospective students and their families (first year and transfer students);
- First-generation and Pell-eligible prospective students.
- Non-traditional prospective students (working professionals, individuals ages 25 and older); and
- Military-affiliated prospective students (active-duty, retired, spouses and dependents) throughout Virginia and in select areas in contiguous states.

Secondary audiences include alumni and donors around the world, as well as strategic partners, elected officials, business leaders, community members and media throughout Virginia.

The University also seeks access to outstanding creative talent; expertise in the latest marketing and advertising technologies and best practices; responsible and responsive account management; and ongoing accountability in the form of continuous performance measurement, regular results reporting and frequent optimization recommendations.

In order to develop and maintain a collegial environment and strong partnership, the University will engage in regular meetings and interactions with the full-service marketing entity to ensure the development, execution and effectiveness of the overall strategy and specific elements of the plan, as measured by achievement of goals and related key performance indicators (KPIs), with a strong focus on analytics. As a result, The University is keenly interested in the development of and access to an online platform providing real-time analytics (i.e., dashboards).

While the Office of Marketing and Communications has in-house expertise in developing creative assets and related messaging, it expects the outside marketing entity to produce the creative assets across all platforms selected for the marketing and advertising campaigns for the University. The University also expects the marketing entity to lead the media planning effort and manage all aspects of media buy and media placement/asset delivery, as well as support University-led branding efforts focused on increasing awareness, understanding, acceptance and engagement.

The University seeks to build a lasting and meaningful strategic partnership with an energetic, responsive and innovative entity that is aligned with the University's mission, vision and core values; guided by the University's strategic priorities in the areas of enrollment and branding; and focused on meeting the goals and KPIs of specific campaigns. The marketing entity should be agile and attentive in helping the University adapt to change, drawing upon a deep understanding of market trends, technological advancements and the evolving competitive landscape.

10. **SPECIFIC REQUIREMENTS:**

Proposals should be as thorough and detailed as possible so that Radford University may properly evaluate your capabilities to provide the required goods or services. Offerors are required to submit the following information/items as a complete proposal:

- A. **Plan or Methodology for Delivery of Services:** Provide your plan for providing [name of good/service] for Radford University. Offeror should provide information addressing all requirements as stated in the Statement of Needs above to include:

1. A description of what specific services the Offeror proposes to provide the manpower needed, when services shall be performed, by whom, and the anticipated time durations for typical services.
2. A description of any reports, certifications, or deliverables in the performance of the work included in this solicitation. Please include copies of all standard certifications, business licenses, resumes of key employees, reports, example receipts, and tracking tools.
3. Identify a projected timeline for delivery of services relative to the award date of the contract.

B. Experience and Qualifications: Please provide a written narrative outlining the experience of the firm in providing the services described.

1. Provide names, qualifications and experience of personnel to be assigned to the project, including an organization chart, individual qualifications and duties.
2. Resumes of key employees to be assigned to the project.

C. References: Provide four (4) references, either educational (preferred) or governmental, for those who you have provided the type of services described here. Include the date(s) services were furnished, the client’s name, address, and the name and phone number of the individual Radford University has your permission to contact. See **Attachment D**.

D. *Participation of Small, Women-owned and Minority-owned business (SWaM) Business: If your business cannot be classified as SWaM, describe your plan for utilizing SWaM subcontractors if awarded a contract. Describe your ability to provide reporting on SWaM subcontracting spend when requested. If your firm or any business that you plan to subcontract with can be classified as SWaM, but has not been certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), it is expected that the certification process will be initiated no later than the time of the award. If your firm is currently certified, you agree to maintain your certification for the life of the contract. For assistance with SWaM certification, visit the SBSB website at <http://www.sbsd.virginia.gov>.

11. SELECTION CRITERIA AND AWARD

A. Selection Criteria:

Proposals will be evaluated by Radford University using the following weighted evaluation criteria.

	Evaluation Criteria	Percentage of Points
1	Qualifications and experience of Offeror in providing the goods/services.	25%
2	Quality of products/services offered and suitability for the intended purposes.	25%
3	Specific plans or methodology to be used to provide the products/services.	20%
4	Financial (Cost)	20%
5	Participation of Small, Women-Owned and Minority-Owned (SWaM) Businesses.	10%
	TOTAL	100%

B. Award (Single award option.)

Selection shall be made of two or more Offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation criteria included in the Request for Proposals, including price, if so stated in the Request for Proposals. Negotiations shall be conducted with the offers so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each Offeror so selected, Radford University shall select the Offeror which, in its opinion, has made the best proposal, and shall award the contract to that Offeror. Radford University may cancel this Request for Proposal or reject proposals at any time prior to award. Should Radford University determine in writing and in its sole discretion that only one Offeror has made the best proposal a contract may be negotiated and awarded to that Offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the Contractor’s proposal as negotiated. See **Attachment B** for sample contract form. **Radford University reserves the right to award multiple contracts as a result of this solicitation.**

12. **PROPOSAL PREPARATION AND SUBMISSION:**

A. **GENERAL INSTRUCTIONS:** Response shall be submitted in one of the following ways:

In Person*	Mail or Courier*	Electronically through eVA
<u>Deliver proposal to:</u> Radford University David E. Armstrong Complex 501 Stockton Street Radford, VA 24142	<u>Mailing Address:</u> Radford University Procurement and Contracts PO Box 6885 Radford, VA 24142-6885	<u>Electronic Submissions:</u> A PDF of your proposal may be submitted through eVA’s Virginia Business Opportunities (VBO) site. See Attachment F for more details.

* **Identify the envelope/package as instructed in Attachment A – Terms and Conditions**

No other distribution of the proposal shall be made by the Offeror.

1. **IN PERSON or MAIL/COURIER RFP Responses:** In order to be considered for selection, Offerors shall submit a complete response to this RFP to include.
 - a. **One (1) original paper copy of the entire proposal, INCLUSIVE OF ALL ATTACHMENTS.** Any proprietary information should be clearly marked in accordance with section 12.A.1.c below.
 - b. **One (1) electronic copy** in WORD format or searchable PDF (USB/Flash Drive) of the entire proposal as one document, **INCLUSIVE OF ALL ATTACHMENTS** mailed along with the hard copy above. Any proprietary information should be clearly marked in accordance with 12.A.1.c below.
 - c. Should the proposal contain **proprietary information**, provide **one (1) redacted** electronic copy in WORD format or searchable PDF (USB/Flash Drive) of the entire document **INCLUSIVE OF ALL ATTACHMENTS. All identified proprietary information should be blacked out.** This USB/Flash Drive should be marked **“Redacted Copy.”**

2. **ELECTRONIC SUBMISSION via eVA VBO RFP Responses:** In order to be considered for selection, Offerors shall submit a complete response to this RFP to include. A brief tutorial on how to submit a response through eVA VBO can be found here: [eVA VBO Electronic Submission](#).
 - a. **One (1) electronic copy** in WORD format or searchable PDF (USB/Flash Drive) of the entire proposal as one document, **INCLUSIVE OF ALL ATTACHMENTS.** Any proprietary information should be clearly marked in accordance with 12.A.2.b. below.
 - b. Should the proposal contain **proprietary information**, provide **one (1) redacted** electronic copy in WORD format or searchable PDF of the entire document **INCLUSIVE OF ALL ATTACHMENTS. All identified proprietary information should be blacked out.** This file should be clearly labeled or marked **“Redacted Copy.”**

B. **PROPOSAL PREPARATION:**

1. **Sign and Complete:** Proposals shall be signed by an authorized representative of the Offeror. All information requested should be submitted. Failure to submit all information requested may result in Radford University requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by Radford University. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.

2. **Concise & Clear:** Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.

3. **Organization:** Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the attachment, paragraph number, sub letter, and repeat

the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and sub letter should be repeated at the top of the next page. The proposal should contain a table of contents, which cross-references the RFP requirements. Information which the Offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find the RFP requirements are specifically addressed.

4. **Word Usage:** As used in this RFP, the terms “must”, “shall”, “should” and “may” identify the criticality of requirements. “must” and “shall” identify requirements whose absence will have a major impact on the suitability of the proposed solution. Items labeled as “should” or “may” are highly desirable, although their absence will not have a large impact and would be useful, but are not necessary. Depending on the overall response to the RFP, some individual “must” and “shall” items may not be fully satisfied, but it is the intent to satisfy most, if not all, “must” and “shall” requirements. The inability of an Offeror to satisfy a “must” or “shall” requirement does not automatically remove that Offeror from consideration; however, it may seriously affect the overall rating of the Offeror's proposal.
 5. **Binding:** The original proposal should be bound or contained in a single volume where practical. All documentation submitted with the proposal should be contained in that single volume.
 6. **Ownership:** Ownership of all data, materials and documentation originated and prepared for Radford University pursuant to the RFP shall belong exclusively to Radford University and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia of Freedom of Information Act. However, to prevent disclosure the Offeror must invoke the protections of Section 2.2-4342F of the Code of Virginia, in writing either before or at the time the data or other materials is submitted. The written request must specifically identify the data or other materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret proprietary information. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and may result in the rejection of the proposal.
 7. **Legal Agreement:** Unless noted in the proposal, a signed and submitted proposal certifies that the firm’s principals or legal counsel has reviewed the Request for Proposal General Terms and Conditions and the Special Terms and Conditions and agrees that these provisions will become a part of any final agreement, and that the principals or legal counsel has reviewed and approved the firm’s entire proposal prior to submission to the University.
- C. **ORAL PRESENTATIONS:** Offerors who submit a proposal in response to this RFP may be invited to give an oral presentation of their proposal to Radford University. This will provide an opportunity for the Offeror to clarify or elaborate on the proposal but in no way will change the original proposal. The University will schedule the time and location of these presentations. Oral presentations may be conducted at the option of Radford University; therefore, proposals should be complete.

13. **OPTIONAL PRE-PROPOSAL CONFERENCE**

- A. **An optional pre-proposal conference** will be held **April 22, 2025, at 10:30 AM (EST)** in the Procurement and Contracts Conference Room #231 located in the Armstrong Complex. The street address is 501 Stockton Street, Radford, VA 24142. ***Offerors should register for the site visit with the Procurement Officer (Austin Eads: ateads@radford.edu) and indicate the number of attendees by no later than April 18, 2025.***
- B. Attendance at the conference can be either in person or via teleconference. While attendance at this conference will not be a prerequisite to submitting a proposal, Offerors who intend to submit a proposal are encouraged to attend. It is recommended you have a copy of the solicitation readily available to review during the conference.

IN PERSON ATTENDANCE:

For those who wish to attend in person, you may do so by coming to **the Armstrong Complex, Conference Room #231. The street address is 501 Stockton Street, Radford, VA 24142.**

ZOOM ATTENDANCE (Registration is required):

You are invited to a Zoom meeting.

When: **April 22, 2025, 10:30 AM (EST)**

Register in advance for this meeting:

<https://radford.zoom.us/meeting/register/OqWpCpt2TR2G89-fyGXWBQ>

After registering, you will receive a confirmation email containing information about joining the meeting. Please allow a few extra minutes prior to the Pre-Proposal Conference to complete registration and to obtain the link to the meeting via email.

- C. The purpose of the pre-proposal conference is to allow potential Offerors an opportunity to present questions and requests for clarification, with final responses provided in an RFP Addendum that will be published on [eVA - Virginia's eProcurement Portal](#). The Addendum will include any updates to the RFP, including changes as well as responses to questions presented.
14. **INVOICES and PAYMENT:** Invoices for goods or services provided under any contract resulting from this solicitation should be submitted by email to acctspayable@radford.edu. Invoices shall be identified with the assigned contract number. Invoices shall identify contract pricing for all good/services payment is being requested. If submitting invoices by mail use the following address. **Email is the preferred method of invoice receipt.**
- RADFORD UNIVERSITY
ACCOUNTS PAYABLE
POST OFFICE BOX 6906
RADFORD, VA 24142-6906**
- Payment will be made thirty days after receipt of proper invoice for the amount of payment due, or thirty days after receipt of goods / services, whichever is later, in accordance with the [Commonwealth of Virginia Prompt Pay Act](#).
15. **ADDENDUM:** Any **ADDENDUM** issued for this solicitation may be accessed on Virginia Business Opportunities by going to www.eva.virginia.gov. Since a paper copy of the addendum will not be mailed to you, we encourage you to check the web site regularly.
16. **COMMUNICATIONS:** Communications regarding this solicitation shall be formal from the date of issue, until either a Contractor has been selected or the Procurement and Contracts Department at Radford University rejects all proposals. Formal communications will be directed to the Procurement Officer listed on this solicitation. Reference General Information – Questions/Inquiries. Informal communications, including but not limited to request for information, comments or speculations regarding this solicitation to any University employee other than a Procurement and Contracts Department representative may result in the offending Offeror's proposal being rejected.
17. **TERMS AND CONDITIONS:** This solicitation and any resulting contract/purchase order shall be governed by the attached terms and conditions. See **Attachment A**.
18. **ATTACHMENTS:**

Informational:

- Attachment A – Terms and Conditions
- Attachment B – Sample of Standard Contract Form
- Attachment C – Zone Map for Cooperative Contracts
- Attachment F – Virginia Business Opportunities Information

To be returned with proposals:

- Attachment D – Vendor Data Sheet (References)
- Attachment E – Pricing Schedule

Attachment A

TERMS AND CONDITIONS

I. GENERAL TERMS AND CONDITIONS: See [GENERAL TERMS AND CONDITIONS](#)

II. ADDITIONAL TERMS AND CONDITIONS:

1. **ADDITIONAL GOOD AND SERVICES:** The University may acquire other goods or services that the supplier provides other than those specifically solicited. The University reserves the right, subject to mutual agreement, for the Contractor to provide additional goods and/or services, under the same pricing, terms and conditions and to make modifications or enhancements to the existing goods and services. Such additional goods and services may include other products, components, accessories, subsystems, or related services newly introduced during the term of the contract.
2. **AUDIT:** The Contractor hereby agrees to retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Radford University, its authorized agents, and/or state auditors shall have full access and the right to examine any of said materials during said period.
3. **AVAILABILITY OF FUNDS:** It is understood and agreed between the parties herein that Radford University shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this contract.
4. **CANCELLATION OF CONTRACT:** Radford University reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
5. **CONTRACT DOCUMENTS:** The contract entered into by the parties shall consist of the Request for Proposal including all addendums thereof, the proposal submitted by the Contractor, the written results of negotiations, the University Standard Contract Form, all of which shall be referred to collectively as the Contract Documents.
6. **IDENTIFICATION OF PROPOSAL ENVELOPE:** The signed proposal should be returned in a separate envelope or package and identified as follows:

From

Name of Offeror	Due Date	Time Due
Street or Box Number		Solicitation Number
City, State, Zip Code		Solicitation Title
Name of Procurement Officer:		

The envelope should be addressed to:

RADFORD UNIVERSITY
 Procurement and Contracts Department
 P.O. Box 6885
 501 Stockton Street
 Radford, Virginia 24142

The Offeror takes the risk that if the envelope is not marked as described above, it may be inadvertently opened and the information compromised, which may cause the proposal to be disqualified. Proposals may be hand delivered to the designated location in the office issuing the solicitation. No other correspondence or other proposals should be placed in the envelope.

7. **NOTICES:** Any notices to be given by either party to the other pursuant to any contract resulting from this solicitation shall be in writing, hand delivered, mailed or electronically submitted to the address of the respective party at the following address:

If to the Contractor: Address Shown on the RFP Cover Page
Attention: Name of Person Signing RFP

If to Radford University:

RADFORD UNIVERSITY
Procurement and Contracts Department
Attn: Procurement Officers Name
P.O. Box 6885
501 Stockton Street
Radford, Virginia 24142

8. **PUBLIC POSTING:** Radford University maintains a web-based contract database with a public gateway access. Any resulting cooperative contract(s) to this solicitation will be posted to the publicly accessible website. Contents identified and mutually negotiated, as proprietary information will not be made public.
9. **SEVERAL LIABILITY:** Radford University will be severally liable to the extent of its purchase made against any contract resulting from this solicitation. Applicable entities described herein will be severally liable to the extent of their purchases made against any contract resulting from this solicitation.

III. SPECIAL TERMS AND CONDITIONS:

1. **ACCEPTANCE PERIOD:** Any Proposal received in response to this solicitation shall be valid for (180) days. At the end of the (180) days the Proposal may be withdrawn at the written request of the Offeror. If the Proposal is not withdrawn at that time it remains in effect until an award is made or the solicitation is cancelled.
2. **CONFIDENTIALITY OF PERSONALLY IDENTIFIABLE INFORMATION:** The Contractor assures that the information and data obtained as to personal facts and circumstances related to faculty, students or staff and affiliates will be collected and held confidential, during and following the term of this contract, and will not be divulged without the individual's and the University's written consent and only in accordance with federal law or the Code of Virginia. This shall include FTI, which is a term of art and consists of federal tax returns and return information (and information derived from it) that is in contractor/agency possession or control which is covered by the confidentiality protections of the Internal Revenue Code (IRC) and subject to the IRC 6103(p)(4) safeguarding requirements including IRS oversight. FTI is categorized as sensitive but unclassified information and may contain personally identifiable information (PII). Contractors who utilize, access, or store personally identifiable information as part of the performance of a contract are required to safeguard this information and immediately notify the University of any breach or suspected breach in the security of such information. Contractors shall allow the University to both participate in the investigation of incidents and exercise control over decisions regarding external reporting. Contractors and their employees working on this project may be required to sign a confidentiality statement.
3. **CONTRACTOR PERSONNEL:** All employees of the Contractor shall comply with the rules, regulations, policies and procedures of Radford University and shall maintain proper conduct. In the event the University finds, at its sole discretion, that an employee of the Contractor is objectionable to the University that employee shall be removed by the Contractor from University grounds and shall not again be employed by the Contractor on University grounds until approved by the University.

4. CONTINUITY OF SERVICES:

- A. The Contractor recognizes that the services under this contract are vital to the University and must be continued without interruption and that, upon Contract expiration, a successor, either the University or another Contractor, may continue them. The Contractor agrees:
 - o To exercise its best efforts and cooperation to affect an orderly and efficient transition to a successor;
 - o To make all University owned facilities, equipment and data available to any successor at an appropriate time prior to the expiration of the Contract to facilitate transition to successor; and
 - o That the University Contract Officer shall have final authority to resolve disputes related to the transition of the contract from the Contractor to its successor.
- B. The Contractor shall, upon written notice from the Contract Officer, furnish phase-in/phase-out services for up to ninety (90) days after this Contract expires and shall negotiate in good faith a plan with the successor to execute the phase-in/phase-out services. This plan shall be subject to the Contract Officer's approval.
- C. The Contractor shall be reimbursed for all reasonable, pre-approved phase-in/phase-out costs (i.e., costs incurred within the agreed period after Contract expiration that result from phase-in/phase-out operations) and a fee (profit) not to exceed a pro rata portion of the fee (profit) under this Contract. All phase-in/phase-out work fees must be approved by the Contract Officer in writing prior to commencement of said work.

5. **LICENSE TO USE RADFORD UNIVERSITY LICENSED INDICIA:** By signing and submitting this Proposal, the Offeror agrees that if it is awarded a purchase order/contract as a result of this solicitation, it will follow the procedures outlined by Radford University's Licensing and Trademarks Administration to become a licensed vendor authorized to use Radford University licensed indicia identified in the solicitation and to follow all procedures for submitting artwork for product for approval prior to producing any product with Radford University indicia. *More information on the licensing process and application can be located at Radford University Brand Guide*

6. **RENEWAL OF CONTRACT:** This Contract may be renewed by Radford University upon written agreement of both parties for (one year)/ (four successive one-year periods), under the terms of the current Contract, and at a reasonable time (approximately 90 days) prior to the expiration.

7. **SUBCONTRACTS:** No portion of the work shall be subcontracted without prior written consent of Radford University. In the event that the Contractor desires to subcontract some part of the work specified herein, the Contractor shall furnish Radford University the names, qualifications and experience of their proposed subcontractors. The Contractor shall, however, remain fully liable and responsible for the work to be done by his subcontractor(s) and shall assure compliance with all requirements of the Contract.

Attachment B

SAMPLE CONTRACT FORM
Standard Contract form for reference only
Offerors do not need to fill in this form.



This contract entered into this ___ day of _____, 20___, by _____, located at (insert complete physical address), hereinafter called the “Contractor” and Commonwealth of Virginia, **Radford University**, called the “Purchasing Agency or Radford University”, located at 801 East Main Street, Radford, VA. 24142.”

1. **WITNESSETH** that the Contractor and Radford University, in consideration of the mutual covenants, promises and agreements contained, agree as follows:
2. **SCOPE OF CONTRACT:** The Contractor shall provide _____ to Radford University as set forth in the Contract Documents.
3. **TERM OF CONTRACT:** From _____ through _____ with _____ **(number of years) year renewal options or as negotiated, to include all contractual provisions contained herein.**
4. **THE CONTRACT DOCUMENTS SHALL CONSIST OF:**

This signed Radford University Standard Contract. Document;

Radford University’s Request for Proposal (RFP) **Rxx-xxx** dated _____, Addendum **xxx** dated _____
(list all addendums in this format).

Contractor’s Proposal signed and dated _____

Negotiation Summation: **(List each document by title and execution date)**

5. **COMPENSATION AND METHOD OF PAYMENT:** The Contractor shall be paid by Radford University in accordance with the contract documents. **(*Note: If advantageous you can list compensation here.)**

IN WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

CONTRACTOR:

RADFORD UNIVERSITY

Print Name: _____

Print Name: _____

Title: _____

Title: _____

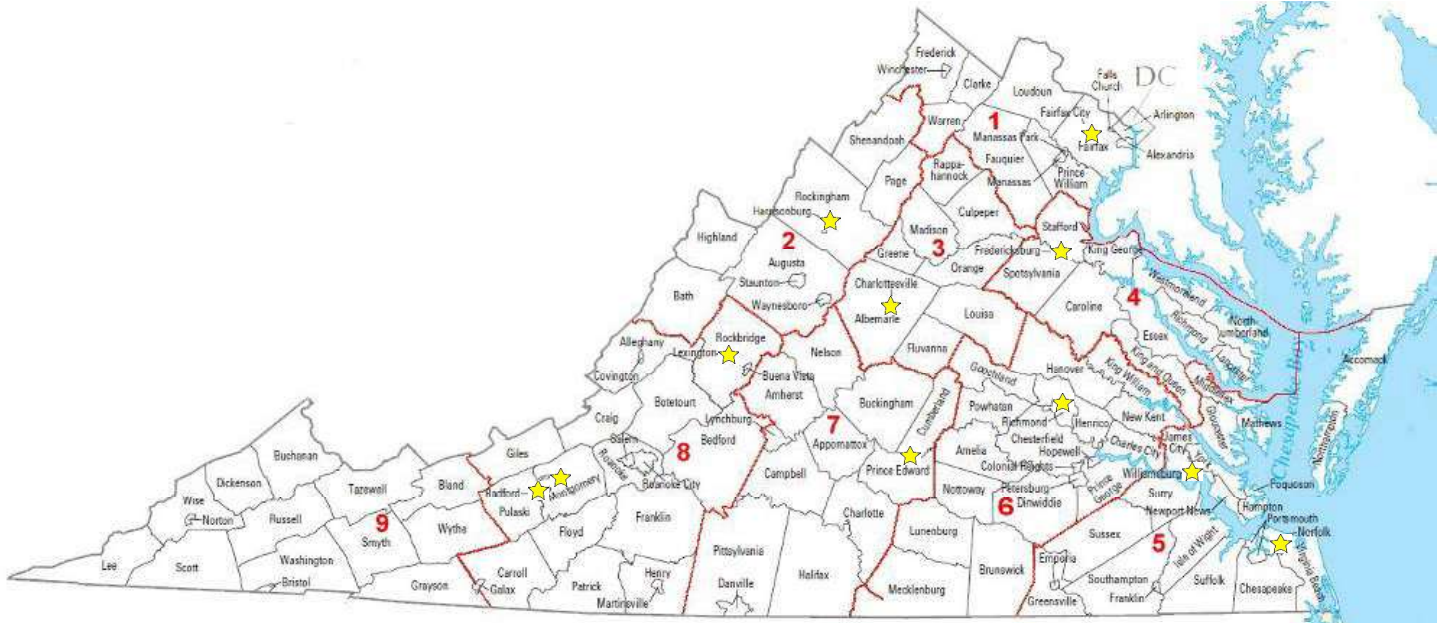
Signature: _____

Signature: _____

Date: _____

Date: _____

**Attachment C
Zone Map**



Virginia Association of State College & University Purchasing Professionals (VASCUPP)

List of member institutions by zones

<p><u>Zone 1</u> George Mason University (Fairfax)</p>	<p><u>Zone 2</u> James Madison University (Harrisonburg)</p>	<p><u>Zone 3</u> University of Virginia (Charlottesville)</p>
<p><u>Zone 4</u> University of Mary Washington (Fredericksburg)</p>	<p><u>Zone 5</u> Christopher Newport University (Hampton) College of William and Mary (Williamsburg) Old Dominion University (Norfolk) Norfolk State University (Norfolk)</p>	<p><u>Zone 6</u> Virginia Commonwealth University (Richmond)</p>
<p><u>Zone 7</u> Longwood University (Farmville)</p>	<p><u>Zone 8</u> Virginia Military Institute (Lexington) Virginia Tech (Blacksburg) Radford University (Radford)</p>	<p><u>Zone 9</u></p>

The zone map is provided for the Offeror to determine appropriate pricing structures based on approved zones for cooperative institutions. If no other prices are offered, pricing provided will apply to all zones in the Commonwealth of Virginia. If you wish to provide pricing for a zone other than which this solicitation originated, please indicate you are doing so in the response. If you anticipate pricing differentials for different zones, a separate pricing sheet must be submitted for each zone that includes appropriate pricing for that zone.

**Attachment D
Vendor Data Sheet**

*Note: The following information is required as part of your response to this solicitation. Failure to complete and provide this sheet may result in finding your offer nonresponsive.

Qualifications: The Offeror must have the capability and capacity in all respects to satisfy fully all of the contractual requirements.	
Vendor's Primary Contact for this RFP:	
NAME:	TITLE:
PHONE:	EMAIL:
Years in Business: Indicate the length of time the Offeror's company has been in business providing the type of good or service to the type of customer detailed in this RFP:	
YEARS:	MONTHS:
References: Indicate below a listing of at least four (4) current or recent accounts (educational, commercial or governmental) that your company is servicing, has serviced, or has provided similar goods/services. Include the length of service and the name, address and telephone number of the point of contact. The Contact should be knowledgeable about the design, implementation, training, and service the Offeror's company provided to the referenced company.	

Company:	Contact Name and Title:
Phone: ()	Email:
Fax: ()	
Project:	
Dates of Service:	\$ Value:

Company:	Contact Name and Title:
Phone: ()	Email:
Fax: ()	
Project:	
Dates of Service:	\$ Value:

Company:	Contact Name and Title:
Phone: ()	Email:
Fax: ()	
Project:	
Dates of Service:	\$ Value:
Company:	Contact Name and Title:
Phone: ()	Email:
Fax: ()	
Project:	
Dates of Service:	\$ Value:

**Attachment E
Pricing Schedule**

Attachment E is to be completed and submitted by the Offeror as part of a complete Proposal. Offerors shall identify **all** costs associated with providing the services as specified in this document.

- A. Offerors should submit a fixed pricing as applicable. The hourly rates should be a schedule of hourly labor rates categorized by labor categories appropriate to perform the services requested. All labor rates shall be inclusive (fully burdened) to include all direct labor, indirect costs, travel, and profit.
- B. Offerors are encouraged to include pricing incentives and relative discounts.
- C. Indicate allowed discounts for payment terms less than n30 days.

<i>Line Item</i>	<i>Description Provide additional description as appropriate for clarity of offer</i>	<i>Notes on Price Details, Factors, and Discounts</i>	<i>Fixed Price for each Line Item</i>
1			
2			
3			
4			
5			
6			
7			
8			
9			

(cont'd)

NOTE: You will receive a “Your response has been submitted. Click Close to exit.” confirmation screen once your response has successfully submitted.

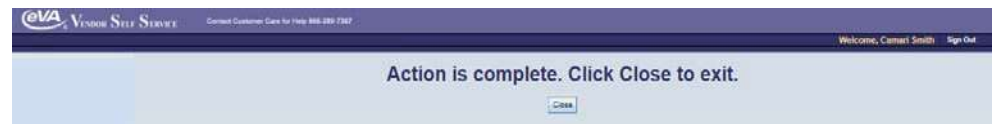


iii. Click **Close**

5 Verify Acceptance / Review Response

- i. From the **Home** page, Click the **My Business** dropdown box and click the **Responses** link (top of page).
- ii. Find the solicitation number and corresponding Response ID, if labeled “**Submitted**” your response has been accepted.
- iii. To Review the response, click the **View/Edit Response** button and navigate through each step.
- iv. Click **Exit** to close out of the response, click **Exit** once more on the confirmation message.

NOTE: You will receive an “Action is now complete. Click Close to exit.”



v. Click the **Close** button

6 Amend Response

- i. From the **Home** page, click the **My Business** dropdown box and click the **Responses** link (top of page).
- ii. Find the latest version of your solicitation response and click the **View/Edit Response** button.
- iii. Click **Edit** button (top of page), status will now be showing “**Not Submitted**”
- iv. Update information as necessary to this page
- v. Click **Next**
- vi. Click **Next**
- vii. Review response and click **Submit**
- viii. Confirm submission of response by clicking the **Submit** button on pop up.

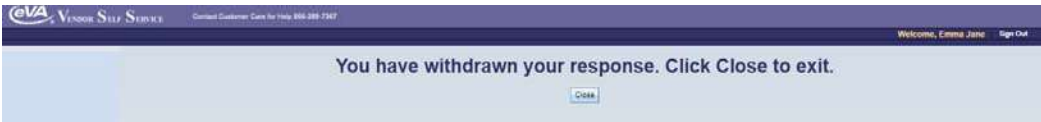
NOTE: You will receive a “Your response has been submitted. Click Close to exit.” confirmation screen once your response has successfully submitted.



ix. Click **Close**

7 Withdraw Response

- i. From the **Home** page, click the **My Business** dropdown box and click the **Responses** link (top of page).
- ii. Find the latest version of your solicitation response and click the **View/Edit Response** button.
- iii. Click **Withdraw** (top of page)

	<p>Withdrawn Response (cont'd)</p>	<p>iv. Confirm and click Withdraw on pop up</p> <p>NOTE: You will receive a “You have withdrawn your response. Click Close to exit.” confirmation screen once your response has successfully submitted.</p>  <p>v. Click Close</p> <p>vi. Status under Response will now be Withdrawn</p>
<p>8</p>	<p>Print Response</p>	<p>i. From the Home page, click the My Business dropdown box and click the Responses link (top of page).</p> <p>ii. Find the latest version of your solicitation response and click the View/Edit Response button.</p> <p>iii. Click the Next button to navigate to Step 3: Review & Submit</p> <p>iv. Click Print</p> <p>v. Click Exit</p>



GENERAL TERMS AND CONDITIONS

This solicitation and any resulting contract are subject to the provisions of the *Commonwealth of Virginia's Purchasing Manual for Institutions of Higher Education and their Vendor's* and any revisions thereto, and the *Governing Rules*, which are hereby incorporated into this contract in their entirety. A copy of both documents is available for review at www.vascupp.org.

1. **ADMINISTRATIVE APPEALS PROCEDURE**: Although Radford University is authorized to establish an administrative appeals procedure, it has chosen not to develop such procedures, but rather will rely on legal action for such determinations. (Governing Rule §55). However, Radford University reserves the right to use Alternative Dispute Resolution (ADR) for hearing appeals from decisions on disputes arising during the performance of a contract or when it is deemed to be in the best interest of the University. (Governing Rule §56).
2. **ANTI-DISCRIMINATION**: By submitting their bids/proposals, (bidders/offerors) certify to the Commonwealth that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Contracting Act of 1975, as amended, where applicable, the Virginians with Disabilities Act, the Americans with Disabilities Act and §10 of the Governing Rules. If the award is made to a faith-based organization, the organization shall not discriminate against any recipient of goods, services, or disbursements made pursuant to the contract on the basis of the recipient's religion, religious belief, refusal to participate in a religious practice, or on the basis of race, age, color, gender or national origin and shall be subject to the same rules as other organizations that contract with public bodies to account for the use of the funds provided; however, if the faith-based organization segregates public funds into separate accounts, only the accounts and programs funded with public funds shall be subject to audit by the public body. (Governing Rule §36).

In every contract over \$10,000 the provisions in 1 and 2 below apply:

1. During the performance of this contract, the contractor agrees as follows:
 - a. The contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the contractor. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
 - b. The contractor, in all solicitations or advertisements for employees placed by or on behalf of the contractor, will state that such contractor is an equal opportunity employer.
 - c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting these requirements.
2. The contractor will include the provision of 1. above in every subcontract or purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.
3. **ANTITRUST**: By entering into a contract, the contractor conveys, sells, assigns, and transfers to Radford University, and the Commonwealth of Virginia all rights, title and interest in and to all causes of action it may now have or hereafter acquire under the antitrust laws of the United States and the Commonwealth of Virginia, relating to the particular goods or services purchased or acquired by the Commonwealth of Virginia under said contract.
4. **ANNOUNCEMENT OF AWARD**: Upon award or the announcement of the decision to award a contract over \$200,000 as a result of this solicitation, Radford University will publicly post such notice on the DGS/DPS eVA web site (www.eva.virginia.gov) for a minimum of ten (10) days.
5. **APPLICABLE LAWS AND COURTS**: This solicitation and any resulting contract shall be governed in all respects by the laws of the Commonwealth of Virginia and any litigation with respect thereto shall be brought in the courts of the Commonwealth.

6. **ASSIGNMENT OF CONTRACT:** A contract shall not be assignable by the contractor in whole or in part without the written consent of Radford University, an agency of the Commonwealth.

7. **AUTHORIZATION TO CONDUCT BUSINESS IN THE COMMONWEALTH:** A contractor organized as a stock or non-stock corporation, limited liability company, business, trust, or limited partnership or registered as a registered limited liability partnership shall be authorized to transact business in the Commonwealth as a domestic or foreign business entity if so required by Title 13.1 or Title 50 of the *Code of Virginia* or as otherwise required by law. Any business entity described above that enters into a contract with a public body shall not allow its existence to lapse or its certificate of authority or registration to transact business in the Commonwealth, if so required by Title 13.1 or Title 50, to be revoked or cancelled at any time during the term of the contract. A public body may void any contract with a business entity if the business fails to remain in compliance with the provisions of this section.

8. **CHANGES TO THE CONTRACT:** Changes can be made to the contract in any of the following ways:
 1. The parties may agree to modify the scope of the contract. An increase or decrease in the price of the contract resulting from such modification shall be agreed to by the parties as a part of their written agreement to modify the scope of the contract.

 2. The University may order changes within the general scope of the contract at any time by written notice to the contractor. Changes within the scope of the contract include, but are not limited to, things such as services to be performed, the method of packing or shipment, and the place of delivery or installation. The contractor shall comply with the notice upon receipt. The contractor shall be compensated for any additional costs incurred as the result of such order and shall give the University a credit for any savings. Said compensation shall be determined by one of the following methods:
 - a. By mutual agreement between the parties in writing; or

 - b. By agreeing upon a unit price or using a unit price set forth in the contract, if the work to be done can be expressed in units, and the contractor accounts for the number of units of work performed, subject to the University's right to audit the contractor's records and/or to determine the correct number of units independently; or

 - c. By ordering the contractor to proceed with the work and keep a record of all costs incurred and savings realized. A markup for overhead and profit may be allowed if provided by the contract. The same markup shall be used for determining a decrease in price as the result of savings realized. The contractor shall present the University with all vouchers and records of expenses incurred and savings realized. The University shall have the right to audit the records of the contractor as it deems necessary to determine costs or savings. Any claim for an adjustment in price under this provision must be asserted by written notice to the University within thirty (30) days from the date of receipt of the written order from the University. If the parties fail to agree on an amount of adjustment, the question of an increase or decrease in the contract price or time for performance shall be resolved in accordance with the procedures for resolving disputes provided by the Disputes Clause of this contract, or if there is none, in accordance with the dispute's clause provisions of the Commonwealth of Virginia Purchasing Manual for Institutions of Higher Education and Their Vendors (Governing Rule §53). Neither the existence of a claim nor a dispute resolution process, litigation or any other provision of this contract shall excuse the contractor from promptly complying with the changes ordered by the University or with the performance of the contract generally.

9. **CONTROLLING VERSION OF SOLICITATION:** The original version of the solicitation and any addenda issued by Radford University's Procurement and Contracts Department is the mandatory controlling version of the document. Any modification to the solicitation by the bidder or offeror shall not modify the original version of the solicitation issued by Radford University's Procurement and Contracts Department. Such modifications or additions to the solicitation by the bidder or offeror may be cause for rejection of the bid or proposal; however, Radford University reserves the right to decide, on a case-by-case basis, in its sole discretion, whether to reject such a bid or proposal.

10. **DEBARMENT STATUS:** By submitting their bids/proposals, bidders/offerors certify that they are not currently debarred by the Commonwealth of Virginia from submitting bids or proposals on contracts for the type of goods and/or services covered by this solicitation, nor are they an agent of any person or entity that is currently so debarred.

11. **DEFAULT:** In case of failure to deliver goods or services in accordance with the contract terms and conditions, the University, after due oral or written notice, may procure them from other sources and hold the contractor responsible for any resulting

additional purchase and administrative costs. This remedy shall be in addition to any other remedies which the Commonwealth may have.

12. **DRUG-FREE WORKPLACE:** During the performance of this contract, the contractor agrees to (i) provide a drug-free workplace for the contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of controlled substance or marijuana is prohibited in the contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibitions; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the contractor that the contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

For the purposes of this section, "drug-free workplace" means a site for the performance of work done in connection with a specific contract awarded to a contractor, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, possession or use of any controlled substance or marijuana during the performance of the contract. (Governing Rule §11).

13. **EO/AA STATEMENT:** If this contract is a covered government contract or subcontract, contractors and subcontractors shall abide by the requirements of 41 CFR §§ 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, sexual orientation, gender identity or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status or disability. Radford University does not discriminate against employees, students, or applicants on the basis of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, or veteran status; or otherwise discriminate against employees or applicants who inquire about, discuss, or disclose their compensation or the compensation of other employees, or applicants; or any other basis protected by law.
14. **ETHICS IN PUBLIC CONTRACTING:** By submitting their bids/proposals, bidders/offerors certify that their bids/proposals are made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other bidder/offeror, supplier, manufacturer or subcontractor in connection with their bid/proposal and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment; loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.
15. **eVA BUSINESS-TO-GOVERNMENT VENDOR REGISTRATION, CONTRACTS, AND ORDERS:** The eVA Internet electronic procurement solution, website portal [eVA Electronic Virginia Portal](#) streamlines and automates government purchasing activities in the Commonwealth. The eVA portal is the gateway for vendors to conduct business with state agencies and public bodies. All vendors desiring to provide goods and/or services to the Commonwealth should participate in the eVA internet e-procurement solution by completing the free eVA Vendor Registration. All bidders or offerors should self-register in eVA and pay applicable vendor transaction fees. Failure to register may result in the bid/proposal being rejected.
16. **E-VERIFY REQUIREMENT OF ANY CONTRACTOR:** Any contractor with more than an average of 50 employees for the previous 12-months entering into a contract in excess of \$50,000 with the University to perform work or provide services pursuant to such contract shall register and participate in the E-Verify program to verify information and work authorization of its newly hired employees performing work pursuant to any awarded contract.
17. **FEDERAL GRANTS:** The following provisions apply to a contract made under a federal grant: Appendix II C.F.R. 200§§200.317-200.326.
18. **FORCE MAJEURE:** The performance of the contract by either party shall be subject to force majeure, including but not limited to acts of God, fire, flood, natural disaster, war or threat of war, acts or threats of terrorism, civil disorder, unauthorized strikes, governmental regulation or advisory, recognized health threats as determined by the World Health Organization, the Centers for Disease Control, or local government authority or health agencies (including but not limited to the health threats of COVID-19, H1N1, or similar infectious diseases), curtailment of transportation facilities, or other occurrence beyond the control of the parties, where any of those factors, circumstances, situations, or conditions or similar ones prevent, dissuade, or unreasonably delay the Event, or where any of them make it illegal, impossible, inadvisable, or commercially impracticable to

hold the Event or to fully perform the terms of the contract. The contract may be cancelled by either party, without liability, damages, fees, or penalty, and any unused deposits or amounts paid shall be refunded, for any one or more of the above reasons, by written notice to the other party.

19. **IMMIGRATION REFORM AND CONTROL ACT OF 1986:** By entering into a contract with the Commonwealth of Virginia, the contractor certifies that the contractor does not, and shall not during the performance of this contract for goods and services in the Commonwealth, knowingly employ an unauthorized illegal alien as defined in the federal Immigration Reform and Control Act of 1986.
20. **INDEMNIFICATION:** Contractor agrees to indemnify, defend and hold harmless the Commonwealth of Virginia, its officers, agents, and employees from any claims, damages and actions of any kind or nature, whether at law or in equity, arising from or caused by the use of any materials, goods, or equipment of any kind or nature furnished by the contractor; or any services of any kind or nature furnished by the contractor, provided that such liability is not attributable to the sole negligence of the using agency or failure of the issuing agency to use the material, goods, or equipment in the manner already and permanently described by the contractor on the materials, goods or equipment delivered.
21. **MANDATORY USE OF RADFORD UNIVERSITY’S FORM AND TERMS AND CONDITIONS:** Failure to submit a response on Radford University’s form provided for that purpose may be a cause for rejection of the response. Modification of or additions to the General Terms and Conditions of the solicitation may be cause of rejection of the response; however, the University reserves the right, on a case by case basis, in its sole discretion, whether or not to reject such a response.
22. **NONDISCRIMINATION OF CONTRACTORS:** A bidder/offeree, or contractor shall not be discriminated against in the solicitation or award of this contract because of race, religion, color, sex, national origin, age, disability, faith-based organizational status, any other basis prohibited by state law relating to discrimination in employment or because the bidder or offeror employs ex-offenders unless the state agency, department or institution has made a written determination that employing ex-offenders on the specific contract is not in its best interest. If the award of this contract is made to a faith-based organization and an individual, who applies for or receives goods, services, or disbursements provided pursuant to this contract objects to the religious character of the faith-based organization from which the individual receives or would receive the goods, services, or disbursements, the public body shall offer the individual, within a reasonable period of time after the date of the objection, access to equivalent goods, services, or disbursements from an alternative provider.
23. **PAYMENT:**
 1. **Prime Contractor:**
 - a. Invoices for items ordered, delivered and accepted shall be submitted by the contractor directly to the payment address shown on the purchase order/contract. All invoices shall show the state contract number and/or purchase order number, social security number (for individual contractors) or the federal employer identification number (for proprietorships, partnerships, and corporations).
 - b. Any payment terms requiring payment in less than 30 days will be regarded as requiring payment 30 days after invoice or delivery, whichever occurs last. However, this shall not affect offers of discounts for payment in less than 30 days.
 - c. All goods and services provided under this contract or purchase order, that are to be paid with public funds shall be billed by the contractor at the contract price, regardless of which public agency is being billed.
 - d. The following shall be deemed to be the date of payment: the date of postmark in all cases where payment is made by mail, or the date of offset when offset proceedings have been instituted as authorized under the Virginia Debt Collection Act.
 - e. **Unreasonable Charges.** Under certain emergency procurements and for most time and material purchases, final job costs cannot be accurately determined at the time orders are placed. In such cases, contractors should be put on notice that final payment in full is contingent on a determination of reasonableness with respect to all invoiced charges. Charges which appear to be unreasonable will be researched and challenged, and that portion of the invoice held in abeyance until a settlement can be reached. Upon determining that invoiced charges are not reasonable the Commonwealth shall promptly notify the contractor, in writing, as to those charges which it considers unreasonable and the basis for the determination. A contractor may not institute legal action unless a settlement cannot be reached within thirty (30) days of notification. The provisions of this section do not relieve the University of its prompt

payment obligations with respect to those charges which are not in dispute (*Governing Rule §53. Contractual disputes*).

2. To Subcontractors:

a. A contractor awarded a contract under this solicitation is hereby obligated:

- 1) To pay the subcontractor(s) within seven (7) days of the contractor's receipt of payment from the Commonwealth for the proportionate share of the payment record for work performed by the subcontractor(s) under the contract; or
- 2) To notify the University and the subcontractor(s), in writing, of the contractor's intention to withhold payment and the reason.

b. The contractor is obligated to pay the subcontractor(s) interest at the rate of one percent per month (unless otherwise prohibited under the terms of the contract) on all amounts owed by contractor that remain unpaid seven (7) days following receipt of payment from the Commonwealth, except for amounts withheld as stated in (2) above. The date of mailing of any payment by U.S. Mail is deemed to be payment to the addressee. These provisions apply to each sub-tier contractor performing under the primary contract. A contractor's obligation to pay an interest charge to a subcontractor may not be construed to be an obligation of the Commonwealth.

3. Each prime contractor who wins an award in which provision of a SWaM procurement plan as specified in the contract documents and is a condition to the award, shall deliver to the contracting agency or institution, on or before request for final payment, evidence and certification of compliance (subject only substantial shortfalls and to shortfalls arising from subcontractor default) with the SWAM procurement plan. Final payment under the contract in question may be withheld until such certification is delivered and, if necessary, confirmed by the University or institution, or other appropriate penalties may be accessed in lieu of withholding such payment.

24. **PRECEDENCE OF TERMS:** The following paragraphs of these General Terms and Conditions shall apply in all instances: **Virginia Purchasing Manual for Institutions of Higher Education and Their Vendors, Applicable Laws and Courts, Anti-Discrimination, Ethics in Public Contracting, Immigration Reform and Control Act of 1986, Debarment Status, Antitrust, Mandatory Use of Radford University's Form and Terms and Conditions, Clarification of Terms, and Payment.** In the event there is a conflict between any of the other General Terms and Conditions and any Special Terms and Conditions in this solicitation, the Special Terms and Conditions shall apply.

25. **PRICING CURRENCY:** Unless otherwise stated in the solicitation, bidder/offeror shall state bid/offer in U.S. dollars.

26. **QUALIFICATIONS OF (BIDDERS/OFFERORS):** The University may make such reasonable investigations as deemed proper and necessary to determine the ability of the bidder/offeror to perform the services/furnish the goods and the bidder/offeror shall furnish to the University all such information and data for this purpose as may be requested. The University reserves the right to inspect bidder/offeror's physical facilities prior to award to satisfy questions regarding the bidder/offeror's capabilities. The University further reserves the right to reject any bid/proposal if the evidence submitted by, or investigations of, such bidder/offeror fails to satisfy the University that such bidder/offeror is properly qualified to carry out the obligations of the contract and to provide the services and/or furnish the goods contemplated therein.

27. **SUPREMACY CLAUSE:** Notwithstanding any provision in the bidder's/offeror's response to the contrary, the bidder/offeror agrees that the terms and conditions contained in Radford University's bid/offer prevail over contrary terms and conditions in the bidder's/offeror's response.

28. **TAXES:** Sales to the Commonwealth of Virginia and Radford University are normally exempt from state sales tax. State sales and use tax certificates of exemption ST-12, will be issued upon request. Deliveries against this contract shall usually be free of Federal excise and transportation taxes. The appropriate University Sales and Use Tax of Exemption number is as follows: RU 10-546001789F-001; FIN 54-6001789

29. **TESTING AND INSPECTION:** The University reserves the right to conduct any test/inspection it may deem advisable to assure goods and services conform to specifications.

30. **TRANSPORTATION AND PACKAGING:** By submitting bids/offers, all bidders/offerors certify and warrant that the price offered for FOB destination includes only the actual freight rate costs at the lowest band best rate upon the actual weight of the goods to be shipped. Except as otherwise specified herein standard commercial packaging, packing and shipping containers shall be used. All shipping containers shall be legibly marked or labeled on the outside with purchase order number, commodity description and quantity.

31. **USE OF BRAND NAMES:** Unless otherwise provided in this solicitation, the name of a certain brand, make or manufacturer does not restrict bidders/offerors to the specific brand, make or manufacturer name, but conveys the general style, type, character, and quality of the product desired. Any product which the public body, in its sole discretion, determines to be the equal of that specified, considering quality, workmanship, economy of operation, and suitability for the purpose intended, shall be accepted. The bidder/offeror is responsible to clearly identify the product being offered and to provide sufficient descriptive literature, catalog cuts and technical detail to enable the University to determine if the product offered meets the requirements of the solicitation. This is required even if offering the exact brand, make or manufacturer specified. Normally in competitive sealed bidding only the information furnished with the bid will be considered in the evaluation. Failure to furnish adequate data for evaluation purposes may result in declaring the bid as nonresponsive. Unless the bidder clearly indicates in its bid that the product offered is an equal product, such bid will be considered to offer the brand name product referenced in the solicitation.

ADDITIONAL TERMS AND CONDITIONS:

1. ADDITIONAL GOOD AND SERVICES: The University may acquire other goods or services that the supplier provides other than those specifically solicited. The University reserves the right, subject to mutual agreement, for the Contractor to provide additional goods and/or services, under the same pricing, terms and conditions and to make modifications or enhancements to the existing goods and services. Such additional goods and services may include other products, components, accessories, subsystems, or related services newly introduced during the term of the contract.

2. AUDIT: The Contractor hereby agrees to retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Radford University, its authorized agents, and/or state auditors shall have full access and the right to examine any of said materials during said period.

3. AVAILABILITY OF FUNDS: It is understood and agreed between the parties herein that Radford University shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this contract.

4. CANCELLATION OF CONTRACT: Radford University reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.

5. CONTRACT DOCUMENTS: The contract entered into by the parties shall consist of the Request for Proposal including all addendums thereof, the proposal submitted by the Contractor, the written results of negotiations, the University Standard Contract Form, all of which shall be referred to collectively as the Contract Documents.

6. IDENTIFICATION OF PROPOSAL ENVELOPE: The signed proposal should be returned in a separate envelope or package and identified as follows:

From

Name of Offeror Due Date Time Due

Street or Box Number Solicitation Number

City, State, Zip Code Solicitation Title

Name of Procurement Officer:

The envelope should be addressed to:

RADFORD UNIVERSITY

Procurement and Contracts Department

P.O. Box 6885

501 Stockton Street

Radford, Virginia 24142

The Offeror takes the risk that if the envelope is not marked as described above, it may be inadvertently opened and the information compromised, which may cause the proposal to be disqualified. Proposals may be hand delivered to the designated location in the office issuing the solicitation. No other correspondence or other proposals should be placed in the envelope.

7. NOTICES: Any notices to be given by either party to the other pursuant to any contract resulting from this solicitation shall be in writing, hand delivered, mailed or electronically submitted to the address of the respective party at the following address:

If to the Contractor: Address Shown on the RFP Cover Page

Attention: Name of Person Signing RFP

If to Radford University:

RADFORD UNIVERSITY

Procurement and Contracts Department

Attn: Procurement Officers Name

P.O. Box 6885

501 Stockton Street

Radford, Virginia 24142

8. PUBLIC POSTING: Radford University maintains a web-based contract database with a public gateway access. Any resulting cooperative contract(s) to this solicitation will be posted to the publicly accessible website. Contents identified and mutually negotiated, as proprietary information will not be made public.

9. SEVERAL LIABILITY: Radford University will be severally liable to the extent of its purchase made against any contract resulting from this solicitation. Applicable entities described herein will be severally liable to the extent of their purchases made against any contract resulting from this solicitation.

III. SPECIAL TERMS AND CONDITIONS:

1. ACCEPTANCE PERIOD: Any Proposal received in response to this solicitation shall be valid for (180) days. At the end of the (180) days the Proposal may be withdrawn at the written request of the Offeror. If the Proposal is not withdrawn at that time it remains in effect until an award is made or the solicitation is cancelled.

2. CONFIDENTIALITY OF PERSONALLY IDENTIFIABLE INFORMATION: The Contractor assures that the information and data obtained as to personal facts and circumstances related to faculty, students or staff and affiliates will be collected and held confidential, during and following the term of this contract, and will not be divulged without the individual's and the University's written consent and only in accordance with federal law or the Code of Virginia. This shall include FTI, which is a term of art and consists of federal tax returns and return information (and information derived from it) that is in contractor/agency possession or control which is covered by the confidentiality protections of the Internal Revenue Code (IRC) and subject to the IRC 6103(p)(4) safeguarding requirements including IRS oversight. FTI is categorized as sensitive but unclassified information and may contain personally identifiable information (PII). Contractors who utilize, access, or store personally identifiable information as part of the performance of a contract are required to safeguard this information and immediately notify the University of any breach or suspected breach in the security of such information. Contractors shall allow the University to both participate in the investigation of incidents and exercise control over decisions regarding external reporting. Contractors and their employees working on this project may be required to sign a confidentiality statement.

3. CONTRACTOR PERSONNEL: All employees of the Contractor shall comply with the rules, regulations, policies and procedures of Radford University and shall maintain proper conduct. In the event the University finds, at its sole discretion, that an employee of the Contractor is objectionable to the University that employee shall be removed by the Contractor from University grounds and shall not again be employed by the Contractor on University grounds until approved by the University.

4. CONTINUITY OF SERVICES:

A. The Contractor recognizes that the services under this contract are vital to the University and must be continued without interruption and that, upon Contract expiration, a successor, either the University or another Contractor, may continue them. The Contractor agrees:

o To exercise its best efforts and cooperation to affect an orderly and efficient transition to a successor;

o To make all University owned facilities, equipment and data available to any successor at an appropriate time prior to the expiration of the Contract to facilitate transition to successor; and

o That the University Contract Officer shall have final authority to resolve disputes related to the transition of the contract from the Contractor to its successor.

B. The Contractor shall, upon written notice from the Contract Officer, furnish phase-in/phase-out services for up to ninety (90) days after this Contract expires and shall negotiate in good faith a plan with the successor to execute the phase-in/phase-out services. This plan shall be subject to the Contract Officer's approval.

C. The Contractor shall be reimbursed for all reasonable, pre-approved phase-in/phase-out costs (i.e., costs incurred within the agreed period after Contract expiration that result from phase-in/phase-out operations) and a fee (profit) not to exceed a pro rata portion of the fee (profit) under this Contract. All phase-in/phase-out work fees must be approved by the Contract Officer in writing prior to commencement of said work.

5. LICENSE TO USE RADFORD UNIVERSITY LICENSED INDICIA: By signing and submitting this Proposal, the Offeror agrees that if it is awarded a purchase order/contract as a result of this solicitation, it will follow the procedures outlined by Radford University's Licensing and Trademarks Administration to become a licensed vendor authorized to use Radford University licensed indicia identified in the solicitation and to follow all procedures for submitting artwork for product for approval prior to producing any product with Radford University indicia. More information on the licensing process and application can be located at Radford University Brand Guide

6. RENEWAL OF CONTRACT: This Contract may be renewed by Radford University upon written agreement of both parties for (one year)/ (four successive one-year periods), under the terms of the current Contract, and at a reasonable time (approximately 90 days) prior to the expiration.

7. SUBCONTRACTS: No portion of the work shall be subcontracted without prior written consent of Radford University. In the event that the Contractor desires to subcontract some part of the work specified herein, the Contractor shall furnish Radford University the names, qualifications and experience of their proposed subcontractors. The Contractor shall, however, remain fully liable and responsible for the work to be done by his subcontractor(s) and shall assure compliance with all requirements of the Contract.



Addendum Number 01

Date: April 28, 2025

Reference Request For Proposal Number:	R25-004
Commodity:	Strategic Marketing and Media Placement
Dated:	April 4, 2025
For Delivery To:	Radford University Agency, Commonwealth of Virginia 501 Stockton Street Radford, Virginia 24142
Proposal Due Date/Time:	June 4, 2025 by 3:00 PM EST

The following attachments are included with this addendum:

1. Site visit sign in sheet;
2. Pre-Proposal sign in sheet and Zoom attendees; and
3. Pre-Proposal presentation slide deck.

End of Addendum 01.

Addendum 02 to follow with RFI Responses

Procurement Officer of record:

Austin Eads, CUPO

Procurement Officer

Telephone: (540) 831-5634

Email: ateads@Radford.edu



Addendum Number 02

Date: May 21, 2025

Reference Request For Proposal Number:	R25-004
Commodity:	Strategic Marketing and Media Placement
Dated:	April 4, 2025
For Delivery To:	Radford University Agency, Commonwealth of Virginia 501 Stockton Street Radford, Virginia 24142
Proposal Due Date/Time:	June 4, 2025, by 3 PM

The following attachments are included with this addendum:

Attachment G – Radford University Brand Guide

RFI Responses follow below:

1. Is there an overall estimated budget for this one-year contract?

Radford Response: The current budget is not available to be shared; however, the average spend for Radford’s Marketing contract over the last three years has been 1.2 million dollars per year.

2. Do you have a preference for the percentage of budget devoted to paid media versus agency fees, creative, etc.?

Radford Response: General preference is for 70%-75% of the marketing/advertising budget to be allocated to **media buy**, with 15%-20% allocated to **agency fees** (strategy, planning, account management, campaign management, optimization, reporting, etc.) and between 10%-15% for **creative fees** (copywriting, design, production, etc.).

3. Can you provide a breakdown for professional fees and media spend?

Radford Response: General preference is for 70%-75% of the marketing/advertising budget to be allocated to **media buy**, with 15%-20% allocated to **agency fees** (strategy, planning, account management, campaign management, optimization, reporting, etc.) and between 10%-15% for **creative fees** (copywriting, design, production, etc.).

4. Is there a requirement or preference for offices in the state of Virginia?

Radford Response: No. However, vendors must be registered in eVA to be awarded a contract with Radford University or any entity of the Commonwealth of Virginia.

5. Can you share a breakdown of student body demographics and how they have changed over the past decade?

Radford Response: Please see the table below:

Term	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Undergraduates	8,880	8,453	8,418	7,926	7,967	7,307	6,513	6,008	5,704	6,161
Undergraduates Male	3,872	3,651	3,591	3,405	3,133	2,799	2,529	2,262	2,009	2,214
Undergraduates Female	5,008	4,802	4,827	4,521	4,834	4,508	3,984	3,744	3,682	3,929
Undergraduates Gender Unknown	0	0	0	0	0	0	0	2	13	18
Undergraduates Ethnicity Unknown	100	74	140	177	228	240	219	185	156	163
Undergraduates Hispanic	577	590	563	556	557	548	520	542	476	700
Undergraduates American Indian or Alaska Native	20	19	20	22	21	18	22	19	14	11
Undergraduates Asian	127	123	123	123	138	118	102	91	93	103
Undergraduates Black or African American	1,184	1,282	1,400	1,333	1,385	1,282	1,097	900	811	830
Undergraduates Native Hawaiian or Other Pacific Islander	15	14	10	11	6	4	5	6	5	4
Undergraduates White	6,313	5,858	5,620	5,193	5,110	4,624	4,138	3,891	3,792	3,949
Undergraduates Two or more races	461	415	449	427	455	428	360	326	299	336
Graduates	863	948	1,000	1,409	3,903	3,388	2,485	1,710	1,827	1,651
Graduates Male	200	222	230	252	557	461	390	293	382	329
Graduates Female	663	726	770	1,157	3,346	2,927	2,095	1,415	1,433	1,311
Graduates Gender Unknown	0	0	0	0	0	0	0	0	0	11

Graduates Ethnicity Unknown	24	21	14	22	693	1,376	369	152	70	46
Graduates Hispanic	27	22	36	22	61	57	60	61	68	147
Graduates American Indian or Alaska Native	3	3	0	3	7	6	8	2	3	2
Graduates Asian	14	13	13	14	33	38	38	37	43	37
Graduates Black or African American	57	70	78	84	162	181	220	157	158	138
Graduates Native Hawaiian or Other Pacific Islander	1	2	1	0	0	1	1	1	0	0
Graduates White	711	786	816	1,219	2,891	1,682	1,740	1,235	1,431	1,212
Graduates Two or more races	14	18	23	28	42	33	38	48	42	51
Total	9,743	9,401	9,418	9,335	11,870	10,695	8,998	7,718	7,531	7,812
Total Male	4,072	3,873	3,821	3,657	3,690	3,260	2,919	2,555	2,391	2,543
Total Female	5,671	5,528	5,597	5,678	8,180	7,435	6,079	5,159	5,115	5,240
Total Gender Unknown	0	0	0	0	0	0	0	4	25	29
Total Ethnicity Unknown	124	95	154	199	921	1,616	588	337	226	209
Total Hispanic	604	612	599	578	618	605	580	603	544	847
Total American Indian or Alaska Native	23	22	20	25	28	24	30	21	17	13
Total Asian	141	136	136	137	171	156	140	128	136	140
Total Black or African American	1,241	1,352	1,478	1,417	1,547	1,463	1,317	1,057	969	968
Total Native Hawaiian or Other Pacific Islander	16	16	11	11	6	5	6	7	5	4
Total White	7,024	6,644	6,436	6,412	8,001	6,306	5,878	5,126	5,223	5,161
Total Two or more races	475	433	472	455	497	461	398	374	341	387

6. Is there a desire to enhance or increase diversity in your student population through this campaign?
Page 39 of 164
 RU25014 Strategic Marketing and Media Placement Contract

Radford Response: Radford University is committed to creating an inclusive and engaging student experience. We embrace and honor the diversity of the communities we serve—from Southwest Virginia throughout the commonwealth and beyond. We will work with the selected vendor to identify and define targeted audiences for our undergrad, graduate and non-degree/certificate campaigns.

7. Are you primarily seeking an agency with extensive experience in Higher Education?

Radford Response: Extensive experience in higher education or lack thereof will not be held for or against any prospective vendor.

8. Is SWaM required, or are vendors penalized in scoring if all work is done in house?

Radford Response: No, SWaM is not required. However, the scoring criteria does include a SWaM category that allots 10 percentage points that can only be fully attained through providing certification of SWaM registration with Virginia’s SBSD. Vendors can earn partial points through including a SWaM subcontracting plan.

9. How has the university accomplished this work previously?

Radford Response: Radford University has historically utilized negotiated contracts to obtain and maintain these services.

10. Why is now the right time to identify a partner for marketing and media buying?

Radford Response: Radford University’s current Strategic Marketing and Media Placement contract is due to expire on September 31, 2025. Such is the case; Radford University seeks to obtain a new contract through competitive solicitation.

11. Will finalists be given an opportunity to present in person or virtually?

Radford Response: Yes. Vendors scored and selected for negotiations will be given an opportunity to present in person or virtually.

12. What is the estimated start date for this contract?

Radford Response: The start date for this contract will be negotiated to support implementation and an effective date of October 1, 2025.

13. Is there an incumbent vendor and will they be invited to participate in this RFP?

Radford Response: The current Marketing contract at Radford University is held by VisionPoint Marketing. They and all prospective vendors are encouraged to participate in this RFP.

14. What are your measurements for the success of this contract?

Radford Response: Radford University will use several quantitative and qualitative measures across digital and traditional/OOH platforms to determine the success of this contract.

Following are our three primary quantitative measures:

1. Increase brand awareness

- Increase top-of-funnel awareness of Radford University in state and out of state and build Radford’s reputation with the new brand and campaign creative.
- KPIs: impressions, clicks, click-through rates, cost-per-click

2. Generate leads

- Increase leads by attracting prospects and converting them into leads.
- KPIs: conversions, conversion rate, cost-per-acquisition

3. Drive applications and enrollment from 2025-26 academic year to 2026-27 academic year

- Increase quality applications

- Increase student enrollment.
 - First-year undergraduate by 1.5%
 - Transfer undergraduate by 1.5%
 - Graduate by 3%
 - Continuing education enrollment non-degree/certificate by 5%
- KPIs: applications, melt, yield rate, student enrollment

Note: We think of KPIs as measuring three different things:

- Volume
 - Impressions: the number of times an ad was displayed and viewable by users.
 - Clicks: the number of people who have clicked on an ad.
 - Conversions: the number of people who have submitted (e.g., RFI/inquiry form submission or button click).
- Efficiency
 - Click-Through Rate (CTR) or Swipe-Up Rate (SUR): the percentage of people who saw an ad, email, or other touchpoint and clicked on a link from it.
 - Conversion Rate (CVR): the percentage of people who clicked on an ad or landing page and completed a desired action.
 - Cost Per Acquisition (CPA): the metric that measures the effective cost of a customer completing a specific action, such as submitting an RFI on the landing page or through an in-platform form.
- Value
 - Cost Per Thousand Impressions (CPM): the cost for every thousand impressions delivered.
 - Cost Per Click (CPC): the price paid for each ad that was clicked on.
 - Cost Per Conversion: the effective price paid for each lead that was generated.

Additional quantitative measures include increasing:

- # of visits to campus by prospective students, including self-scheduled campus tours, attendance at open houses in the fall and spring and attendance at Highlander Day events in the spring.
- # of high school students who attend one of our Admissions Office visits to schools throughout Southwest Virginia.

Qualitative measures include:

- Quality of brand engagement by prospective students/families at open houses and Highlander Day events, as well as at sponsored events throughout Southwest Virginia (e.g., Strawberry Festival in May and Party in Elmwood Park in July in Roanoke, Radford Community Fest in August and Highlander Festival in October in Radford, Steppin' Out in August in Blacksburg).
- Strength of relationship with selected marketing services vendor, based on level of trust, responsiveness and depth of institutional knowledge exhibited by quality of creative (messaging, image-selection, CTAs, etc.)

15. Which digital platforms have had the most success meeting your KPI's?

Radford Response: Following is an overview of most effective platforms, listed in order. Strategic Marketing will provide the selected vendor with more details results reports for the current FY campaigns.

Most effective platforms:

- Impressions: Meta, Reddit, Google display, programmatic display, Shapchat
- Conversions: Meta, Google search, Google display, Meta retarget, Google display retarget
- CPA: Google display, Meta, Meta retarget, Google display retarget, Google search

16. What are the top three qualities that Radford University seeks in an agency partner?

Radford Response:

- Reliable (focused on meeting deadlines, honoring commitments, communicating in a timely and transparent manner, keeping us informed of results and recommending optimizations)

- Responsive (attentive to our requests, attuned to market trends that require changes in direction, flexible and agile enough to turn on a dime)
- Committed to excellence (developing strategic plans and creating high-quality assets requires a vendor that is committed to excellence—willing to develop a deep understanding of who Radford is, what we do and what makes us distinctive among our competition in today’s higher ed marketplace)

17. What are the top three qualities that Radford University does not seek in an agency partner?

Radford Response:

- Unresponsiveness
- Unreliability
- Apathetic

18. Do you have any first party targeting data that will be used?

Radford Response: Yes, we will provide look-like audiences, details for geofencing (zip codes, counties, campuses, buildings), audience demographics/psychographics, etc.

19. Are you currently using any CRM system?

Radford Response: Yes, our Admissions team uses Slate. The Office of Marketing and Communications manages marketing and advertising campaigns focused on attracting prospects into the recruiting funnel. We compel prospects from the top of the funnel through the middle to the bottom of that funnel in an effort to generate qualified leads (individuals who complete an RFI form served in platform or on our website), at which time we hand them off to the Admissions team, which then manages relationships/communications with the qualified leads through Slate and other means.

20. Should pricing be all inclusive of media costs, creative design and development, resources, materials, etc.?

Radford Response: Pricing should encompass all costs (media buy, agency fees, creative work, etc.). We would like vendors to also provide a rate sheet for any individuals/job titles who will be working on the account, including their hourly fee.

21. Will the awarded vendor have access to social media accounts, GTM, Google Analytics, and conversion data?

Radford Response: Yes.

22. Will there be any need for landing pages to be built?

Radford Response: While the university may repurpose and/or update special landing pages from previous campaigns, there is potential that new landing pages will be needed. This will be negotiated at a later date with the selected vendor.

23. Are vendors allowed to include URLs/links to online videos that provide further information and demonstrate our services?

Radford Response: Yes.

24. To what extent does Radford University expect new creative asset development versus repurposing existing, in-house assets?

Radford Response: Radford University expects new creative every year as we enter new recruiting cycles to avoid stagnation in the market. Some of this could entail refreshing existing creative assets. But the vendor will be expected to generate much of the new creative as part of the contract. We will work with the selected vendor to identify opportunities to repurpose and/or update existing assets, as necessary.

25. What specific KPIs or performance benchmarks, if any, are most important in measuring campaign success?

Radford Response: Radford University will use several quantitative and qualitative measures across digital and traditional/OOH platforms to determine the success of this contract.

Following are our three primary quantitative measures:

1. Increase brand awareness
 - Increase top-of-funnel awareness of Radford University in state and out of state and build Radford’s reputation with the new brand and campaign creative.
 - KPIs: impressions, clicks, click-through rates, cost-per-click
2. Generate leads
 - Increase leads by attracting prospects and converting them into leads.
 - KPIs: conversions, conversion rate, cost-per-acquisition
3. Drive applications and enrollment from 2025-26 academic year to 2026-27 academic year
 - Increase quality applications
 - Increase student enrollment.
 - First-year undergraduate by 1.5%
 - Transfer undergraduate by 1.5%
 - Graduate by 3%
 - Continuing education enrollment non-degree/certificate by 5%
 - KPIs: applications, melt, yield rate, student enrollment

Note: Strategic Marketing thinks of KPIs as measuring three different things:

- Volume
 - Impressions: the number of times an ad was displayed and viewable by users.
 - Clicks: the number of people who have clicked on an ad.
 - Conversions: the number of people who have submitted (e.g., RFI/inquiry form submission or button click).
- Efficiency
 - Click-Through Rate (CTR) or Swipe-Up Rate (SUR): the percentage of people who saw an ad, email, or other touchpoint and clicked on a link from it.
 - Conversion Rate (CVR): the percentage of people who clicked on an ad or landing page and completed a desired action.
 - Cost Per Acquisition (CPA): the metric that measures the effective cost of a customer completing a specific action, such as submitting an RFI on the landing page or through an in-platform form.
- Value
 - Cost Per Thousand Impressions (CPM): the cost for every thousand impressions delivered.
 - Cost Per Click (CPC): the price paid for each ad that was clicked on.
 - Cost Per Conversion: the effective price paid for each lead that was generated.

Additional quantitative measures include increasing:

- # of visits to campus by prospective students, including self-scheduled campus tours, attendance at open houses in the fall and spring and attendance at Highlander Day events in the spring.
- # of high school students who attend one of our Admissions Office visits to schools throughout Southwest Virginia.

Qualitative measures include:

- Quality of brand engagement by prospective students/families at open houses and Highlander Day events, as well as at sponsored events throughout Southwest Virginia (e.g., Strawberry Festival in May and Party in Elmwood Park in July in Roanoke, Radford Community Fest in August and Highlander Festival in October in Radford, Steppin' Out in August in Blacksburg).
- Strength of relationship with selected marketing services vendor, based on level of trust, responsiveness and depth of institutional knowledge exhibited by quality of creative (messaging, image-selection, CTAs, etc.)

26. How does Radford University envision the working relationship with the awarded partner, as a fully embedded extension of your team, or as an independently led entity?

Radford Response: Radford University would like its partner to serve as a seamless extension of our team so that external advertising creative and messaging aligns with our established branding guidelines and internal communications. The partner would be expected to develop strong working relationships with our key team members and develop deep institutional knowledge over time.

27. Are there any specific peak seasonal or programmatic enrollment cycles or deadlines that vendors should be aware of when developing campaign schedules?

Radford Response: Following are the key deadlines that were used this year for undergraduate programs for the 2025-26 recruiting cycle. Graduate deadlines vary slightly from these. The University will provide the selected vendor with updated undergrad, graduate and certificate/non-degree deadlines for future recruiting cycles.

- Aug. 1 - application opens
- Nov. 1 – freshman early action admission (non-binding)
- Feb. 1 – freshman regular admission
- March 1 – transfer priority deadline
- Date range – rolling admission
- Open House dates
 - Oct 19 (Main Campus)
 - Oct 26 (RUC)
 - Nov 16 (Main Campus)
- Highlander Days dates
 - March 22 (Main Campus)
 - April 6 (RUC)
 - April 12 (Main Campus)
- May 1 – Freshman Deposit Deadline
- June 1 – Transfer Deposit Deadline

28. Where does increasing diversity rank amongst the list of marketing priorities?

Radford Response: Please see above responses for details on Radford University's advertising/marketing priorities, goals and KPIs. The university is committed to creating an inclusive and engaging student experience. We embrace and honor the diversity of the communities we serve—from Southwest Virginia throughout the commonwealth and beyond. We will work with the selected vendor to identify and define targeted audiences for our undergrad, graduate and non-degree/certificate campaigns.

29. Do you have in-house creative department? If so, to what extent does your creative in-house creative department get involved with various campaigns and executions?

Radford Response: Our in-house creative team will work closely with the selected vendor to onboard them to our branding and graphic guidelines. The in-house team may help develop select creative assets for digital and OOH campaigns, which could include shooting new photos and videos at the direction

of the vendor; but the marketing vendor will bear responsibility for developing the large majority of campaign creative.

30. Is creative work (concepts and executions) part of a separate budget?

Radford Response: No. Please refer to the responses above regarding which costs vendor proposals should encompass, including the approximate percentages of media buy, agency fees and creative fees within the total cost.

31. Does your creative department provide the selected agency with creative assets, such as photo images and stock footage for digital, print and video campaigns?

Radford Response: Yes. Our in-house creative team will work closely with the selected vendor to onboard them to our branding and graphic guidelines. The in-house team may help develop select creative assets for digital and OOH campaigns, which could include shooting new photos and videos at the direction of the vendor; but the marketing vendor will bear responsibility for developing the vast majority of campaign creative.

32. Can you approximate how many executions you will need for digital display, video, banner ads, social media graphics?

Radford Response: Radford University expects a sufficient number of creative executions for digital, OOH and other traditional platforms so that campaigns feel fresh throughout each annual recruiting cycle. For our undergraduate, graduate and continuing education non-degree/certificate campaigns, multiple creatives will be needed per digital platform per audience to allow for A-B testing, different CTAs during the course of the recruiting cycle and ongoing optimization based on performance. In addition, there will be “special” time-bound creatives that are run to promote open houses, Highlander Days, approaching application deadlines, etc.

33. Can we separately send in a separate “redacted” version of our response in order to protect our proprietary information?

Radford Response: Yes, you may submit a redacted copy for proprietary information. See *Section 12.A.1-2* for requirements to do so.

34. If yes to question 32, can we send it at a later date after submitting our RFP response?

Radford Response: No. As stated in the solicitation under General Information, all submissions must be made by the **June 4, 2025, 3:00 PM EST.** deadline.

35. What’s worked well so far when it comes to attracting students? And where have you felt like there was still room to improve?

Radford Response: Radford University expects the selected vendor to produce clear, compelling, distinctive ads that rise above the noise in each platform/channel being used. Powerful, authentic, emotionally evocative storytelling (where the platform allows) has been successful. Visuals, messaging and storytelling that bring our five brand pillar messages, competitive strengths and core values to life have resonated strongly with our targeted audiences. Ensuring that campaigns feel fresh throughout annual recruiting cycles is always challenging but essential.

36. If Radford University could be known for three things as an institution, what would they be?

Radford Response: Radford University is committed to creating an inclusive and engaging student experience that is accessible to and affordable for all the communities we serve—from Southwest Virginia throughout the commonwealth and beyond.

Radford University’s small size, emphasis on outstanding teaching and commitment to student-centered learning foster a strong sense of belonging among our students.

The Radford educational experience is distinguished by the innovative and active ways that learning occurs, inside and outside the classroom. From student-faculty research, study abroad programs and internships, to consulting projects conducted in conjunction with local communities/businesses, this experience facilitates students’ personal and professional fulfillment.

37. How are you currently dividing your marketing budget across channels?

Radford Response: Our digital spend constitutes about 80% of our overall marketing/advertising budget, with the balance (about 20%) allocated to OOH and traditional platforms. Within digital, about 40% is allocated to top of funnel platforms, 45% is allocated to middle of funnel platforms and 15% is allocated to bottom of funnel platforms.

38. What does an ideal agency partnership look like from your perspective

Radford Response:

- Reliable (focused on meeting deadlines, honoring commitments, communicating in a timely and transparent manner, keeping us informed of results and recommending optimizations)
- Responsive (attentive to our requests, attuned to market trends that require changes in direction, flexible and agile enough to turn on a dime)
- Committed to excellence (developing strategic plans and creating high-quality assets requires a vendor that is committed to excellence—willing to develop a deep understanding of who Radford is, what we do and what makes us distinctive among our competition in today’s higher ed marketplace)

39. Is it okay to submit a proposal that focuses solely on digital advertising? If so, is there a particular section where we should note that?

Radford Response: See *Section’s 10 and 11* of the RFP Document for proposal requirements. Radford University cannot advise you on your specific proposal approach to this solicitation.

40. What are your goals for the first 3, 6, and 12 months of this campaign?

Radford Response: Radford University will work with the selected vendor to clearly define goals and corresponding KPIs for the first 3, 6 and 12 months of the campaign. Please see answers above related to goals/KPIs and key deadlines in the recruiting cycle for undergrad, graduate and non-degree certificate programs.

41. For your website, is everything managed in-house, or do you work with an outside partner for updates and maintenance?

Radford Response: Radford University recently worked with two outside vendors to redesign our website and implement a new CMS: NewCity and Modern Campus. Following this effort, two teams of Radford employees from Marketing and Communication and ITS work collaboratively to maintain our website. These employees will work with the selected marketing vendor, as appropriate, to ensure marketing/advertising campaigns work seamlessly with the new website.

42. Can you please confirm that media agencies can be awarded without a creative agency partner?

Radford Response: See *Section’s 10 and 11* of the RFP Document for proposal requirements. Radford University cannot advise you on your specific proposal approach to this solicitation.

43. What information does your ideal media performance dashboard include? How will this reporting be used?

Radford Response: Please see above responses regarding the goals and KPIs for the marketing/advertising campaign. The selected vendor would be expected to work with the university to create and maintain a media performance dashboard tracking those measures.

44. Will Radford be doing a brand lift study in 2026?

Radford Response: The current marketing vendor helped Radford complete a rebranding initiative in 2023. As noted in above responses, the selected marketing vendor will be expected to implement an annual brand perception survey, using similar methodology, target audiences, questions, etc. as the survey the university has conducted for the past two years. This is part of the university's ongoing effort to measure brand awareness, understanding, acceptance and engagement by key audiences.

45. You have listed multiple target audiences – traditional prospective students and their families and first-generation and Pell-eligible prospective students. Will you have creative for each of these audiences?

Radford Response: The selected vendor should expect to work with the Marketing and Communication team to develop customized creative assets that appeal to our different audiences, suited to the platforms on which the creative is being served. We would provide the selected vendor with demographic data and other details about each target audience that should be considered in developing these assets.

46. How does the finance/FAFSA team share feedback and data regarding Pell-eligible prospective students?

Radford Response: Radford University will provide the selected vendor with demographic data and other details about each target audiences—including undergrad and graduate prospects; in-state and out-of-state prospects; and Pell-eligible, first-generation, rural and full-pay prospects—that should be considered in developing assets for each audience.

47. Will federal funding or changes mentioned in the news regarding Pell grants change any efforts by Radford for this audience?

Radford Response: Radford University will inform the selected vendor of any changes to our target audiences based on any changes in the external environment at the regional, state or federal level.

48. What have been the past pain points with prior agencies?

Radford Response: Please see answers above about the desired qualities we look for in our next marketing vendor and the type of relationship we seek to establish with that vendor. Those answers do not in any way reflect on our relationships with any current or past vendor.

49. What have been the barriers to success with past paid media efforts?

Radford Response: Overall awareness and strength of awareness in Radford has improved significantly. Opportunities going forward include elevating prospective students' perceptions of Radford in terms of academic excellence, relevance/applicability of educational experience and quality/unlimited potential of career outcomes.

50. Radford noted increased enrollment in the Fall of 2024, with both freshman and transfer students increasing over prior years. What do you attribute that success to? What learnings are there from this growth that can be applied moving forward?

Radford Response: Overall awareness and strength of awareness in Radford has improved significantly. The Radford Tuition Promise, Direct Admission and Tartan Transfer programs played a key role in enrollment increases, along with a strong rebranding in 2023 and effective brand rollout since that time. We also increased the number of prospects who came to campus for tours, open houses and Highlander Day events. Opportunities going forward include elevating prospective students' perceptions of Radford in terms of academic excellence, relevance/applicability of educational experience and quality/unlimited potential of career outcomes.

51. How has organic search been valuable to your business as a marketing channel?

Radford Response: Radford University recently worked with two outside vendors to redesign our website and implement a new CMS: NewCity and Modern Campus. This effort included revising web content for academic program pages and others to achieve better SEO performance. Following this effort, two teams of Radford employees from Marketing and Communication and ITS work collaboratively to maintain our website, including continuously looking for opportunities to optimize for SEO. As a result of this effort, organic search has become a more effective marketing channel.

52. What pain points have your business experienced with SEO projects in the past, if at all?

Radford Response: Radford University recently worked with two outside vendors to redesign our website and implement a new CMS: NewCity and Modern Campus. This effort included revising web content for academic program pages and others to achieve better SEO performance. Following this effort, two teams of Radford employees from Marketing and Communication and ITS work collaboratively to maintain our website, including continuously looking for opportunities to optimize for SEO. As a result of this effort, organic search has become a more effective marketing channel.

53. Has your team engaged in any SEO work within the last year?

Radford Response: Radford University recently worked with two outside vendors to redesign our website and implement a new CMS: NewCity and Modern Campus. This effort included revising web content for academic program pages and others to achieve better SEO performance. Following this effort, two teams of Radford employees from Marketing and Communication and ITS work collaboratively to maintain our website, including continuously looking for opportunities to optimize for SEO. As a result of this effort, organic search has become a more effective marketing channel.

54. Are there any plans in 2026 for the website? (A redesign, domain migration, or overhauled content? Other?)

Radford Response: Radford University recently worked with two outside vendors to redesign our website and implement a new CMS: NewCity and Modern Campus. Following this effort, two teams of Radford employees from Marketing and Communication and ITS work collaboratively to maintain our website. These employees will work with the selected marketing vendor, as appropriate, to ensure marketing/advertising campaigns work seamlessly with the new website.

55. Why is the RFP being posted?

Radford Response: See *Section 1. Purpose*, of the RFP Document.

56. The RFP requests the vendor "Identify a projected timeline for delivery of services relative to the award date of the contract." There is no projected award or start date in the RFP. Is there a project award or start date?

Radford Response: The start date for this contract will be negotiated to support implementation and an effective date of October 1, 2025.

57. How would you describe Radford University's current marketing and media strategy? Where is it most effective, and where is there room for improvement?

Radford Response: Radford University has a robust marketing and media strategy that is aligned with the university's strategic priorities. Marketing and Communication has been successful in creating awareness and moving prospects down the funnel to become qualified leads. We then hand off those leads to our Admissions team, which cultivates those leads through a variety of F2F, phone and email touchpoints using Slate and a variety of recruiting events. We have an opportunity to connect these two stages of the recruiting process in a more seamless way to improve the overall "customer experience" and yield greater applications, deposits and enrollment.

58. Can you confirm that page 4 is the only page needed to return as the cover sheet for the proposal? If not, what pages need to be provided back as the cover sheet of the proposal submission.

Radford Response: Page 4 is required to be returned, as are Attachments D and E. Please see *Section 18: ATTACHMENTS* in the RFP Document. Attachments A, B, and F are not required to be filled out and submitted. Attachment C is only required if the vendor intends to provide pricing for additional zones supporting VASCUPP Member Schools.

59. If an addendum should be provided, should this be included in the submission of the proposal? If so, where in the organization of the proposal should that be placed?

Radford Response: Please see *Page 4 of the RFP Document*, where vendors are advised to indicate confirmation of receipt of posted addenda.

60. Suppose that we are SWaM certified in another state or have applied for certification and are willing to proceed with the VA SWaM certification. If we are considered finalists, will the point scoring accept this scenario in the RFP?

Radford Response: In order to receive full or partial credit for SWaM status, a vendor must be registered with the SBSB before the deadline of submission for the solicitation.

61. Are there any needs beyond creative and media, such as research, web development, or public relations, considered within the RFP submission?

Radford Response: While the University does not have any stated needs for the provided examples, vendors are encouraged to provide the full spectrum of their capabilities as it serves to the purpose of the RFP document, at their own discretion.

62. Are there internal review cycles or blackout dates that the selected vendor should plan around (e.g., board meetings, semester starts)?

Radford Response: Radford University will work with the selected vendor to account for any such dates as we finalize the plan for the first year.

63. What is the expected date for launching any creatives designed by the awarded agency?

Radford Response: Radford University would expect some new creative produced by the selected vendor to be launched as soon after the October 1, 2025 contract implementation as is feasible. We would work closely with the selected vendor to determine reasonable dates for this timeline.

64. What level of creative development/services will be required? (Full visual development, spec development, etc.?)

Radford Response: Radford University expects the selected vendor to present creative look/feel options for an overall campaign initially, followed by full creative development to support the chosen option.

65. Has Radford University conducted any perception surveys in the past? If so, is there benchmark data available for future measurement efforts?

Radford Response: Yes, we will provide the selected vendor with results from annual brand perception surveys conducted in 2023 and early 2025.

66. What level of research is required for your brand perception surveys?

Radford Response: The current marketing vendor helped Radford complete a rebranding initiative in 2023. As noted in above responses, the selected marketing vendor will be expected to develop and execute a plan to continue increasing brand awareness among primary and secondary audiences, as well as implement an annual brand perception survey, using similar methodology, target audiences, questions, etc. as the survey the university has conducted for the past two years. This is part of the university's ongoing effort to measure brand awareness, understanding, acceptance and engagement by key audiences.

67. Will historical marketing data, performance metrics, or past campaign results be made available to review at the start of the engagement?

Radford Response: Yes.

68. Can you share the split (or percentage allocation) between online and on-campus enrollment goals by school? Are there dedicated budgets associated with each?

Radford Response: This data will be shared with the selected vendor.

69. How would you prioritize the breakout of lead gen and awareness goals across the school or program?

Radford Response: In our advertising campaigns this year, we began to shift weighting from awareness to lead generation, moving more dollars from the top of the funnel platforms to middle of funnel platforms. We will discuss any further shifts with the selected vendor.

70. Are there current or past marketing efforts/results that should inform our approach or be built upon?

Radford Response: Please see responses above regarding our goals and KPIs, as well as tactics and other approaches that have worked well thus far.

71. What is Radford's current enrollment tracking system?

Radford Response: Banner is our student information system. It tracks enrollment.

72. What are your key strategic regions/feeder markets by school, and how does that vary for on-campus vs online?

Radford Response: Radford University will provide the selected vendor with more detailed data on specific high schools/feeder markets. Our primary market is Southwest Virginia; secondary markets are throughout the commonwealth include Northern Virginia, Tidewater/Hampton Roads, Southern Virginia and Central Virginia; tertiary markets are selected zip codes and counties in North Carolina, West Virginia, Tennessee, Maryland, and Washington, D.C.

73. Are there particular academic programs or geographic markets that should receive priority focus in the media strategy?

Radford Response: Please see answer above about primary, secondary and tertiary geographic markets. Our healthcare programs, with emphasis on nursing, and education programs have historically been strongest, followed by business, criminal justice, psychology, biology, dance, music, design, theatre; but vendors' RFP proposals do not need to focus in on specific academic programs within the undergraduate, graduate and non-degree-certificate areas.

74. Will Radford University provide existing market research or student persona data to inform audience targeting?

Radford Response: Yes, the selected vendor will be provided with this kind of data.

75. Who is Radford University's biggest competition for student recruitment or brand visibility?

Radford Response: Radford competes with Virginia State, James Madison University, Liberty, Longwood, Hampton, Old Dominion and Virginia Commonwealth University.

76. Will there be an additional budget for new assets (video, photography, etc.) for new campaign development?

Radford Response: No, there is no additional budget for new assets such as photos and videos.

77. Should a recommended media spend be included in our pricing proposal?

Radford Response: Yes, media buys should be included in proposals.

78. How many concepts for creative campaigns are expected in the initial year, and how often would they need to be updated in the following years?

Radford Response: Radford University expects new creative every year as we enter new recruiting cycles to avoid stagnation in the market. Some of this could entail refreshing existing creative assets. But the vendor will be expected to generate much of the new creative as part of the contract. We will work with the selected vendor to identify opportunities to repurpose and/or update existing assets, such as special landing pages created for past campaigns. In addition, the university will provide photos and videos for new campaign creative as necessary. This might require university photographers to shoot new photos/videos at the direction of the vendor.

79. Have initiatives supporting your top 5 priorities started? What are the KPIs for year 1 and year 4?

Radford Response: Please see answers above regarding which our goals and KPIS, which platforms we are using, and which ones have been most effective thus far. We will share more detailed performance results with the selected vendor.

80. Will the University be able to provide materials for the development of creative assets such as video footage/b-roll etc.?

Radford Response: Radford University expects new creative every year as we enter new recruiting cycles to avoid stagnation in the market. Some of this could entail refreshing existing creative assets. But the vendor will be expected to generate much of the new creative as part of the contract. We will work with the selected vendor to identify opportunities to repurpose and/or update existing assets, such as special landing pages created for past campaigns. In addition, the university will provide photos and videos for new campaign creative as necessary. This might require university photographers to shoot new photos/videos at the direction of the vendor.

81. The university has expressed an interest in a dashboard that includes real time analytics on the campaign KPIs. Is this something that should be priced by the vendor?

Radford Response: Radford University does not expect the selected vendor to build a real-time analytics dashboard that we can access 24x7x365. We would expect to work with the selected vendor 1) to build a dashboard that shows progress toward overall goals and KPIs and 2) to report the results/share the dashboard with us in a biweekly manner.

82. What role do you envision the vendor having in its (the dashboard's?) development and management?

Radford Response: Radford University does not expect the selected vendor to build a real-time analytics dashboard that we can access 24x7x365. We would expect to work with the selected vendor 1) to build a dashboard that shows progress toward overall goals and KPIs and 2) to report the results/share the dashboard with us in a biweekly manner.

83. Is the goal for the dashboards to integrate data provided by the University related to inquiries and completed applications, or for the dashboards to include media data only?

Radford Response: Radford University does not expect the selected vendor to build a real-time analytics dashboard that we can access 24x7x365. We would expect to work with the selected vendor 1) to build a dashboard that shows progress toward overall campaign goals and KPIs (media data only) and 2) to report the results/share the dashboard with us in a biweekly manner.

84. If the former, what data agreements/requirements will need to be in place in order for the selected agency to gain real-time access to that information?

Radford Response: Radford University does not expect the selected vendor to build a real-time analytics dashboard that we can access 24x7x365. We would expect to work with the selected vendor 1) to build a dashboard that shows progress toward overall campaign goals and KPIs (media data only) and 2) to report the results/share the dashboard with us in a biweekly manner.

85. Has the University previously leveraged the kind of real-time dashboards it is envisioning in previous campaigns, or will the selected agency be implementing for the first time?

Radford Response: Radford University does not expect the selected vendor to build a real-time analytics dashboard that we can access 24x7x365. We would expect to work with the selected vendor 1) to build a dashboard that shows progress toward overall campaign goals and KPIs (media data only) and 2) to report the results/share the dashboard with us in a biweekly manner.

86. What CRM/data system do you currently use? What tools do you use to track marketing leads?

Radford Response: Radford University's Admissions team uses Slate as its CRM. The Office of Marketing and Communications manages marketing and advertising campaigns focused on attracting prospects into the recruiting funnel. We compel prospects from the top of the funnel through the middle to the bottom of that funnel in an effort to generate qualified leads (individuals who complete an RFI form served in platform or on our website), at which time we hand them off to the Admissions team, which then manages relationships/communications with the qualified leads through Slate and other means. We work with our Admissions team to evaluate quality of leads and determine ways we can improve our recruiting funnel activities to continuously improve the quality of those leads.

87. Will the University provide access to existing campaign performance data, CRM/enrollment funnel data, or media performance reports to inform media planning and campaign optimization?

Radford Response: Yes.

88. Is there a preferred media measurement model or platform (e.g., Google Analytics, Tableau, Salesforce, Slate) that the selected vendor will be expected to integrate with or report from?

Radford Response: Radford University will work with the selected vendor to determine the best model/platform to use in reporting results.

89. Will Radford University require the selected vendor to handle media invoicing and reconciliation directly with vendors, or will that process be managed through the University's procurement/accounts payable team?

Radford Response: Radford University would prefer for the selected marketing vendor to handle media invoicing and reconciliation directly with media platform vendors/owners.

90. Beyond those listed (OOH, radio, digital, TV, sponsorships), are there any emerging channels (e.g., influencer marketing, CTV, podcasts) Radford is particularly interested in exploring?

Radford Response: Radford University does not have any expectations for vendor proposals to include emerging channels, but vendors are encouraged to present additional information regarding such, at their own discretion.

91. Are there key brand pillars or messages we must build from, or is there room for creative message evolution?

Radford Response: The rebranding initiative in 2023 produced several brand pillar messages. These pillars focus on what Radford University delivers, the value it offers and the characteristics that make it distinct. These pillars are like chapters of our brand story.

- Excellence that is easily accessible
- Centered on those we serve
- Freedom to learn from experience
- Active learning and active doing
- Ready for all life's roles

The recent brand perception survey found that these pillar messages are credible among our target audiences and have strong appeal to those audiences. Advertising/marketing campaign messaging should draw upon these messages, along with other key strengths, core values, etc. in a way that evolves organically and appropriately over time while staying true to their essence.

92. May we add hyperlinks to the proposal to direct the University to examples of our work on the web?

Radford Response: No. Please provide all example documents as stated in *Section's 10 and 11*.

93. Does the University have a preference for how work examples are provided? Are standalone case studies, provided as attachments, acceptable or does the University prefer to have them provided under "B: Experience and Qualifications"?

Radford Response: Please provide them as a part of your Experience and Qualifications.

94. Is multilingual messaging a requirement or priority for the university? If so, are there specific languages of interest and internal resources available to support translation or review?

Radford Response: There may be some messaging produced in Spanish for certain audiences in specific contexts.

95. Can you provide more specific enrollment goals broken down by audience segment (traditional, graduate students, first-generation, non-traditional, military-affiliated)?

Radford Response: Radford University will use several quantitative and qualitative measures across digital and traditional/OOH platforms to determine the success of this contract.

Following are our three primary quantitative measures:

1. Increase brand awareness

- Increase top-of-funnel awareness of Radford University in state and out of state and build Radford’s reputation with the new brand and campaign creative.
- KPIs: impressions, clicks, click-through rates, cost-per-click

2. Generate leads

- Increase leads by attracting prospects and converting them into leads.
- KPIs: conversions, conversion rate, cost-per-acquisition

3. Drive applications and enrollment from 2025-26 academic year to 2026-27 academic year

- Increase quality applications
- Increase student enrollment.
 - First-year undergraduate by 1.5%
 - Transfer undergraduate by 1.5%
 - Graduate by 3%
 - Continuing education enrollment non-degree/certificate by 5%
- KPIs: applications, melt, yield rate, student enrollment

Note: We think of KPIs as measuring three different things:

- Volume
 - Impressions: the number of times an ad was displayed and viewable by users.
 - Clicks: the number of people who have clicked on an ad.
 - Conversions: the number of people who have submitted (e.g., RFI/inquiry form submission or button click).
- Efficiency
 - Click-Through Rate (CTR) or Swipe-Up Rate (SUR): the percentage of people who saw an ad, email, or other touchpoint and clicked on a link from it.
 - Conversion Rate (CVR): the percentage of people who clicked on an ad or landing page and completed a desired action.
 - Cost Per Acquisition (CPA): the metric that measures the effective cost of a customer completing a specific action, such as submitting an RFI on the landing page or through an in-platform form.
- Value
 - Cost Per Thousand Impressions (CPM): the cost for every thousand impressions delivered.
 - Cost Per Click (CPC): the price paid for each ad that was clicked on.
 - Cost Per Conversion: the effective price paid for each lead that was generated.

Additional quantitative measures include increasing:

- # of visits to campus by prospective students, including self-scheduled campus tours, attendance at open houses in the fall and spring and attendance at Highlander Day events in the spring.
- # of high school students who attend one of our Admissions Office visits to schools throughout Southwest Virginia.

Qualitative measures include:

- Quality of brand engagement by prospective students/families at open houses and Highlander Day events, as well as at sponsored events throughout Southwest Virginia (e.g., Strawberry Festival in May and Party in Elmwood Park in July in Roanoke, Radford Community Fest in August and Highlander Festival in October in Radford, Steppin’ Out in August in Blacksburg).
- Strength of relationship with selected marketing services vendor, based on level of trust, responsiveness and depth of institutional knowledge exhibited by quality of creative (messaging, image-selection, CTAs, etc.)

96. Can you tell us more about the geography of your key audience(s)? For example, what are the focus geographies for research recruitment efforts? The RFP says throughout Virginia but also contiguous states. What are these states? Is there any interest in international, if so, what countries? Page 54 of 164
 RU25014 Strategic Marketing and Media Placement Contract

Radford Response: Radford University will provide the selected vendor with more detailed data on specific high schools/feeder markets. Our primary market is Southwest Virginia; secondary markets throughout the commonwealth include Northern Virginia, Tidewater/Hampton Roads, Southern Virginia and Central Virginia; tertiary markets are selected zip codes and counties in North Carolina, West Virginia, Tennessee, Maryland, and Washington, D.C.

97. Does Radford University anticipate a need for paid media placements in contiguous states beyond Virginia to reach military-affiliated students or non-traditional audiences? If so, are there specific target geographies we should plan around?

Radford Response: Radford University will provide the selected vendor with more detailed data on specific high schools/feeder markets. Our primary market is Southwest Virginia; secondary markets throughout the commonwealth include Northern Virginia, Tidewater/Hampton Roads, Southern Virginia and Central Virginia; tertiary markets are selected zip codes and counties in North Carolina, West Virginia, Tennessee, Maryland, and Washington, D.C.

98. Are there specific current or upcoming Radford University initiatives (e.g., program launches, capital improvements) that should be reflected in messaging or outreach?

Radford Response: Any details of such initiatives will be shared with the selected vendor.

99. What differentiates Radford's brand in the higher ed space today, and what brand perception shifts are you hoping to achieve through this engagement?

Radford Response: The rebranding initiative in 2023 produced several brand pillar messages. These pillars focus on what Radford University delivers, the value it offers and the characteristics that make it distinct. These pillars are like chapters of our brand story.

- Excellence that is easily accessible
- Centered on those we serve
- Freedom to learn from experience
- Active learning and active doing
- Ready for all life's roles

The rebranding initiative produced a comprehensive set of brand guidelines, which can be found at https://www.radford.edu/marketing-communication/_documents/radford-brand-guide.pdf

The recent brand perception survey found that these pillar messages are credible among our target audiences and have strong appeal to those audiences. Advertising/marketing campaign messaging should draw upon these messages, along with other key strengths, core values, etc. in a way that differentiates Radford from the competition.

Following are three additional statements that—in concert—differentiate us from competitors.

- Radford University is committed to creating an inclusive and engaging student experience that is accessible to and affordable for all the communities we serve—from Southwest Virginia throughout the commonwealth and beyond.
- Radford University's small size, emphasis on outstanding teaching and commitment to student-centered learning foster a strong sense of belonging among our students.
- The Radford educational experience is distinguished by the innovative and active ways that learning occurs, inside and outside the classroom. From student-faculty research, study abroad programs and internships, to consulting projects conducted in conjunction with local communities/businesses, this experience facilitates students' personal and professional fulfillment.

100. Are there existing consultants (e.g., creative production, media buying, market research) that the selected vendor will be expected to coordinate with or defer to?

Radford Response: If a new marketing services vendor is selected, the selected vendor will be expected to work collaboratively with the incumbent to ensure a smooth, seamless transition. Aside from that possibility, the selected vendor will not need to coordinate with any other vendors.

101. What are your current top-performing recruitment channels?

Radford Response: Following is an overview of most effective platforms, listed in order. We will provide the selected vendor with more details results reports for the current FY campaigns.

Most effective platforms:

- Impressions: Meta, Reddit, Google display, programmatic display, Shapchat
- Conversions: Meta, Google search, Google display, Meta retarget, Google display retarget
- CPA: Google display, Meta, Meta retarget, Google display retarget, Google search

102. What is the review and approval process for content and strategy, and who/how many stakeholders would be involved across levels and departments? Who will be the final decision maker with awarded agency?

Radford Response: The review and approval process will include 4 people concurrently: VP of Enrollment Management, AVP of Strategic Communications, Director of Strategic Enrollment Communications and the Marketing Manager. In tight turnarounds, the AVP will be final approval.

103. There is some duplication of information requested in these sections—does the university intend resumes, for example, to be included in both sections, or should the vendor just ensure that each requested piece of information is presented once?

Radford Response: Provided that all requested information is presented, the format of the proposal falls to the discretion of the vendor.

104. Will there be one central contact for all marketing initiatives, or will each school have a lead member?

Radford Response: This contract will have a Contract Administrator who will oversee the utilization of the contract through its life. This Contract Administrator may designate certain University personnel as necessary to execute different initiatives to maximum effectiveness.

105. Is there a preferred pricing structure?

Radford Response: See Attachment E in the RFP Document. If there is any additional pricing that you feel should be included, please do so at your own discretion.

106. Is the university seeking a collaborative strategic partner to guide long-term marketing vision, or primarily executional support for pre-defined campaigns?

Radford Response: Radford University would like its vendor to be a collaborative strategic partner, serving as a seamless extension of our team so that external advertising creative and messaging aligns with our established branding guidelines and internal communications. We would expect the partner to develop strong working relationships with our key team members and develop deep institutional knowledge over time.

107. What is the decision-making process for each school and campaign, and who will be the final decision maker with the awarded agency?

Radford Response: All decision making will be led by the Contract Administrator, supported by their designated personnel.

108. Is the university seeking an integrated media strategy combining traditional, digital, and emerging platforms?

Radford Response: Yes, Radford University expects the selected vendor to help us plan for, buy and develop creative assets for any of these platforms that would be effective in achieving our goals/KPIs.

109. Does the recruitment marketing and advertising plan need to be developed with the university communications strategy in mind? If yes, can you share that communications strategy?

Radford Response: Radford University will share the university communication plan/strategy with the selected vendor.

110. What are your expectations regarding campaign concepting? Do you envision us pitching campaign platforms or executing university-provided creative direction?

Radford Response: Radford University expect the selected vendor to develop overall campaign concepts, a proposed media plan and specific creatives in close collaboration with our Marketing and Communications team.

111. How many internal stakeholders will be involved in approvals and reviews, and is there a committee we'll collaborate with regularly?

Radford Response: The review and approval process will typically include 4 people concurrently: VP of Enrollment Management, AVP of Strategic Communications, Director of Strategic Enrollment Communications and the Marketing Manager. In tight turnarounds, the AVP will be final approval. The selected vendor will collaborate with these employees on a regular basis.

112. Will this engagement support centralized university-wide marketing only, or also extend to individual colleges, programs, or departments?

Radford Response: This engagement will be directed by centralized Enrollment Management and Strategic Communication leadership, focused on supporting university-wide enrollment goals. In some instances, we will focus on academic program areas (healthcare, education), as well as promote specific programs online RN to BSN or online MBA. But the selected vendor will not be supporting individual colleges, programs, etc.

113. Because of the different needs and motivations of undergraduate, graduate, and transfer students do you envision one comprehensive plan or a plan that speaks to each target audience?

Radford Response: We can envision three plans focused on promoting university strengths and relevant programs to the three audiences. But these plans should be integrated in terms of general look and feel, pull through some broad university-wide messaging and be executed in a coordinated manner.

114. What are the number of programs (or expected campaigns) across Radford's portfolio that will require advertising promotion?

Radford Response: This engagement will be directed by centralized Enrollment Management and Strategic Communication leadership, focused on supporting university-wide enrollment goals. In some instances, we will focus on academic program areas (healthcare, education), as well as promote specific programs online RN to BSN or online MBA. But the selected vendor will not be supporting individual colleges, programs, etc.

115. For executive communications support, how often are executive communications provided and in what format?

Radford Response: The selected vendor will not be involved in executive communications.

116. What reporting frequency is expected?

Radford Response: Radford University would like to receive biweekly reporting on the results of campaigns across platforms, including recommendations for optimizations.

117. Does the Office of Marketing and Communication have existing relationships with media (radio, broadcast, cable, etc.) and/or events already in mind? Or will these need to be developed?

Radford Response: Radford University expects the selected vendor to develop a comprehensive marketing/advertising plan in collaboration with Radford University, focused on achieving the goals and KPIs stated above. This new plan will be informed by current and past plans we have executed and our existing media relationships.

118. Will we be responsible for resizing/formatting all assets for all placements, or will internal teams handle some versioning?

Radford Response: The selected vendor will need to size and format all assets for placement and work with the platform owner to place the assets.

119. Does the University have an existing marketing and advertising plan focused on recruiting or will this need to be developed?

Radford Response: Radford University expects the selected vendor to develop a comprehensive marketing/advertising plan in collaboration with Radford University, focused on achieving the goals and KPIs stated above. This new plan will be informed by current and past plans we have executed.

120. What is Radford University's typical timeline for its annual recruitment efforts?

Radford Response: Following are the key deadlines we used this year for our undergraduate programs for the 2025-26 recruiting cycle. Graduate deadlines vary slightly from these. We will provide the selected vendor with updated undergrad, graduate and certificate/non-degree deadlines for future recruiting cycles.

- Aug. 1 - application opens
- Nov. 1 – freshman early action admission (non-binding)
- Feb. 1 – freshman regular admission
- March 1 – transfer priority deadline
- Date range – rolling admission
- Open House dates
 - Oct 19 (Main Campus)
 - Oct 26 (RUC)
 - Nov 16 (Main Campus)
- Highlander Days dates
 - March 22 (Main Campus)
 - April 6 (RUC)
 - April 12 (Main Campus)
- May 1 – Freshman Deposit Deadline
- June 1 – Transfer Deposit Deadline

121. Do you have any recent student success stories or testimonials we can leverage?

Radford Response: Yes, we will provide the selected vendor with a range of success stories, testimonials, etc. (in video and for print/web) that could be leverage into compelling advertising and storytelling efforts. We would also expect to work with the vendor to produce new content for these purposes.

122. What flexibility will the marketing partner have to optimize advertising performance including digital campaign copy and assets (e.g., pay-per-click advertising) mid-flight?

Radford Response: We are looking for a marketing vendor that embodies the following three qualities. This includes reporting campaign results in a timely manner along with recommendations for optimizations mid-flight.

- Reliable (focused on meeting deadlines, honoring commitments, communicating in a timely and transparent manner, keeping us informed of results and recommending optimizations)
- Responsive (attentive to our requests, attuned to market trends that require changes in direction, flexible and agile enough to turn on a dime)
- Committed to excellence (developing strategic plans and creating high-quality assets requires a vendor that is committed to excellence—willing to develop a deep understanding of who Radford is, what we do and what makes us distinctive among our competition in today’s higher ed marketplace)

123. We see Radford University uses Slate – do you intend to continue with Slate? Do you have a Slate captain?

Radford Response: Yes, our Admissions team uses Slate and have experts in using it. The Office of Marketing and Communications manages marketing and advertising campaigns focused on attracting prospects into the recruiting funnel. We compel prospects from the top of the funnel through the middle to the bottom of that funnel in an effort to generate qualified leads (individuals who complete an RFI form served in platform or on our website), at which time we hand them off to the Admissions team, which then manages relationships/communications with the qualified leads through Slate and other means.

124. How much is recruitment using Slate queries for lead quality, scoring and speed to lead?

Radford Response: The Office of Marketing and Communications manages marketing and advertising campaigns focused on attracting prospects into the recruiting funnel. We compel prospects from the top of the funnel through the middle to the bottom of that funnel in an effort to generate qualified leads (individuals who complete an RFI form served in platform or on our website), at which time we hand them off to the Admissions team, which then manages relationships/communications with the qualified leads through Slate and other means. We work with our Admissions team to evaluate quality of leads and determine ways we can improve our recruiting funnel activities to continuously improve the quality of those leads.

125. Does Radford University currently have a lead quality issue?

Radford Response: No.

126. What are Radford University’s current enrollment goals? Does this include any benchmarks?

Radford Response: In the past two recruiting cycles, the university has been able to stabilize enrollment through measured growth. We will use benchmarks from those two years in evaluating future performance.

We will use several quantitative and qualitative measures across digital and traditional/OOH platforms to determine the success of this contract.

Following are our three primary quantitative measures:

1. Increase brand awareness
 - Increase top-of-funnel awareness of Radford University in state and out of state and build Radford’s reputation with the new brand and campaign creative.
 - KPIs: impressions, clicks, click-through rates, cost-per-click
2. Generate leads
 - Increase leads by attracting prospects and converting them into leads.
 - KPIs: conversions, conversion rate, cost-per-acquisition
3. Drive applications and enrollment from 2025-26 academic year to 2026-27 academic year
 - Increase quality applications
 - Increase student enrollment.
 - First-year undergraduate by 1.5%
 - Transfer undergraduate by 1.5%
 - Graduate by 3%
 - Continuing education enrollment non-degree/certificate by 5%
 - KPIs: applications, melt, yield rate, student enrollment

Note: We think of KPIs as measuring three different things:

- Volume
 - Impressions: the number of times an ad was displayed and viewable by users.
 - Clicks: the number of people who have clicked on an ad.
 - Conversions: the number of people who have submitted (e.g., RFI/inquiry form submission or button click).
- Efficiency
 - Click-Through Rate (CTR) or Swipe-Up Rate (SUR): the percentage of people who saw an ad, email, or other touchpoint and clicked on a link from it.
 - Conversion Rate (CVR): the percentage of people who clicked on an ad or landing page and completed a desired action.
 - Cost Per Acquisition (CPA): the metric that measures the effective cost of a customer completing a specific action, such as submitting an RFI on the landing page or through an in-platform form.
- Value
 - Cost Per Thousand Impressions (CPM): the cost for every thousand impressions delivered.
 - Cost Per Click (CPC): the price paid for each ad that was clicked on.
 - Cost Per Conversion: the effective price paid for each lead that was generated.

Additional quantitative measures include increasing:

- # of visits to campus by prospective students, including self-scheduled campus tours, attendance at open houses in the fall and spring and attendance at Highlander Day events in the spring.
- # of high school students who attend one of our Admissions Office visits to schools throughout Southwest Virginia.

Qualitative measures include:

- Quality of brand engagement by prospective students/families at open houses and Highlander Day events, as well as at sponsored events throughout Southwest Virginia (e.g., Strawberry Festival in May and Party in Elmwood Park in July in Roanoke, Radford Community Fest in August and Highlander Festival in October in Radford, Steppin’ Out in August in Blacksburg).
- Strength of relationship with selected marketing services vendor, based on level of trust, responsiveness and depth of institutional knowledge exhibited by quality of creative (messaging, image-selection, CTAs, etc.)

127. What ad tactics are Radford University running now?

Radford Response:

Digital

- Top of Funnel: Google display, programmatic display, Hulu, Reddit, Snapchat, Spotify, YouTube

- Middle of Funnel: Google search, Meta
- Bottom of Funnel: Google display retarget, Meta retarget, programmatic display retarget, YouTube retarget

OOH/Traditional

- 8 roadside billboards throughout Southwest Virginia (6 static, 2 digital).
- 1 static board in American Airlines terminal at Roanoke Regional Airport, several ads in rotation on 2 digital screens in the baggage claim.
- Event sponsorships throughout Southwest Virginia (e.g., Strawberry Festival in May and Party in Elmwood Park in July in Roanoke, Radford Community Fest in August and Highlander Festival in October in Radford, Steppin' Out in August in Blacksburg).

128. What opportunities do you see to improve the recruitment and brand-building work done for and by the University to date? Or more broadly, what opportunities do you see to take the University to a new level over the term of this contract?

Radford Response: Radford University completed a rebranding initiative in 2023 and are in the second year of rolling it out to various internal and external audiences. The new brand is fully integrated into our marketing/advertising efforts. We will work with the selected vendor to identify opportunities to continuously improve our recruiting efforts through a variety of digital, traditional, OOH and other tactics/platforms.

129. What are the University's desired outcomes for the brand-building efforts that will be supported by the chosen firm? Are these efforts to be focused on the secondary audiences you list in your solicitation?

Radford Response: The current marketing vendor helped Radford complete a rebranding initiative in 2023. As noted in above responses, the selected marketing vendor will be expected to develop and execute a plan to continue increasing brand awareness among primary and secondary audiences, as well as implement an annual brand perception survey, using similar methodology, target audiences, questions, etc. as the survey the university has conducted for the past two years. This is part of the university's ongoing effort to measure brand awareness, understanding, acceptance and engagement by key audiences.

130. Should the recruitment tactics vary for the main campus vs. the Roanoke campus?

Radford Response: Many of the recruiting tactics for the main campus in Radford and the campuses in Roanoke will be the same, albeit with imagery, messaging and CTAs customized to programs and audiences offered at each location. However, the distinctive campuses and program offerings present opportunities for some unique tactics per location.

131. You mentioned that you are looking for support for your continuing education programs. Could you please clarify the type/amount of programs the selected vendor would be expected to provide support for?

Radford Response: Radford University has several continuing education audiences and offerings that will require unique ads, including the following. We will work with the selected vendor to determine timing, messaging, CTAs and platforms, as well as the percentage of overall budget that should be allocated to this segment.

- Cybersecurity Professionals
 - Focus: Career advancement, skill-building for staying relevant in an evolving industry, certifications to meet compliance standards.
- Data Science Professionals
 - Focus: Flexibility in learning cutting-edge technologies, certifications, and data science applications relevant across industries.

- K-12 Educators
 - Focus: Professional development, flexible learning for working teachers, improving classroom effectiveness, and meeting state licensure requirements.
- K-12 Provisional Licensure Candidates
 - Focus: Licensure alignment, flexibility for individuals transitioning into teaching careers, working while studying.
- Government and Corporate Professionals (Cybersecurity, Data Science)
 - Focus: Aligning with professional and organizational goals, skill enhancement, certifications relevant to industry demands.
- Mid-Career Professionals Seeking Upskilling
 - Focus: Flexibility, career advancement, aligning with personal and professional growth, tailored for individuals with existing work commitments.

132. Could you please provide clarification of expectations regarding sponsorships?

Radford Response: Radford University will expect the selected vendor to recommend event or other sponsorships that would help the university achieve our stated goals for advertising/marketing, if such sponsorships are among the most effective means of doing this. In their proposals responding to the RFP, vendors do not need to develop a full-fledged event sponsorship plan but should explain the rationale they would use to develop such recommendations along with an example or two of opportunities that might make sense.

133. The website was not mentioned in the RFP document. If campaign performance suggests website updates are necessary, does the Office of University Marketing and Communications have the authority to implement changes?

Radford Response: Radford University recently worked with two outside vendors to redesign our website and implement a new CMS: NewCity and Modern Campus. Following this effort, two teams of Radford employees from Marketing and Communication and ITS work collaboratively to maintain our website. These employees will work with the selected marketing vendor, as appropriate, to ensure marketing/advertising campaigns work seamlessly with the new website.

134. For managing crises and reputational risks, are you asking for an hourly rate for these services that would be negotiated based on a specific event or situation that occurs?

Radford Response: No.

135. For certain services, particularly creative deliverables where scope and production needs may vary, would it be acceptable to submit fully burdened hourly rates in lieu of fixed pricing? We want to ensure our pricing remains accurate and scalable to Radford's evolving needs.

Radford Response: Vendors are free to provide additional pricing information extending beyond Attachment E as they see fit to support their proposal.

136. Will full points be awarded only to certified SWaM vendors, or are partial points available for firms that subcontract to SWaM-certified partners or have certification pending?

Radford Response: Partial points will be awarded to those with a SWaM subcontracting plan. Please see **Section 10.D** of the RFP Document.

137. The RFP asks for a plan to utilize SWaM subcontractors if we're not classified as SWaM ourselves. Since we're able to perform all services in-house, could you clarify whether it's acceptable to explain that, or is there an expectation to identify potential SWaM partners regardless?

Radford Response: It is not a requirement to submit a SWaM plan. **Please see Section 10.D** of the RFP Document.

138. Additionally, can you confirm if documentation of intent to partner with a SWaM vendor is sufficient at the time of submission?

Radford Response: Yes. This would satisfy the request in Section 10.D for a SWaM subcontracting plan.

139. We would appreciate the opportunity to review any materials from the April 22 pre-proposal Zoom meeting. Will a recording, transcript, or meeting notes be made available to vendors who were unable to attend live?

Radford Response: This information can be found on eVA's VBO website, and on Radford University's Procurement Website, under R25-004 Strategic Marketing and Media Placement Addendum 01.

140. Are there internal brand guidelines or personas already developed, or would your team be open to a brand positioning refresh as part of this scope?

Radford Response: Please See *Attachment G*.

141. Does the University have an idea of what it is looking for with "grassroots marketing?"

Radford Response: Radford University will expect the selected vendor to recommend grassroots marketing opportunities that would help the university achieve our stated goals for advertising/marketing, if such opportunities are among the most effective means of doing this. In their proposals responding to the RFP, vendors do not need to develop a full-fledged grassroots marketing plan but should explain the rationale they would use to develop such recommendations along with an example or two of opportunities that might make sense. This is an area where vendors should apply creativity and imagination in developing ideas.

142. The RFP notes that Radford University may award multiple contracts. Could you share more about the criteria that would lead to splitting the award among different agencies? For example, would that be based on service specialization, capacity, or pricing? Additionally, if the award is split, would the selected agencies be expected to collaborate during the media planning and execution process?

Radford Response: In the event of a multi-award, Radford University will negotiate with each individual vendor selected, a contract that specifies services to be performed, pricing relative to those services, and any necessary additional terms and conditions. Collaboration may be posed but would not necessarily be a required expectation of any awarded party, unless otherwise negotiated.

143. Are there any automated email campaigns in place that align with prospective student lifecycle stages? If so, what platform supports these campaigns?

Radford Response: Yes, our Admissions team uses Slate to execute automated email campaigns for qualified leads generated by our advertising campaigns. The Office of Marketing and Communications manages marketing and advertising campaigns focused on attracting prospects into the recruiting funnel. We compel prospects from the top of the funnel through the middle to the bottom of that funnel in an effort to generate qualified leads (individuals who complete an RFI form served in platform or on our website), at which time we hand them off to the Admissions team, which then manages relationships/communications with the qualified leads through Slate and other means.

144. Would Radford be open to optional add-ons (e.g., audience persona development, campaign video production) that enhance campaign effectiveness?

Radford Response: Vendors are welcome to provide additional information as it relates to services and pricing not specifically stated in the RFP Document.

145. Can you provide a current branding guide?

Radford Response: Yes. See Attachment G.

146. Will there be any on-site meetings and events? Can Travel be billed separately?

Radford Response: If awarded the contract, there will be potential for the need of in-person presence. In the event of any travel expenses incurred as it relates to this contract, reimbursement for said travel expenses will be subject to the Commonwealth of Virginia's Travel, lodging, and per diem Regulations.

147. Will the University be looking for in-person support for additional events?

Radford Response: No, the university will provide all in-person support for any sponsored events or grassroots marketing efforts.

148. May potential price increases be negotiated during the time of subsequent renewal years?

Radford Response: Yes. Pricing increases are allowed to be negotiated during renewal discussions.

End of Addendum 02.

Procurement Officer of Record:

Austin Eads, CUPO

Procurement Officer

Telephone: 540-831-5634

Email: ateads@radford.edu

Brand Guidelines



Table of Contents

03	Our Story
05	Brand Positioning Statement
06	Brand Pillars
09	Brand Personality Traits
10	Brand Voice
14	University Logo
22	Flexible Logo System
30	Typography
36	Colors
42	Graphic Elements
47	Pattern
53	Video and Photography
56	Athletics Brand



Our Story

Our Vision

Radford University aspires to be the premier, innovative, student-centered university in the Commonwealth of Virginia and beyond with a keen focus on teaching, research and service.

Our Mission

As a mid-sized, comprehensive public institution dedicated to the creation and dissemination of knowledge, Radford University empowers students from diverse backgrounds by providing transformative educational experiences, from the undergraduate to the doctoral level, within and beyond the classroom. As an inclusive university community, we specialize in cultivating relationships among students, faculty, staff, alumni and other partners and in providing a culture of service, support and engagement. We embrace innovation and tradition and instill students with purpose and the ability to think creatively and critically. We provide an educational environment and the tools to address the social, economic and environmental issues confronting our region, nation and the world.

Our Story

Radford University Code of Ethics

Radford University is committed to maintaining the highest ethical standards and to upholding the public's trust. We recognize that our behavior affects not only our own individual reputation but also that of Radford University. Accordingly, this Code of Ethics forms the ethical principles that will guide all members of the University community in all decisions and activities. These principles are:

Respect: We will nurture a climate of care, concern, fairness and civility toward others while recognizing and embracing each individual's dignity, freedom and diversity even in the face of disagreement.

Honesty and Integrity: We will act and communicate truthfully and candidly. We will uphold the University's values and make decisions based on the greater good, conducting ourselves free of personal conflicts or appearances of impropriety and self-dealing.

Communication: We will openly share information with stakeholders regarding the processes used in developing policies and making decisions for the University.

Stewardship: We will use University resources in a wise and prudent manner in order to achieve our educational mission and strategic objectives. We will not use University resources for personal benefit or gain.

Excellence: We will conduct all University affairs diligently, exercising due professional care and striving to meet the high expectations we have set for ourselves as well as the expectations of those we serve.

Responsibility and Accountability: We will be trustworthy and answerable for our conduct, decisions and obligations and will comply with all applicable laws, regulations, policies and procedures. We recognize our obligation to report unethical conduct to appropriate authorities.

Brand Positioning Statement

A positioning statement tells our brand story in a concise narrative that addresses our target audience and our key differentiators.

At Radford University, we deliver a high-quality, affordable education that prepares all kinds of students for career and life success. With campuses nestled near the Blue Ridge Mountains, our small, student-centered learning community offers career-driven and leadership experiences from day one.

We inspire curiosity, independence and fearlessness in our students and support their intellectual exploration with access to high-end facilities.

We maintain a close-knit and supportive environment where each student feels seen and accepted.

At Radford, students have the freedom to try new things, learn from their experiences, and discover their own pathway to personal and professional fulfillment.



Brand Pillars

Brand pillars focus on what Radford University delivers, the value it offers and the characteristics that make it distinct. Think of these as the chapters of our brand story.

Excellence That Is Easily Accessible

At Radford University, we believe that everyone deserves a high-quality, affordable education delivered in an intimate learning environment. Our small, tight-knit community is nestled near the Blue Ridge Mountains. We are big enough to provide incredible resources yet small enough that students can easily access them. Our community is small enough that students are seen and heard — our faculty get to know their aspirations, struggles and ambitions — yet big enough to offer diverse perspectives and experiences that help our students grow into well-rounded people and successful future professionals.





Brand Pillars

Centered on Those We Serve

Students come first at Radford University. We are dedicated to providing a personalized, well-rounded, and affordable education that matches the needs and aspirations of each student. We have a variety of academic programs, career-focused experiences, and comprehensive support services that help students reach their potential and excel in their chosen fields. We also maintain a culture of care, respect, and inclusion that values the diversity and dignity of every member of our community. Radford University serves our local communities as well as business and industry across the commonwealth and the nation by providing them with compassionate and career-ready professionals.

Freedom To Learn From Experience

Within Radford University's tight-knit, supportive community, students can explore a variety of pathways, experience occasional setbacks and find their way forward with confidence. Here, students can feel comfortable taking on new challenges and learning from their mistakes. Our students don't back down in the face of difficulty — they embrace it as an opportunity to grow. We encourage students to approach failure with a positive mindset and a willingness to improve, which in turn allows them to build resilience, humility and other strengths that will serve them in their future professional endeavors.

Brand Pillars

Active Learning and Active Doing

Radford University offers an education that encourages active participation, challenges students from the outset and provides early access to industry-aligned opportunities. As early as their freshman year, students get hands-on experience, conduct research and run simulations that go beyond what many internships or co-ops even offer. We bring the real world to our students on campus. Regardless of their major, every student at Radford University can engage in career-driven experiences that connect them meaningfully to their future profession.

Ready for All of Life's Roles

At Radford University, we believe in the power of personal growth and professional exploration. We guide our students to bright futures in rewarding careers by helping them develop the hard and soft skills required for success in the workplace and in life. Our students undergo transformative growth as they prepare for life after college, not only as professionals in their field but also as active citizens who are eager to make a difference in their communities and proud alumni who cheer on and support the next generation of Radford students. At Radford University, we empower our students to make a positive impact in all the roles they will play throughout their lives.



Brand Personality

Personality traits give Radford University a more "human touch." They help bring the traits of our brand archetypes to life, informing the voice and visual tone of our messaging and creative.

Genuine

We believe in being honest and authentic in all that we do. No matter how we grow or change, we remain true to ourselves, down-to-earth and unpretentious.

Kind

We are warm, friendly and upbeat in all our interactions, from greeting new students on campus to working with business and industry leaders to create career pathways.

Inclusive

We are here to educate, guide and uplift our students, not to judge. We welcome all into our tight-knit, supportive and student-centered community.

Unexpected

We are more than meets the eye. Though some may underestimate us, the more they get to know us, the more reasons they find to believe in us.

Curious

We encourage intellectual exploration in the pursuit of self-discovery, enabling students to try new things, experiment and better understand the areas that interest them.

Motivated

We are persistent in our pursuit of continual improvement and are committed to seeking out ways we can make life and learning better for others.

Brand Voice

What We Say

Radford University is where students discover their true potential. They find possibilities everywhere: on campus, in classrooms, by joining clubs, and through experiential and educational opportunities. Students are provided the space, place and guidance to become successful in their professional and personal lives.

How We Say It

Our brand represents a storytelling voice. It is genuine and real as well as friendly and enthusiastic. It shares student, faculty, staff and alumni personal journeys and triumphs without ever being boastful. Our voice pivots as needed and can be more formal or casual to align with the use-case.

Keywords & Phrases

Responsive. Resilient. Real.	Lasting Legacy
Radford Experience	Highlander Pride
Highlander Journey	Radford Family
Positive Impact	Close-Knit Community



Writing Style

The Associated Press (AP) Stylebook is the standard style guide for most U.S. newspapers, magazines and public relations firms. In order to better coordinate with media organizations, the Radford University Department of Marketing and Communication bases its style guide on AP, with a few exceptions.

The full Radford editorial guide is available online. This quick guide offers some of the major points of AP and University style.



Writing Style

Academic Degrees

- Use an apostrophe in bachelor's degree, a master's, etc.
 - There is no apostrophe in Bachelor of Arts, Master of Science, etc.
- ## Dates
- When a month is used with a specific date, abbreviate these months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. *Sept. 4 was the day of her birthday.*
 - When a phrase lists only a month and year, do not separate the month and the year with commas. *March 2022 was a great month.*
 - When a phrase refers to a month, day and year, set off the year with commas. *Aug. 20, 2023, was the day they had all been waiting for.*

Academic Titles

Doctor/Dr. is used only for holders of degrees in dentistry, medicine, optometry, osteopathic medicine, podiatry or veterinary medicine. Other doctorates are denoted when necessary by the placement of the degree, in abbreviated form, after the name: *Amy Balija, Ph.D.; Susan Trageser, Ed.D.*

Numbers

Spell out the numbers one through nine; for 10 and up, use Arabic numerals.
 Proper names: Use words or numerals according to an organization's practice. *3M, Twentieth Century Fund, Big Ten*

Titles

Of books, computer games, movies, operas, plays, poems, songs, television programs, lectures, speeches and works of art: Use quotation marks, not italics. "Barbie," "Oppenheimer," "Decline and Fall of the Roman Empire."

Punctuation

Commas: AP does not use Oxford (also known as serial) commas; that is, the last comma in a series before a conjunction. *Tom, Dick and Harry left at 3 p.m. We appreciate your gift of time, talent or treasure.*
 Dashes: Make a dash by striking the hyphen key twice. Put a space on either side of the dash: *Smith offered a plan — it was unprecedented — to raise revenues.*
 Hyphens: Use a hyphen for compound adjectives before the noun. *Well-known actor, full-time job, 20-year sentence.* Do not use a hyphen when the compound modifier occurs after the verb. *The actor was well known. Her job became full time. He was sentenced to 20 years.*

University Logo



University Logo: Main Version

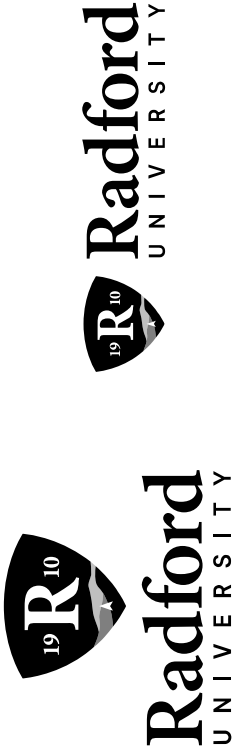
The Radford University logo helps define the Radford University brand by telling the Radford story in a condensed, simplified and visual form. Using the iconic Radford red to as the defining color, the logo features a strong, traditional “R” in a grouping with the year of Radford’s founding, 1910, to illustrate the long and proud history of the institution. Below it sits a simple depiction of the Blue Ridge Mountains, a nod to Radford’s picturesque location. And in the mountains is a wayfinding symbol that shows the adventurous spirit of Radford’s students.





University Logo: Main Reversed

The reversed logo, for use on dark, solid backgrounds, uses the same elements as the main logo but with the name "Radford" in white instead of red, "University" in a lighter gray and a white key line around the shield icon to separate it from the background.

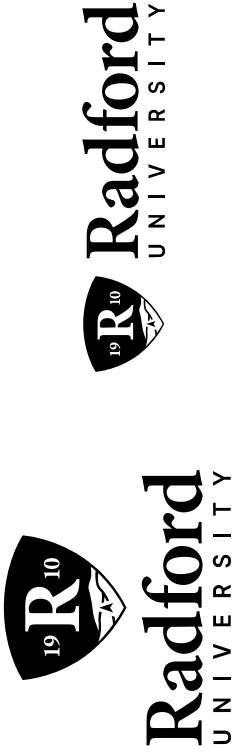


University Logo: Camo One-Color Versions

For instances where using multiple colors isn't possible, such as when placed over a photographic background, camo one-color versions of the logo are available to maintain the brand integrity. The camo one-color logo is the brand's primary one-color option.

These versions contain transparent elements and should not be reproduced on merchandise such as t-shirts.

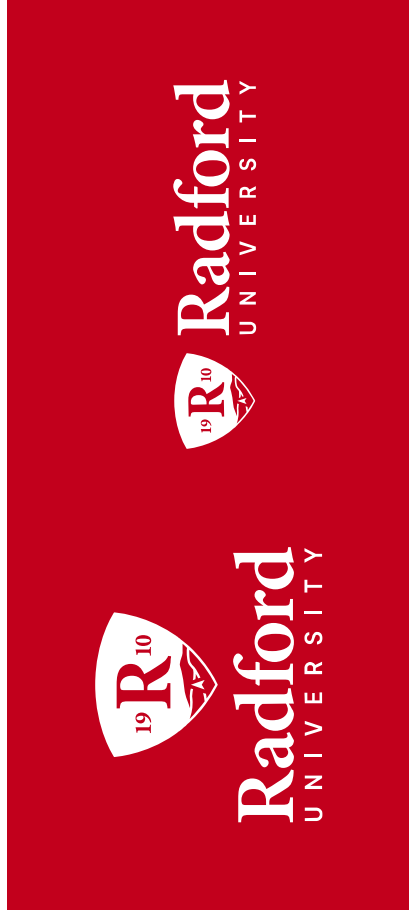




University Logo: Print One-Color Versions

For instances where using multiple colors isn't possible due to printing restrictions or when using multiple colors could be visually confusing, simple one-color print versions of the logo are available to maintain the brand integrity.

These versions are for print use only when only one color of print is allowed.





University Logo: Clear Space

When using the Radford University logo, it is imperative to have sufficient clear space on all sides of the logo to maintain visual integrity.

The diagrams to the left show the space needed for both the horizontal and vertical versions of the mark, as measured by the size of the capital "R" in Radford.



Print minimum size



1 13/16" width



Radford
UNIVERSITY

1 1/4" width

Digital minimum size



72 pts width at 72 ppi



Radford
UNIVERSITY

50 pts width at 72 ppi

Small size version



Radford
UNIVERSITY

University Logo: Small Size + Minimum Size

Print

To preserve the integrity of the design and the legibility of the logo text, the logo should never be reproduced smaller than 1 13/16" wide for the horizontal or 1 1/4" wide for the stacked version in print.

Digital

For digital executions, the horizontal logo can be as small as 72 pts wide and the stacked logo can be as small as 50 pts wide at 72 ppi.

Small Scale

In some cases, such as screen printing and embroidery, we recommend using the small size versions of the Radford logo, which have been optimized for small-scale reproduction. All other process printed or digital placements of the logo should use the standard size versions.



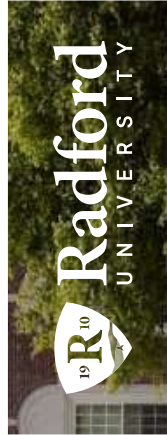
Do not use the regular logo on a dark background.



Do not change the color of any portion of the logo.



Do not place the main logo on a photographic background.



Proper use of the white, one-color logo on photographic or video background.



Do not stretch or squash.



Do not rotate the logo.



Do not add effects that modify the logo.



Use of either the Shield or Wordmark alone is to the discretion of Strategic Communications.

University Logo: Usage Rules

To the left are examples for improper uses of the University logo, as well as correct clarifications on proper use.

Flexible Logo System

Flexible System: Variables & Structure

The Radford logo can be used as a containing shape for photographic elements that customize the logo as part of its flexible system. Doing so must fall within the parameters set in these standards to maintain the stability of the brand identity, and all customized versions must be approved by the Office of Marketing and Communications.



designated maximum breakout space

Radford R (remains stable)

gradient overlay (can be Radford Red, Alma Mater Brick or New River Blue)

Radford

U N I V E R S I T Y



designated maximum breakout space

Radford R + 1910 (remains stable)

gradient overlay (can be Radford Red, Alma Mater Brick or New River Blue)

Flexible System: Variables & Structure

Photographs used should meet the following criteria: background should be dark enough to keep the Radford R clearly visible, faces shouldn't be covered by the R or cropped off, breakout element should remain within the designated breakout space, breakout element should be the focus of the chosen photograph and masked cleanly and gradient overlay color should be chosen to balance the colors in the photograph.

face clear of the Radford R



designated maximum breakout space

Radford R + 1910 (remains stable)

gradient overlay (can be Radford Red, Alma Mater Brick or New River Blue)



Do not cover the subject's face.



Do not use a photo without a breakout element.



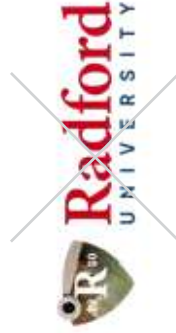
Do not use a photo that violates the designated maximum breakout space.



Do not use a photo with too much white, making the "R" illegible.



Do not remove the gradient fade from the logo.



Do not use an unapproved color for the gradient overlay.

Flexible System: Variables & Structure

To the left are examples of how photos can **not** be used in the Radford University Flexible Logo System. By avoiding these instances, the system remains strong and recognizable in all uses. You can reference the examples used on the following pages to see the system rules properly applied.



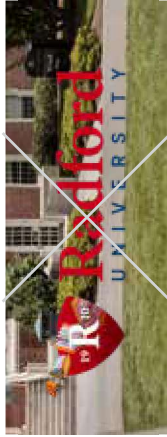
Flexible System: Variables & Structure

Designated clear space around the logo should expand to begin at the furthest edge of the breakout element, ensuring proper breathing room for the logo regardless of the version used.





Do not use other colors in the wordmark.



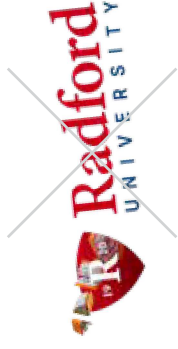
Do not place on a photographic background.



Do not place on a color background.



Proper use of reverse flexible logo on a black background.



Do not rotate the logo.



Do not stretch or squash the logo.



Do not add effects that modify the logo.

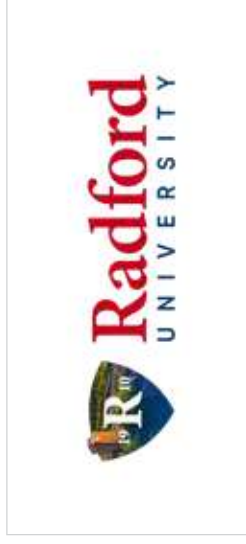
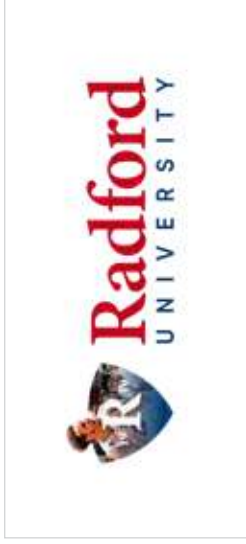


Use of either the Shield or Wordmark alone is up to the discretion of Strategic Communications.

Flexible System: Usage Rules

See the examples to the left for ways the flexible logo versions should **not** be used as well as an example of how to use the logo on a black background.

Flexible System: Examples





University Seal

The University seal is used for official university documents, such as diplomas and graduation notices. The seal can also be used in specific applications for other materials as approved by Strategic Communications.

Typography

Minion Regular
Minion Italic
 Minion Medium
Minion Medium Italic
 Minion Semibold
Minion Semibold Italic
 Minion Bold
Minion Bold Italic

Minion Variable Concept

The typeface alternate for use if Minion is unavailable is EB Garamond, which can be downloaded from fonts.google.com.

Inter Thin
Inter Thin Italic
 Inter Extralight
Inter Extralight Italic
 Inter Light
Inter Light Italic
 Inter Regular
Inter Italic
 Inter Medium
Inter Medium Italic
 Inter Semibold
Inter Semibold Italic
 Inter Bold
Inter Bold Italic
 Inter Extrabold
Inter Extrabold Italic
 Inter Extrabold Italic

Inter

Inter is the brand sans serif and can be used widely.

Primary Typefaces

The Radford University brand pairs the traditional serif Minion typeface with the modern sans serif Inter. Minion is an Adobe font that can be activated with Adobe Creative Cloud, and Inter is a Google font available for free at fonts.google.com.

Oswald Extralight

Oswald Light

Oswald Regular

Oswald Medium

Oswald Semibold

Oswald Bold

Oswald

Oswald is a complimentary compressed typeface that works as an accent to Minion or Inter.

Bickham Script Regular
Bickham Script Bold

Bickham Script Pro

Bickham is only for official use from the Office of the President.

Additional Typefaces

The Radford University brand also utilizes a condensed sans serif, Oswald, and a classic script, Bickham Script Pro. Both mix well with the primary brand typefaces, but Bickham Script is reserved for specific uses. Oswald is available through Google Fonts at fonts.google.com and Bickham Script Pro is available through Adobe Typekit.

Minion Bold

INTER LIGHT

Lorem ipsum harchilia et arume parchil luptasita volestr
untusam inis magnit haruntis experernam sitionseque pra
qui offic tem faccae et voloremat quuntur, to initatiam,
ut magnis vende si vid qui aruptae rchillabor.

Typography: Font Pairings

Inter Extrabold

Minion Semibold Italic

Lorem ipsum harchilia et arume parchil luptasita
volestr untusam inis magnit haruntis experernam
sitionseque pra qui offic tem faccae et voloremat
quuntur, to initatiam, ut magnis vende si vid qui
aruptae rchillabor re vertere pelectem facearum
inctem eos quam.

Inter light sub-
head pairing
**INTER
BLACK**

Inter light sub-
head pairing
*Minion
Bold
Italic*

Typography: Font Pairings

Oswald Bold

INTER LIGHT

Lorem ipsum harchilia et arume parchil luptasita volestr
untusam inis magnit haruntis experernam sitionseque pra
qui offic tem faccae et voloremnat quuntur, to initatiam,
ut magnis vende si vid qui aruptae rchillabor.

**OSWALD
BOLD**

Minion Semibold Italic

EB Garamond Regular
EB Garamond Italic
 EB Garamond Medium
EB Garamond Medium Italic
 EB Garamond Semibold
EB Garamond Semibold Italic
 EB Garamond Bold
EB Garamond Bold Italic
 EB Garamond Extrabold
EB Garamond Extrabold Italic

EB Garamond
 EB Garamond is the brand web use sans
 use serif and can be used widely.

Mundial Hair
Mundial Hair Italic
 Mundial Thin
Mundial Thin Italic
 Mundial Light
Mundial Light Italic
 Mundial
Mundial Italic
 Mundial Demibold
Mundial Demibold Italic
Mundial Bold
Mundial Bold Italic
Mundial Black
Mundial Black Italic

Mundial
 Mundial is the brand web use sans
 serif and can be used widely.

Web Typefaces

In addition to the normal brand typefaces, Radford University employs Mundial and EB Garamond for web use. They pair and function in the same way the Minion and Inter do for other brand elements.

Color

Primary Colors

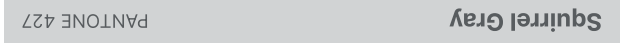
RGB: 194-1-27
CMYK: 10-100-90-0
Hex: #C2011B



RGB: 0-60-113
CMYK: 100-50-9-46
Hex: #003C71



RGB: 128-130-133
CMYK: 0-0-0-60
Hex: #808285



RGB: 145-13-26
CMYK: 27-100-100-27
Hex: #910D1A

RGB: 0-37-84
CMYK: 100-86-36-43
Hex: #002554

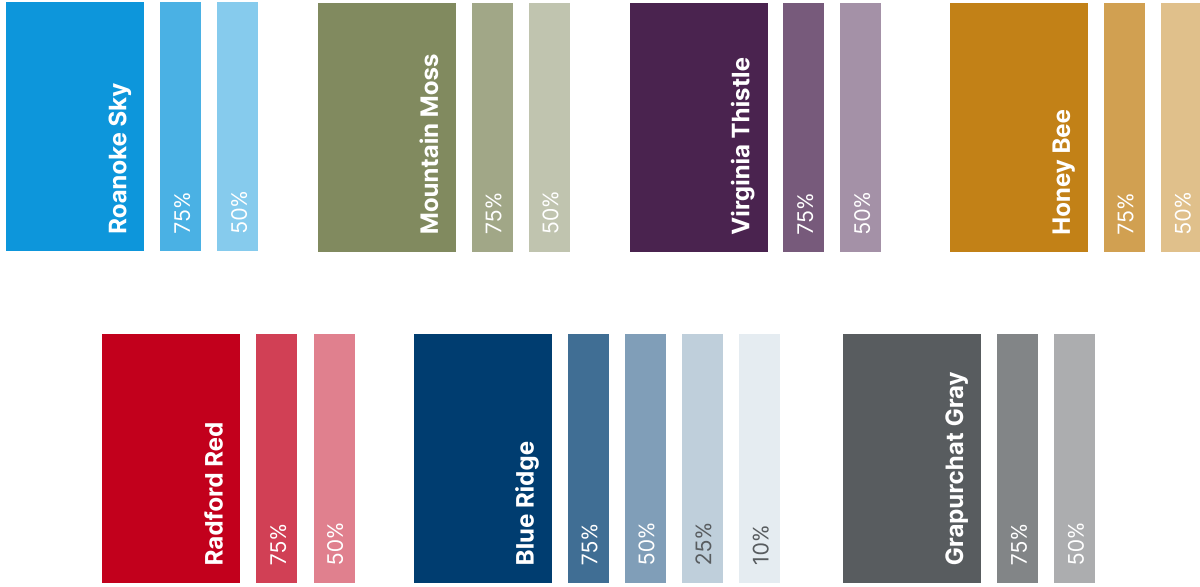
RGB: 255-255-255
CMYK: 0-0-0-0
Hex: #FFFFFF

RGB: 112-0-5
CMYK: 31-100-100-46
Hex: #700005

RGB: 209-211-212
CMYK: 0-0-0-20
Hex: D1D3D4

Full Color Palette

<p>RGB: 81-40-79 CMYK: 74-94-38-35 Hex: #4B2350</p>	<p>Honey Bee PANTONE 7556</p>	<p>RGB: 183-139-32 CMYK: 22-52-100-5 Hex: #B78B20</p>
<p>RGB: 0-145-218 CMYK: 76-28-0-0 Hex: #0091DA</p>	<p>Radford Red PANTONE 186</p> <p>Highlander Crimson PANTONE 7427</p> <p>Alma Mater Brick PANTONE 4101</p> <p>Virginia Thistle PANTONE 262</p>	<p>Roanoke Sky PANTONE 2192</p>
<p>RGB: 0-145-218 CMYK: 76-28-0-0 Hex: #0091DA</p>	<p>New River Navy PANTONE 655</p> <p>Blue Ridge PANTONE 541</p>	<p>Grapurchat Gray PANTONE COOL GRAY 8</p> <p>Squirrel Gray PANTONE 427</p> <p>Mountain Moss PANTONE 4226</p>
<p>RGB: 128-137-95 CMYK: 51-34-71-10 Hex: #80895F</p>	<p>Moffett Lawn PANTONE 2411</p>	<p>RGB: 37-64-29 CMYK: 77-48-93-56 Hex: #25401D</p>
<p>RGB: 0-0-0 CMYK: 0-0-0-100 Hex: #000000</p>	<p>Bagpipe Black</p> <p>Dedmon Dome White</p>	<p>RGB: 255-255-255 CMYK: 0-0-0-0 Hex: #FFFFFF</p>



Color Tints

For the flexibility of the system, some brand colors have designated tints that can be used when necessary in brand collateral.

Suggested Color Combinations

The brand colors can be mixed in a variety of ways, but should always focus on one of the three dominant primary colors and always feature Radford Red as part of mix. Below are a few suggestions for how the colors can be mixed and used.

Primary Options



Secondary Options





Radford Red to Alma Mater Brick transparent



Radford Red to Alma Mater Brick



Alma Mater Brick to transparent



New River Navy to transparent

Color Gradients

Gradients are a subtle way to add depth using the Radford University brand colors. These are the four approved gradients.

Graphic Elements

19 R 10

19 R 10

19 R 10

19 R 10

19 R 10

19 R 10

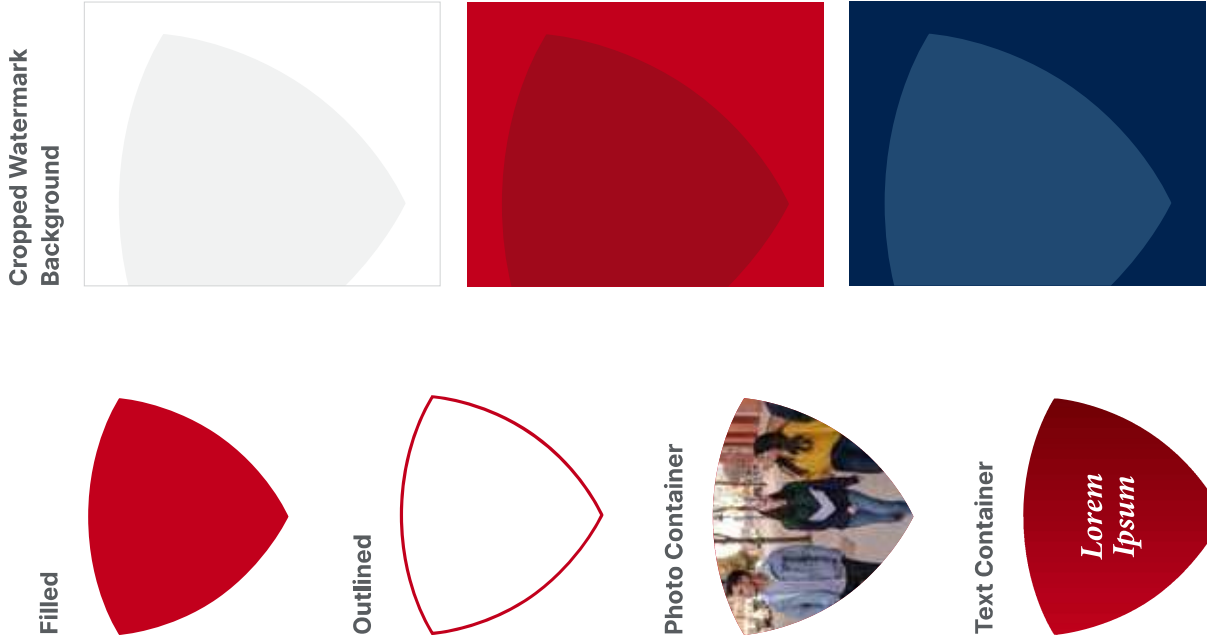
19 R 10

19 R 10

19 R 10

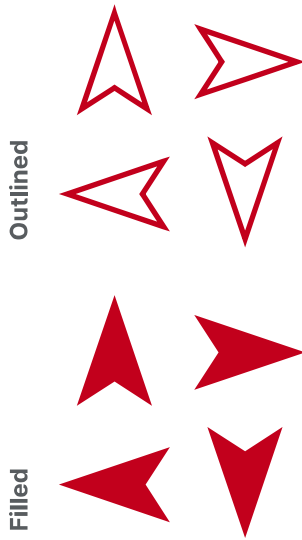
Graphic Elements: R + 1910

The Radford R and split 1910 from the logo can be pulled out and used as a standalone element when needed. They should always appear in black, white or a primary brand color.



Graphic Elements: Shield Shape

The shield shape from the logo can be used in a variety of ways as a brand accent. It can be filled, outlined, filled with brand photos, or used as a containing shape for text at full opacity. At low opacity or in colors that are tints of shades of each other, it can also be used as an oversized watermark in the background of a composition, always cropping to either the left or right edge.



Cropped Watermark Background

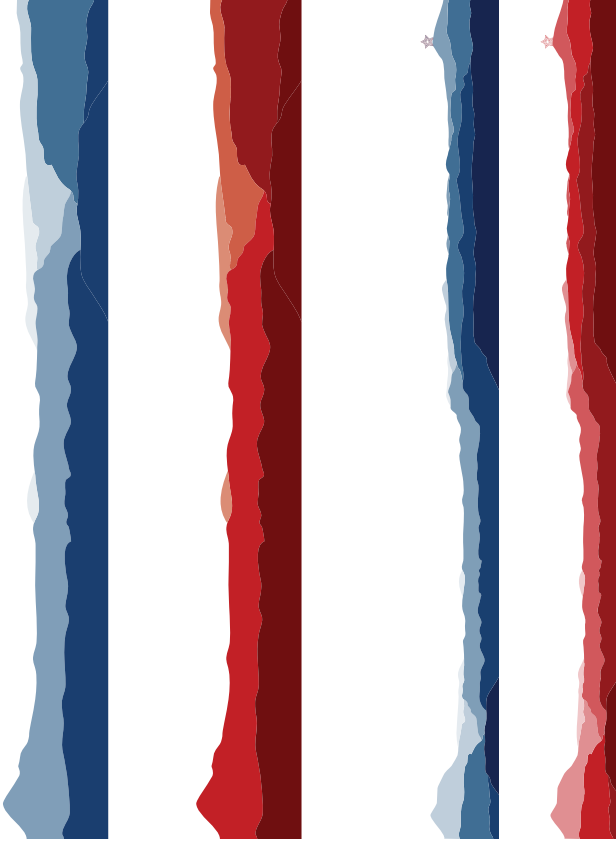


Graphic Elements: Wayfinding Shape

The arrow or wayfinding shape from the logo can also be used as a branded accent shape. It can be filled in or outlined and used as points in a bulleted list or, with the same rules as the shield shape, it can also be used as a watermark in the background of a composition.

Bulleted List

- ▶ Erum eosa dolupta con res commolore exped quam, quam doluptae laborerum voloreria nos ea quis
- ▶ Epe volestius aut que odis ipsuntet pelit, ut hillace atiantet fugia nobit, voluptam et vendandant

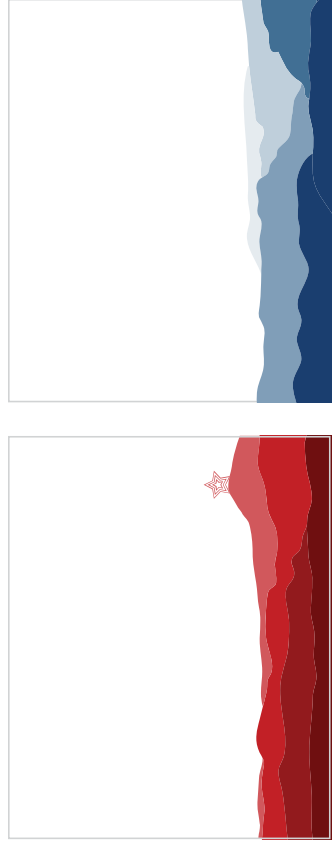


Graphic Elements: Mountain Fade

Another element that may be used is one of either of two representations of the local mountain skyline. These can fade from dark to light in either blue or red using Radford brand colors and should only be used contained within a shape or at the bottom boundary of a composition.

For simplicity in designs, we recommend zooming in a section of the skyline rather than including the full graphic in a composition.

Use Examples

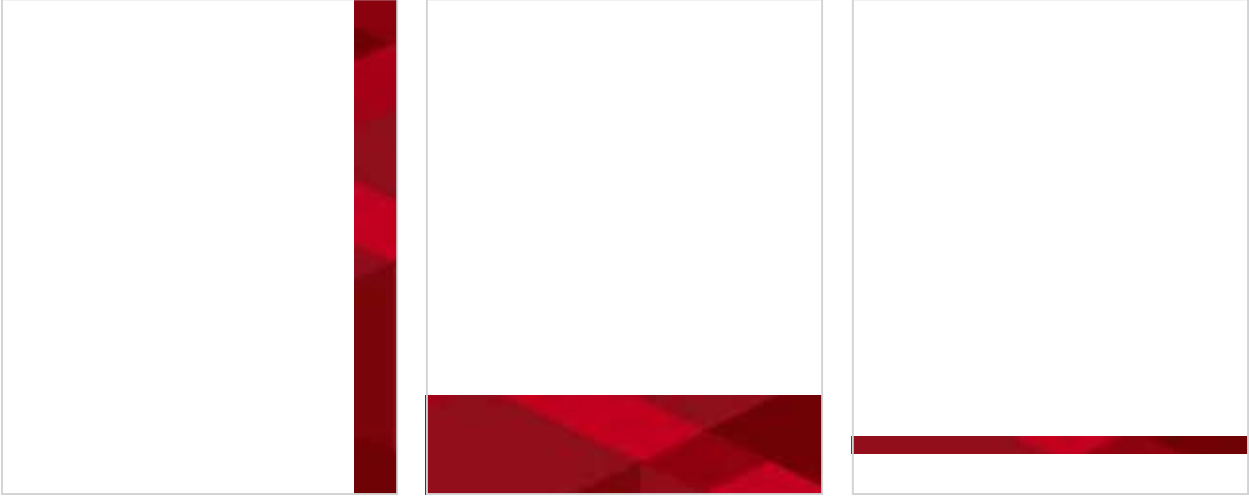


Patterns



Patterns: Radford Geometric

The geometric pattern plays into both the historic tartans and the exploration motif that are core to the University brand. It can be used in any of the three primary color areas.



Patterns: Radford Geometric

The pattern can also be contained in a horizontal or vertical bar. Some examples are shown to the left, but Radford materials are not limited to these specific options.



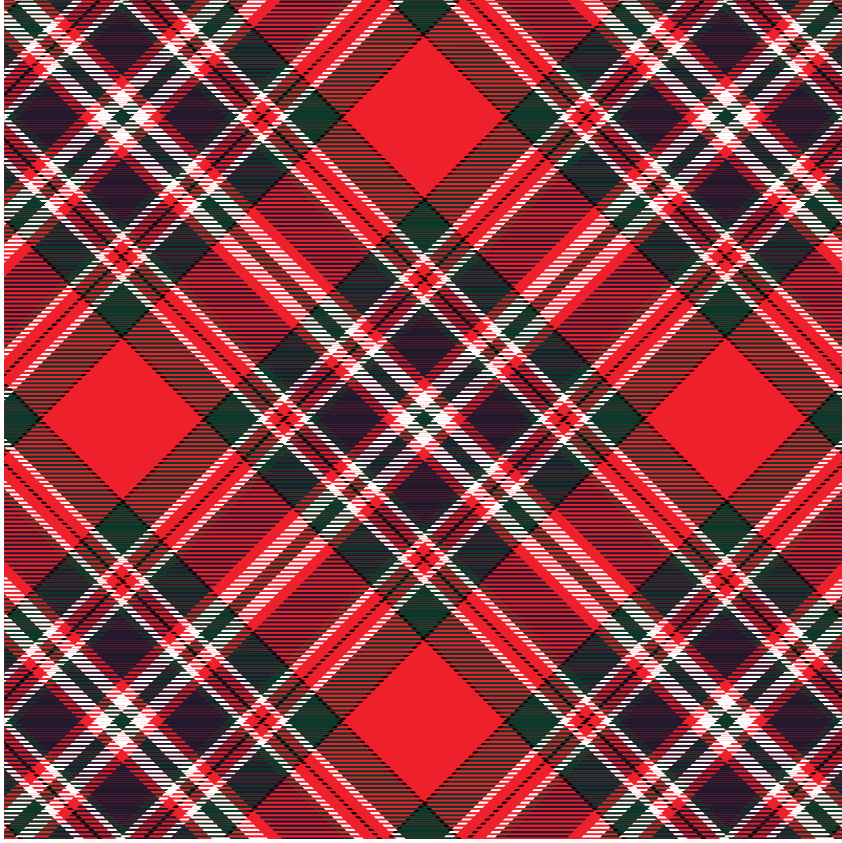
Patterns: Radford Plaid

Radford Plaid is a bridge between the traditional tartan and the clean, modern brand. It has the structure of a plaid, but each color variation works within one of the primary color areas for Radford, lending a level of subtlety to the overall look.



Patterns: Radford Plaid

The pattern can also be contained in a horizontal or vertical bar. Some examples are shown to the left, but Radford materials are not limited to these specific options.



Patterns: Traditional Tartan

The Modern Red MacFarlane Tartan is a historic piece of Radford University's identity and is approved for use on official communications from the Office of the President.

The MacFarlane Tartan should be used on a 45° angle, and colors should never be altered or adjusted.

Video and Photography

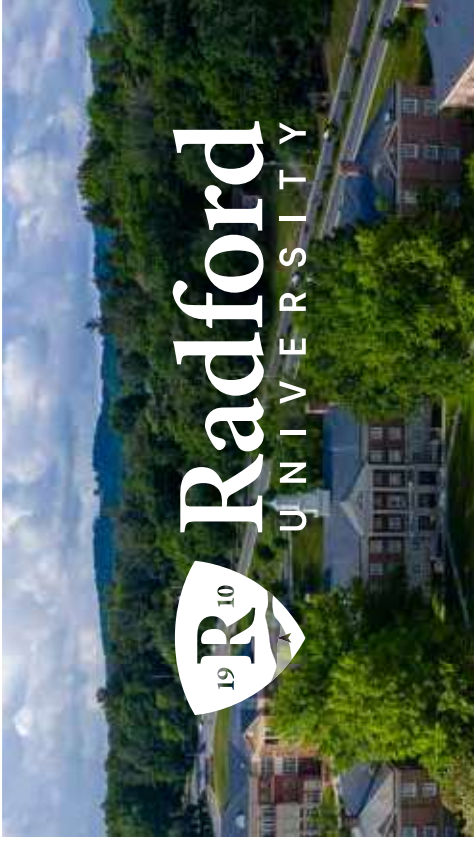


Photography

Photography should be active and student-centric. When possible, featuring Radford red in the image is preferred. Natural light is also beneficial to convey a sense of realism.

Photography can be shown without treatment or given a color overlay.





Videography

Videos should mirror photography in style and can also be shown without additional treatment or with a color overlay.

When placing the logo over videography, it is important that the video remain dark enough behind the logo to maintain legibility or that a color overlay be used to support legibility.

Athletics



Athletics Brand Identity

The Radford Athletics brand identity is comprised of a system of closely related marks including a primary logo, secondary logos, word marks and sport-specific marks. This guide details the usage of all components within the identity system.

All logos included are property of Radford University and are reserved for Radford University Athletics. **They should not be used without the express permission of the Athletics Department. Any use without consent is strictly prohibited.**

For more information on licensing or guidelines for using the Radford University Athletics brand, please contact licensing@radford.edu.

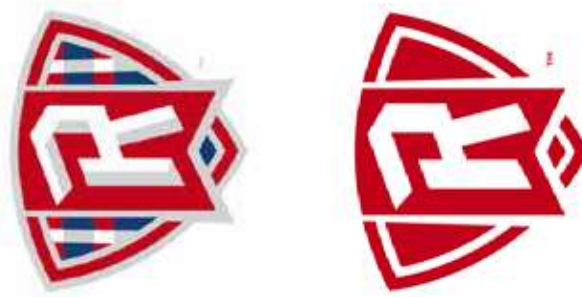
Athletics: Primary Logo

The primary athletics logo can be used in full-color or one-color versions. One-color logos can appear as red on white backgrounds or white on red backgrounds as shown here.



Athletics: Standalone Shield

The standalone shield logo can be used in full-color or one-color versions. One-color logos can appear as red on white backgrounds or white on red backgrounds as shown here.



Athletics: Radford "R" Secondary Logo

The Radford "R" logo can be used in full-color or one-color versions. One-color logos can appear as red on white backgrounds or white on red backgrounds as shown here.

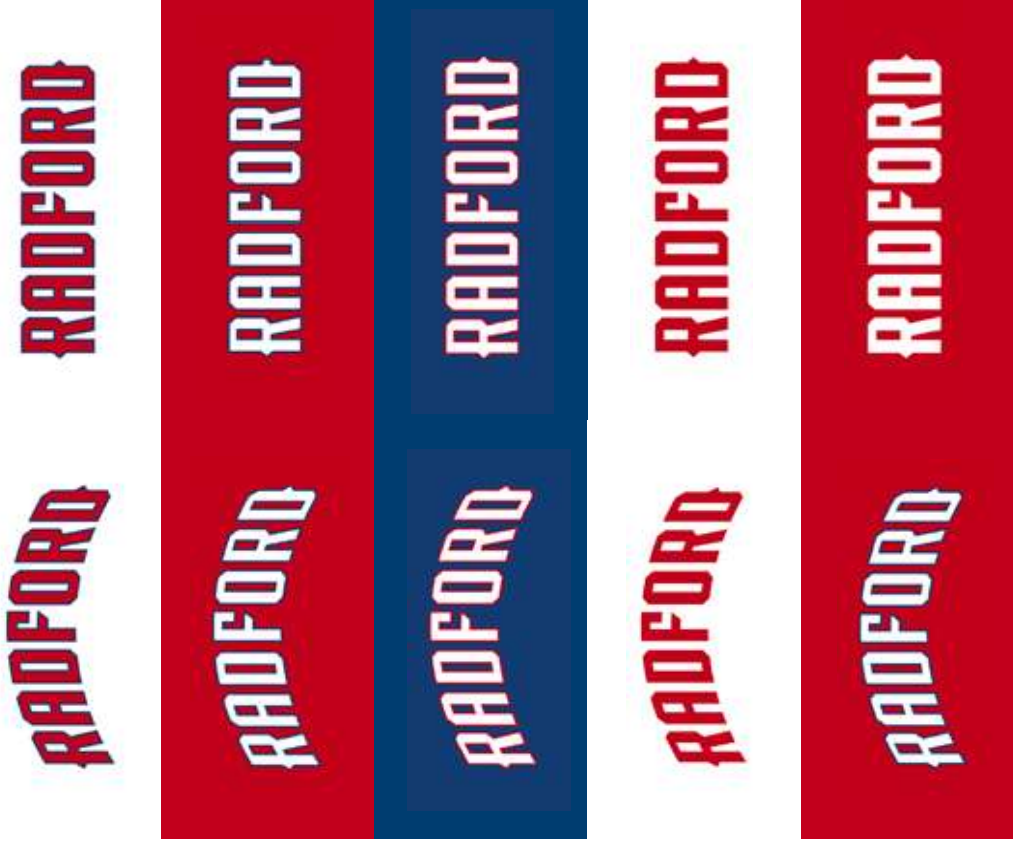




Athletics: Highlander Secondary Logo

The highlander logo must be used in full-color regardless of background.





Athletics: Radford Wordmark

The Radford wordmark logos can be used in full-color or one-color versions. One-color logos can appear as red on white backgrounds or white on red backgrounds as shown here.



HIGHLANDERS



HIGHLANDERS



Athletics: Highlander Wordmark

The Radford wordmark logos can be used in full-color or one-color versions. One-color logos can appear as red on white backgrounds or white on red backgrounds as shown here.

RGB: 209-211-212
CMYK: 0-0-0-20
Hex: D1D3D4

PANTONE 427

Squirrel Gray

RGB: 194-1-27
CMYK: 10-100-90-0
Hex: #C2011B

PANTONE 186

Radford Red

RGB: 0-60-113
CMYK: 100-50-9-46
Hex: #003C71

PANTONE 541

Blue Ridge

Athletics: Colors

Athletics assets should utilize the colors listed to the left as well as white.

Typefaces

RADFORD REGULAR

**ABCDEFGHIJK
LMNOPQRSTUVWXYZ**

GOTHAM

**ABCDEFGHIJK
LMNOPQRSTUVWXYZ**

Example

**BASKETBALL SEASON TICKETS
ON SALE NOW!**

Athletics: Typography

Athletics assets should utilize the Radford Regular font with in combination with Gotham.



Never use unapproved colors.



Never distort the logos.



Never rotate the logos.



Never skew the logos.



Never alter the proportions.



Never alter the typography.



Never reconfigure the logo.



Never add graphic effects (example: drop shadow).

Athletics: Misuse

To the left are examples of common misuses of the athletics brand.





Hello, **Radford University (Radford)**

We're idfive. And this is our response to your
RFP#R25-0004 Strategic Marketing and Media Placement.

Published **Jun 2, 2025** | By Sean Sutherland

Sean Sutherland
Director of Marketing

sean.sutherland@idfive.com
443-615-7280

800 N. Charles St.
Suite 300M
Baltimore, MD, 21201
idfive.com

CONFIDENTIALITY DISCLAIMER: This document is provided solely for Radford University. As such, this document contains proprietary information owned by idfive, LLC and should be regarded as highly confidential. This document, any attachments and summaries, related information, and all copies of the same remain the confidential property of idfive, LLC and shall be returned to idfive, LLC upon request. Reproduction or translation of any part of this work beyond that permitted by Section 107 or 108 of the 1976 United States Copyright Act without the permission of the copyright owner is unlawful. Requests for permission or further information should be addressed to idfive, LLC. Copyright - © 2025 idfive, LLC. All Rights Reserved. Printed in the USA.

WHAT WE DO.



Brand
Web Design
UX, IA,
Social Media
Advertising
Strategic Consulting
Marketing & Communications

WHO WE SERVE.



Higher Education
Not-For-Profit
Advocacy
Healthcare
Arts & Culture
Development
Fundraising

WHAT WE BELIEVE.



Informed Design. Design with a Capital “D,” Long-Term Thinking, Results-Driven Execution.

HOW WE WORK.



No Surprises. Collaboration, Integrity, Pride, Structured Flexibility.

WHY WE DO IT.



We believe marketing can be a powerful and transformative force for good. **And we can’t help ourselves.**

Company Information Form

COMPANY INFORMATION/SIGNATURE: In compliance with this Request for Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal inclusive of all addenda, if applicable, and as mutually agreed upon by subsequent negotiation.

Information Requested	Vendor Response (Please write or fill in legibly)
FULL LEGAL NAME OF BUSINESS: (Please print the company name as it appears with your Federal Taxpayer Identification Number)	idfive, LLC
FEDERAL TAXPAYER IDENTIFICATION NUMBER (TIN):	87-4476691
BUSINESS NAME / DBA NAME/ TA NAME: (If different than the Full Legal Name)	idfive, LLC
BILLING NAME: (Company name as it appears on your invoice)	idfive, LLC
PAYMENT ADDRESS:	800 N. Charles St., Suite 300M, Baltimore, MD 21201
CONTACT NAME:	Sean Sutherland
CONTACT TITLE:	Director of Marketing
EMAIL:	sean.sutherland@idfive.com
TELEPHONE NUMBER:	443.615.7280
TOLL FREE TELEPHONE NUMBER:	410.837.5555
EVA VENDOR ID NUMBER:	VS0000348619
VIRGINIA STATE CORPORATION COMMISSION REGISTRATION NUMBER:	11644164

I acknowledge that I have received the following addenda posted for this solicitation.

1 2 3 4 5 6 (Please check all that apply.)

SIGNATURE: Sean Sutherland DATE: 6/4/2025

INTENTIONALLY LEFT BLANK

Inside You'll Find...

Company Information Form	3
Methodology for Delivery of Services	6
Project Approach	7
Certifications and Training	10
Estimated Timeline	11
Experience and Qualifications	12
The idfive Team	13
Key “fivers” for Radford	14
Other Services Offered	21
EDU Focus	22
Client-Partners	23
References	25
Related Work	26
Participation in SWaM	27
Attachment E Pricing Schedule	28

Hello.

It is with great enthusiasm and confidence that we submit this proposal in response to your RFP #R25-0004 to provide Strategic Marketing and Media Placement support through a partnership with your Office of Marketing and Communications. I trust you will find that our over twenty-years of experience, work ethic, and track record in creative campaign development, media strategy, planning, purchasing, and management make idfive the perfect fit for this undertaking; building the Radford brand among your primary audiences (prospective students, first-generation, and Pell-eligible, etc.) to support recruitment for undergraduate, graduate, and other continuing education programs.

Since our founding in 2005, idfive has been an integrated marketing and communications agency focused on amplifying the good being done by our clients in the higher education, healthcare, nonprofit, and government sectors.

As a minority—and women-owned, operated, and SWaM-certified (MBE) flock, we do our work with a sincere and operational commitment to diversity and equality within our ranks, with our clients, our region, and... heck... the world at large.

We're emotionally intelligent geeks. Our work stands out for its originality and emotional depth, blending instinct and intention from our designers and data scientists. We keep our promises, delivering exactly when we say we will. We commit to embracing your mission and brand. Together, we'll roll up our sleeves and dig into the science and art of persuasive, ethical, and authentic marketing, dedicating ourselves to enhancing Radford brand awareness, generating leads, and driving prospective students to enrollment.

Working with us is unlike working with anyone else. We do what we do because we love what we do. Higher education isn't simply a business vertical for us—it's a passion. A quarter of our staff have taught at the graduate or undergraduate level, most "fivers" have secondary degrees, and our leadership serves on the boards of many education and arts nonprofit organizations.

Our goal is to leave you feeling that we're uniquely positioned to bring the best available value, results, and marketing experience to Radford University. Thank you for considering idfive to be your partner in what is sure to be an exciting and rewarding adventure.



Sincerely,

Sean Sutherland
Director of Marketing

Methodology for Delivery of Services

The goal is to spark interest and drive action. We must reach the right people at the right time with a message they care about.

Before we create a media plan, negotiate with vendors, or even think about creative, we have to understand why you're investing in paid media in the first place. What metrics will you use to measure the success of your investment? Is it brand awareness and recognition? Or is it qualified inquiries and leads? We'll work hard to establish clear success goals before we begin planning. After all, there is much more to marketing than media plans, glitzy creatives, and fancy jingles.

We've only got 1/20th of a second to make a good impression.

Cognitive psychologists at Carleton University reported in the *Behaviour and Information Technology* journal that people make a "like" or "no-like" decision about a design as fast as 50 milliseconds. That's astonishingly fast, but the more arresting finding is that people will subsequently work hard to "confirm" their initial assessment, ignoring evidence to the contrary. The researchers call this confirmation bias phenomenon the "halo effect."

The only halo your advertising should have is one of confidence and joy. Once we establish the (1) right type of halo, the focus of the creative turns to (2) engaging audiences via storytelling. Finally, we focus on crafting (3) creative that drives action.

1. The Right Type of Halo

What instinctively "speaks" to your target audience is unique. Using our discovery process, we take a mixed-methods, research-based approach to finding and creating an intentional, calibrated design that elicits the right type of halo for Radford University.

2. Storytelling (Content)

People will connect with and remember how they feel before they connect with and remember facts. Storytelling will play a key role in our work ahead.

3. Action-Driven Design

Great design imbues trust, which is essential for marketers to establish quickly. How do you capitalize on that trust and drive people to action, especially a diverse audience with varying needs, goals, and circumstances?

Developing a well-performing campaign requires trial and error. We regularly start with the best recommendations informed by data and A/B tests to achieve optimal results. Also, we're geeks. Our work is original and differentiated. We will geek out with you on the science and art of persuasive, ethical, and authentic marketing and commit to your complete and utter success. That's our brand promise.

Project Approach

We can only improve on what we measure. The project's marketing and strategic goals inform what to measure in the first place. Clear, measurable, strategic, and marketing goals are where it all starts for us. We take a mixed-methods research approach to find and validate the core of what needs to be done. Once the goals are articulated, we plan our attack. And then, we execute. Here's the process we'll follow for Radford University.

Step One: Research & Onboarding

We begin every engagement with research designed to lay the groundwork for the strategies that drive everything we do for our clients. We'll employ the following techniques for our engagement with Radford.

Review existing research and market data: We don't believe in reinventing the wheel. A close review of the research that went into the current brand, campaign iteration, audience personas, and the analysis of key metrics will illuminate the journey that led you to the current campaign expression and its performance. This will also be an excellent opportunity to transition access and elements from your previous partner.

AudienceScan (optional): We review and analyze your target audiences (actual and desired) to determine how best to approach our future campaign marketing efforts. This phase can include focus groups, interviews, and surveys, blending the strengths of qualitative and quantitative research methods to find insights that guide design. *We recommend four focus groups, eight half-hour interviews, and three surveys to better understand goals and key target audiences' motivations and concerns. This estimate assumes that Radford will recruit and schedule the participants for the surveys, focus groups, and interviews.*

Media Analysis: idfive will audit your current marketing activities, plans, strategies, goals, and performance to determine what's been working and what hasn't. This analysis will also explore and consider additional media outlets that might be appropriate and effective tactics for the campaign.

Step Two: Strategic Development & Media Planning

Once familiar with the Radford brand and former campaign efforts, we'll have the necessary perspective to plan the campaign.

Campaign Strategy Workshop: We'll facilitate a half-day workshop with Radford to collaboratively develop the foundation of a research-based campaign strategy and creative direction. The workshop will occur at Radford's headquarters, our Baltimore office, or remotely using web conferencing software.

Creative & Strategic Brief: Immediately after the workshop, idfive will collate all the ideas we've developed together and transform our collaborative work into a Creative & Strategic Brief that will serve as the blueprint for all of our marketing and communications activities to follow.

Marketing/Media Strategy and Plan: We'll create a hyper-targeted and integrated media strategy and plan that will consider promotional opportunities, reach and repetition, audience demographics/psychographics, media consumption habits, messaging, and funding. Initially, we will cast a wide but focused net employing various media properties that connect to prospective students looking for information on your programs.

We understand you're looking for an effective mix of traditional OOH, digital, social media, event sponsorships, grassroots, terrestrial and streaming radio, and broadcast, cable, and streaming TV. Over time and through "Active Management," we will continuously optimize targeting, creative, and funding levels to maximize performance. In the end, we'll optimize performance while minimizing cost.

Step Three: Creation & Execution

As we've yet to define the necessary tactics and platforms to make up the creative campaign elements, idfive can/will perform the following tasks for Radford University. Based on your stated budget estimate and recommended breakdown, we will provide a baseline estimate for these services within Attachment E.

Creative Concepting: Informed by Step One and the Creative & Strategic Brief, we will conceive three distinct creative executions that meet the same marketing goals. Radford will then select their favorite approach. After two rounds of revisions, the creative core of the campaign will be set.

Creative Platform Evaluation: We employ a mixed-method online, asynchronous, and distributed method to test our work. We will study meaning, preference, actionability, and recall attributes from the recommended creative concepts. We'll collaborate with Radford to finalize study methods to identify and understand the best creative fit for the campaigns' goals.

Design and Execution: idfive can provide digital ads and/or traditional radio, print, video, etc. Display banner ads can/will be designed to connect with and extend the campaign's creative direction as necessary. Our estimate includes creating 5-10 different ads, up to five media outlet-specific format variations for each ad creative, and two rounds of revision. *Per the RFP and Q&A, you do not expect to need any new photography or videography. If new production efforts are determined to be required, these can be estimated.*

Copywriting: idfive can write/edit copy for your landing page(s), social media, print, display, search, OOH, magazine, and radio ads. All copywriting will follow the brand standards you've previously developed.

Designated Marketing Landing Pages (optional): idfive can deliver landing pages tuned for performance after our [Action-Driven Design](#) and [Neurodesign](#) methodologies on ModernCampus. They will be configured to facilitate end-to-end attribution and pipe RFI data direction into your CRM via API (as available and possible). *Per the RFP and Q&A, if necessary, we'll estimate and get approval for additional funding to develop new landing pages or update existing ones.*

Media Campaign Negotiating/Buying, Implementation, and A/B Testing: idfive will negotiate, buy, and implement (traffic) the media plan across selected media channels. We will collaborate with Radford to configure tracking codes, integrate within your CRM (Slate), set Google Analytics goals/events and KPIs, set up real-time reporting dashboards, and register attribution sources.

Step Four: Manage, Optimize, and Support

Active Management: Once the campaign is running, we'll actively monitor, measure, and report the campaign's performance. The following illustrates a few of the KPIs we can track and report. Together, we'll decide exactly which KPIs make the most sense to report on based on the media mix and the campaign's goals, which could include:

- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (CLTV or LTV)
- Return on Ad Spend (ROAS)
- Conversion Rate (CVR)
- Marketing Qualified Leads (MQLs)
- Sales Qualified Leads (SQLs)
- Engagement Rate
- Customer Retention Rate
- Brand Awareness Metrics
- Share of Voice (SOV)
- Net Promoter Score (NPS)
- Social Share of Voice
- Sentiment Analysis
- Video Completion Rate (VCR)
- Multi-Touch Attribution (MTA)
- Influencer Marketing ROI
- Viewability Rate
- Ad Fraud Detection

As mentioned in the RFP and elaborated on in the Q&A, we understand there are three primary quantitative measures:

- Increase brand awareness
- Generate qualified leads
- Drive application and enrollments from the 25-26 academic year to the 26-27 academic year
 - Increase in quality applications
 - Increase student enrollment
 - First year undergraduate by 1.5%
 - Transfer undergraduate by 1.5%
 - Graduate by 3%
 - Continuing education, non-degree/certificate by 5%
 - Miscellaneous KPIs: applications, melt, yield rate

Reporting: In addition to creating a custom real-time reporting dashboard, idfive will craft monthly reports. The reports will highlight performance against historical and industry benchmark performance. The report will also include recommendations for improving campaign efficiency and performance.

Ongoing Strategic Consulting & Collaboration: We see our relationships with our clients as partnerships and are invested in their success because we know it also leads to our success. To nurture and strengthen our collaboration, we'll engage in the following:

- Bi-weekly virtual status meetings to discuss the campaign's performance and ideas for optimizing the targeting, creative, and/or calls to action.
- (optional) We will conduct full-day Campaign Summits twice per year (either at your offices or ours), during which we can examine campaign performance in-depth, collaborate on future strategic directions, identify new opportunities and tools, discuss upcoming initiatives, and plan for the next six months.

SEO and Content Strategy Support (optional): We can support SEO resourcing continuously to bolster your capacity for evaluating and improving the campaign's performance. This may include:

- SEO and content performance reporting
- Consultative SEO and Content Strategy reviews and recommendations
- Staff augmentations, training, and/or in-housing for any new SEO and Content Strategy workflows
- Direct SEO and Content Strategy implementations

Certifications and Training

Working with our team will give you access to certified media planning and buying professionals with the following certifications:

- Meta:
 - Certified Creative Strategy Professional
 - Certified Media Planning Professional
 - Certified Digital Marketing Associate
- LinkedIn:
 - Certified Professional Marketing Strategy
 - Certified Professional Marketing Fundamentals
- Pinterest:
 - Advertising Essentials
- Reddit:
 - SMB Partner Status
- TikTok:
 - Certified Media Buying Professional
- The Trade Desk:
 - Trading Essentials: Kokai Certification
 - Data-Driven Planning Certification
 - Executive Program Certification
 - Marketing Foundations Certification
 - Trading Essentials Certification
 - Activating Retail Data Badge
 - Retail Data Foundations Badge
 - The Future of Programmatic Trading Badge
- Vistar DOOH DSP
 - Foundations of DOOH Certification
- SEO
 - Gotch SEO Academy SEO Expert
 - SEMRush Partner Status
- Google
 - Google Partner
 - Google Ads Search Ads Certified
 - Google Ads Shopping Ads Certified
 - Google Ads Display Ads Certified
 - Google Ads Video Ads Certified
 - Google Ads App Ads Certified

Estimated Timeline

idfive typically expects a three- to four-month ramp-up period before we can run ads. Most of the relationship will be driven by the priorities and timing defined in our overarching media plan. Still, the following is a general timeframe for the first year of the relationship:

Research – Campaign performance benchmark	Month 1 to 2
Plan – Media/Creative Strategy Campaign	Month 2 to 4
Perform – Campaign(s) Management, Optimization	Month 4 and beyond

If there are any campaign assets that you are currently running that need to be updated or “stay-in-place” through this transition, idfive will work those into the schedule.

TASK	MO 1	MO 2	MO 3	MO 4 +
Project Initiation				
Discovery				
Media Strategy/Plan				
Creative Concepting				
Creative Services				
Media Flighting				
Active Management + Reporting				
Account Services & Strategic Leadership				

Experience and Qualifications

Here's how and why we're best positioned to serve Radford University.

We understand higher education.

As former VP-level administrators, students, and professors, we have first-hand experience with higher education personalities, pressures, and operations. For decades, we've partnered with clients to navigate internal politics, collaborate with diverse stakeholders, and manage precious resources.

We're not afraid to BURP.

Four key cultural elements define idfive. *Balance* in work and life, encouraging our team members to find joy and fulfillment beyond the agency walls. *Urgency* in our response to client and internal needs, ensuring nothing falls through the cracks. *Respect* for our staff and partners, providing psychological safety for the best ideas to flourish. And *Pride* in our work, ensuring a delightful experience for audiences and results for our clients. BURP.

We believe in structured flexibility.

The "structured" part of that phrase comes from an understanding developed over many years of experience. There's no way to get from here to there without a clear understanding of the territory that must be covered and the steps to traverse it. The "flexibility" part comes from our knowledge that the best-laid plans rarely emerge unscathed from the day-to-day realities. Goals change. Priorities shift. And humans ... well, humans are humans. Our process is built to course-correct in real-time. The difference between success and failure lies in having a clear vision of the path to success and the flexibility to adjust to overcome the challenges.

We work collaboratively.

The best results come from working together, and our process is designed to foster collaboration. A collaborative approach allows us to leverage everyone's contributions best, and we've also found it helps develop consensus and genuine buy-in across the organizations with which we work. Understanding is truly the foundation of everything we do. We believe it's impossible for us to truly realize the vision our clients bring to us until we understand what everyone involved, from external audiences to internal constituencies, needs. What motivates them? What inspires them? What challenges do they face? And what are they ultimately trying to accomplish? This understanding allows us to grasp your vision and apply our unique skills, talents, and creative ideas to help you achieve it.

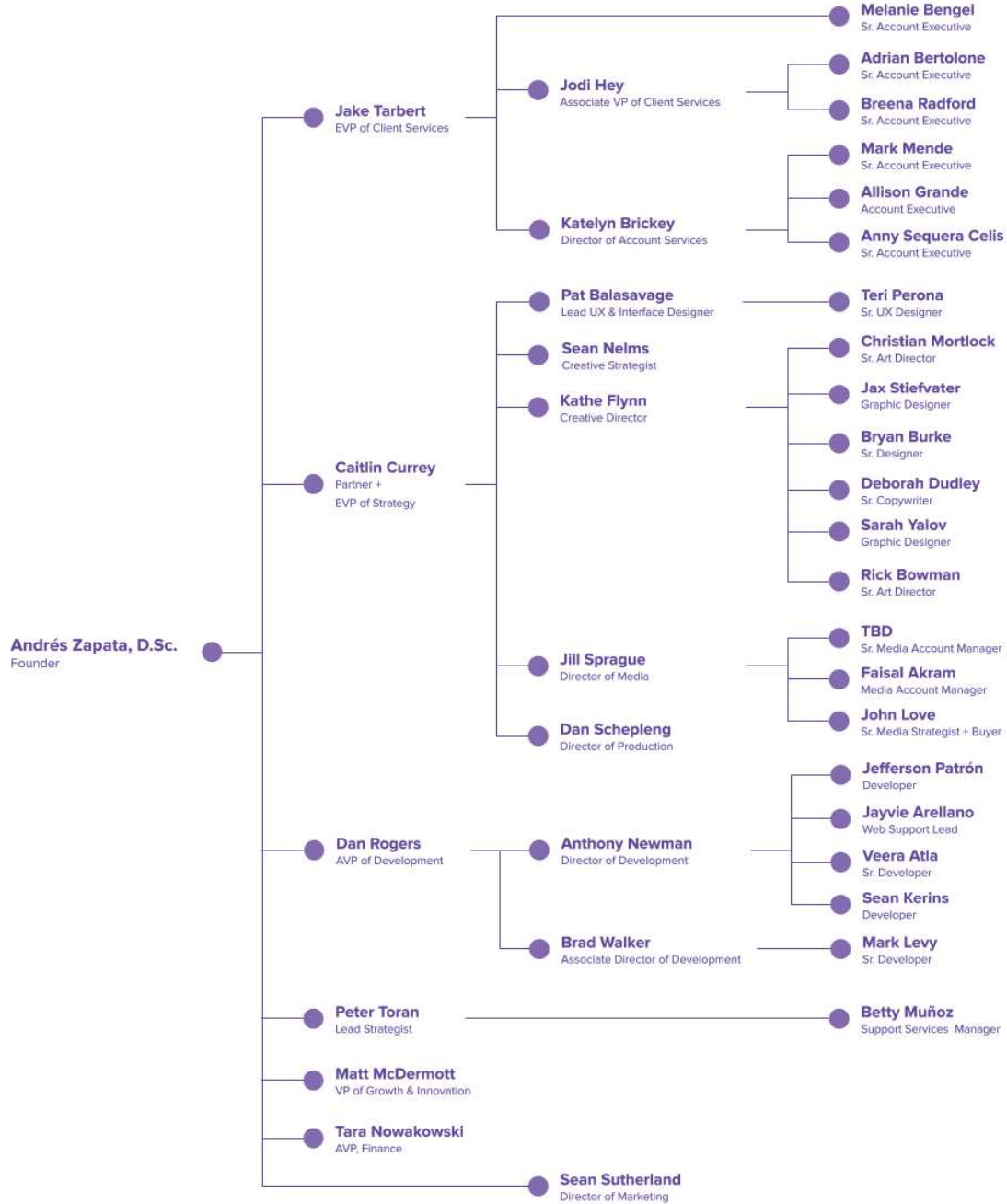
We build social impact and responsibility into every engagement.

Inclusion and equity, conservation and sustainability, advocacy and empowerment. As a cause-based agency, we see the value of these ideas in any work, inspiring us to consider new perspectives and create work that celebrates and appeals to diverse human experiences.

We are well-versed in audience acquisition, engagement, and nurture.

From recruiting new members to engaging lapsed customers, we can invigorate your entire consumer lifecycle.

The idfive Team



Key “fivers” for Radford

Caitlin Currey

Partner + Executive Vice President, Strategy

Caitlin’s passion for storytelling is rivaled only by her pursuit of results. She can cut through enormous amounts of data to engineer strategic campaigns that work not just because they move people and drive them to act but also because they are sustainable, scalable, and effective.

Her career reflects an unwavering commitment to social justice and education, including time spent fundraising for the Boys & Girls Club of Savannah, helping to launch the SCAD Hong Kong campus while at Savannah College of Art and Design, and raising awareness for countless international life-saving public health-related topics for clients while at idfive.

Subject Matter Expertise: strategic communications and brand development • data-driven campaign design • nonprofit and education marketing • public health advocacy • fundraising and advancement strategy • storytelling for mission-driven organizations • data analytics • audience segmentation • persuasive communication • impact assessment • campaign optimization • fundraising strategy • stakeholder engagement

Resume: <https://www.linkedin.com/in/caitlincurrey/>



Andrés Zapata, D.Sc.

Founder

Andrés ensures progress through communication based on connection, understanding, and clarity. He has been actively leading interactive projects for clients—such as the Epilepsy Foundation, Maryland Food Bank, GSA (FirstGov), Deutsche Bank, The Johns Hopkins University, Cornell University, Kent State, the University of Maryland School of Pharmacy, the University of Maryland School of Nursing, the University of Baltimore and the University of Michigan—for more than two decades.

Andrés received two Webbies (the “Academy Award” of the Web), several ADDYs, Maryland’s Best, several Interactive Media Best in Class, smartCEO, Baltimore Magazine’s “40 under 40”, American Marketing Association’s “40 Under 40 Emerging Leaders” and the Art Directors Club of New York awards. He has a B.A. in Sociology and Communication from Goucher College, an M.A. in Design from the University of Baltimore, an M.B.A. from The Johns Hopkins University, and a D.Sc. in Interaction and Information



Design from the University of Baltimore. Andrés teaches User Interface and Experience Design and Interactive Media to Maryland Institute College of Art graduate students.

Subject Matter Expertise: interaction and information design • UX/UI design and strategy • higher education and nonprofit digital strategy • neurodesign and behavioral design • digital transformation leadership • teaching and mentoring in interactive media • human-computer interaction (HCI) • design thinking methodologies • usability testing and research • behavioral science integration • digital accessibility • workshop facilitation • innovation management

Resume: <https://www.linkedin.com/in/--andres-zapata/>

Peter Toran *Lead Strategist*

As idfive's Lead Strategist, Peter applies his extensive experience in education marketing, nonprofit positioning and development, and institutional branding to various client projects. Before joining idfive, Peter served as the Vice President of Communications and Planning at the University of Baltimore for 13 years. While at the university, Peter supervised the university's marketing, advertising, web relations, social media, public and media relations, crisis management, and special events. He was also a member of the President's executive office and helped the university achieve its highest student population in history.

Peter is a summa cum laude graduate of Tufts University, has an M.F.A. in Theater from Wayne State University, and has served as an adjunct professor at the University of Baltimore and guest artist at Northwestern University.

Subject Matter Expertise: higher education marketing and enrollment strategy • institutional branding and communications • nonprofit development and positioning • strategic planning and executive leadership • content strategy and storytelling • crisis communications • enrollment management strategies • competitive analysis • institutional messaging • media relations • audience research and personas • strategic communications planning

Resume: <https://www.linkedin.com/in/peter-toran-278410142/>



Jake Tarbert
Executive Vice President, Client Services

Jake provides unwavering leadership on enterprise-level websites, integrated marketing campaigns, search engine optimization initiatives, and more. His strategic approach to problem-solving, schedules, budgets, and timelines inspires our team to deliver efficient yet outstanding work for clients, including the University of Maryland, Brookes Publishing, and Walden University. Jake has been in the marketing industry for over 15 years. He has a Bachelor of Science in Business Administration with a concentration in marketing from Susquehanna University and an M.B.A. from St. Joseph's University.



Subject Matter Expertise: integrated marketing campaign management • enterprise-level website development • SEO strategy and implementation • client services leadership • budgeting and timeline management • agile project management • digital project lifecycle management • resource allocation • technical SEO • client negotiation and conflict resolution • budget forecasting and oversight

Resume: <https://www.linkedin.com/in/jacob-tarbert-54a03b10/>



Katelyn Brickey
Director of Client Services

Katelyn brings proven problem-solving abilities and detail-oriented mastery to her role as the Associate Director of Client Services. An unapologetic perfectionist and eternal optimist, she has several years of experience managing web and marketing projects. She has worked with clients, including Capital Area Food Bank, Brookes Publishing, the University of Maryland, and Walden University.

Subject Matter Expertise: web and marketing project management • client services in education and nonprofit sectors • problem-solving and detail-oriented execution • team leadership and coordination • risk management and troubleshooting • scope management • process refinement • quality assurance and control • client relationship management software expertise

Resume: <https://www.linkedin.com/in/katelynbrickey/>



Kathe Flynn
Creative Director

Kathe fuels our creative department with an insistence on inspired choices and a relentless eye for detail. She has thrived as a creative leader in Charm City for over two decades. Whether crafting impactful stories or taking the time to bake the best cupcakes in town for a team member’s birthday—Kathe brings every tool and wields them with the utmost craft, enthusiasm, and humanity. Born in Baltimore, Kathe is passionate about the community and serves as the 1st Vice President and Social Chair for AAF Baltimore.

Subject Matter Expertise: reative leadership and direction • storytelling and content creation • community engagement and service • event planning and coordination • creative ideation and development • copywriting oversight • team motivation and mentorship • internal communications • branding strategy

Resume: <https://www.linkedin.com/in/katheflynn/>



Chris Mortlock
Senior Art Director

Christian is a problem solver at heart and approaches design through a similar lens. Bringing his experience from studios both large and small, he feels passionate about working collaboratively and helping ideas reach their full potential. Originally a native of Exit 4, New Jersey, Christian has made Baltimore his home for 10 years. He has a soft spot for book design, and history, and has recently been dabbling in gardening.

Subject Matter Expertise: problem-solving through design • collaborative creative development • book design and historical themes • gardening and personal interests • brand identity design • typography and layout • collaborative ideation • historical context in visual design • print production management

Resume: <https://www.linkedin.com/in/chris-mortlock-6a15832a0/>



Bryan Burke
Senior Designer

With nearly a decade of professional design experience, Bryan has expertise in graphic design, video production, content marketing, animation, and more. He is a former content designer at Nestle Purina Petcare, one of the largest pet food companies in the U.S., and has had a long freelance career, leading to his work being featured at TEDx St. Louis. Endlessly productive, Bryan has served as the vice president of communications for the American Institute of Graphic Arts, St. Louis; worked on multiple short films and theater productions; and is a lifelong sailor who has competed worldwide.

Subject Matter Expertise: graphic design and video production • content marketing and animation • theater production and short films • sailing and competitive sports • motion graphics and animation • multimedia production • video editing • visual content storytelling • event visual branding

Resume: <https://www.linkedin.com/in/bryaniburke/>



Sarah Yalov
Graphic Designer

With an AFA in Studio Arts and a BFA in Graphic Design, Sarah thrives on turning complex problems into smart, elegant design solutions—always bringing multiple creative approaches to the table. A natural collaborator, she believes the best work comes from open teamwork and a shared vision. Known for her ready smile and can-do spirit, she's equal parts detail-obsessed and big-picture-driven. Outside the studio, she volunteers to support Baltimore's creative community, devours audiobooks, experiments with sweet and savory recipes, and shares her workspace with her quirky cats, Dora and Olive—who are convinced the keyboard is theirs.

Subject Matter Expertise: studio arts and graphic design • collaborative teamwork and vision • detail-oriented and big-picture thinking • community volunteering and creative exploration • visual branding and identity systems • conceptualization and execution • print and digital media integration • community-building initiatives • design presentation skills

Resume: <https://www.linkedin.com/in/sarahyalov/>



Jax Stiefvater
Graphic Designer

Jax is an enthusiastic designer with over 6+ years of experience in branding, print, and digital design. She has a keen eye for detail and loves working cross-functionally to collaborate, learn, and execute ideas with other creatives. Jax lives in the heart of Fells Point and when she's not designing, you can find her exploring local coffee shops, boutiques, and restaurants in the area!

Subject Matter Expertise: branding, print, and digital design • cross-functional collaboration • local community engagement • exploration of local culture and cuisine • visual communication consistency • brand guidelines creation • cross-platform visual assets • localized branding and marketing

Resume: <https://www.linkedin.com/in/jacquelinecruz95/>



Deb Dudley
Senior Copywriter

As a communications practitioner, Deb leads with an open and hungry heart, eager to listen, learn, and leverage the unique ingredients within each client's story. She believes the delicious is in the details and loves to find creative ways to elevate the flavors and textures that advance important mission-driven work. Her enthusiasm for language in all formats and channels has resulted in a diverse portfolio of leadership roles for publishers, domestic and international non-profit advocacy organizations, and public and private universities. Deb's penchant for cultural immersion has resulted in an equally diverse collection of home addresses: Chicago, Cairo, Limassol, Berlin, San Francisco, and Brooklyn. Deb can be found learning how to repair a sump pump and experimenting with venison recipes at home in Northern New York.

Subject Matter Expertise: communications and storytelling • nonprofit advocacy and public relations • cultural immersion and global perspectives • language and content creation • copyediting and proofreading • cultural competency • editorial planning • content strategy • multilingual and multicultural communications

Resume: <https://www.linkedin.com/in/debdudley/>



Jill Sprague
Director of Media

Jill serves idfive clients through media strategy, planning, and execution, helping all clients find the most qualified eyes for their campaigns. Throughout her time at idfive, Jill has provided an expert voice in piloting mission-based brands through modern media performance, platforms, placements, inventories, brand safety, and budgeting. In overseeing idfive's media campaign strategies, she always focuses on goal-setting and ensuring properly attributed performance wherever possible, balancing positive branding with excellent ROI. Jill earned a Bachelor's Degree in History from the University of Maryland College Park and a certificate in comparative literature.

Subject Matter Expertise: media strategy and planning • campaign execution and performance analysis • branding and ROI balancing • historical and literary studies • media analytics and reporting • campaign optimization and A/B testing • programmatic and digital advertising proficiency • ROI and KPI-focused planning

Resume: <https://www.linkedin.com/in/jill-sprague-883924a3/>



Faisal Akram
Senior Media Strategist & Analyst

Faisal Akram is a marketing strategist with a knack for crafting smart, effective media & digital campaigns. He's worked with well-known brands like Samsung, Nestlé, and DDB—focusing on digital marketing, media, and performance marketing.

Subject Matter Expertise: marketing strategy development • digital and media campaign management • performance marketing expertise • collaboration with global brands • digital analytics interpretation • SEO/SEM strategies • paid social campaign management • performance-based advertising metrics • cross-platform media planning

Resume: <https://www.linkedin.com/in/faisalakram7/>

Other Services Offered



Discovery. Research and analysis are at the core of our work. We conduct primary qualitative and quantitative research to unearth essential insights, including marketing goals, internal and external user needs and behavior, technical challenges, institutional concerns, etc. These insights lay the foundation for everything we do for our partners.



Web Design, Print, & Video. Our designers work across all media and help clients choose the medium that best fits their message and audience.



UX, IA, & Dev. We write semantic, accessible, responsive, fast-loading, and elegant code that brings function to our visual creative practice. Websites and software must do more than just look good and work well; they need to employ the tenets of user-centric design. To ensure an optimal user experience, we create detailed information architectures, wireframes, personas, journey flows, and prototypes that we usability test and then calibrate and improve.



Advertising. We offer full-service integrated advertising services from creative campaign creation to media strategy, planning, buying, and optimization.



Social Media Marketing. As part of integrated advertising, we offer extensive platform-appropriate social media marketing services tuned for engagement and brand marketing.



Digital Marketing. As another part of our integrated marketing services, we offer scratch and display advertising and remarketing services.



Search Engine Optimization. Our SEO programs optimize your website's code and content to attract more qualified traffic.



Training. Many of our partners have in-house marketing teams that require specific training to support their marketing activities. We host two-to-three-day search engine optimization, social media management, front-and-back-end development, user experience, creative ideation, and workshop sessions for groups of eight to sixteen people at a time.

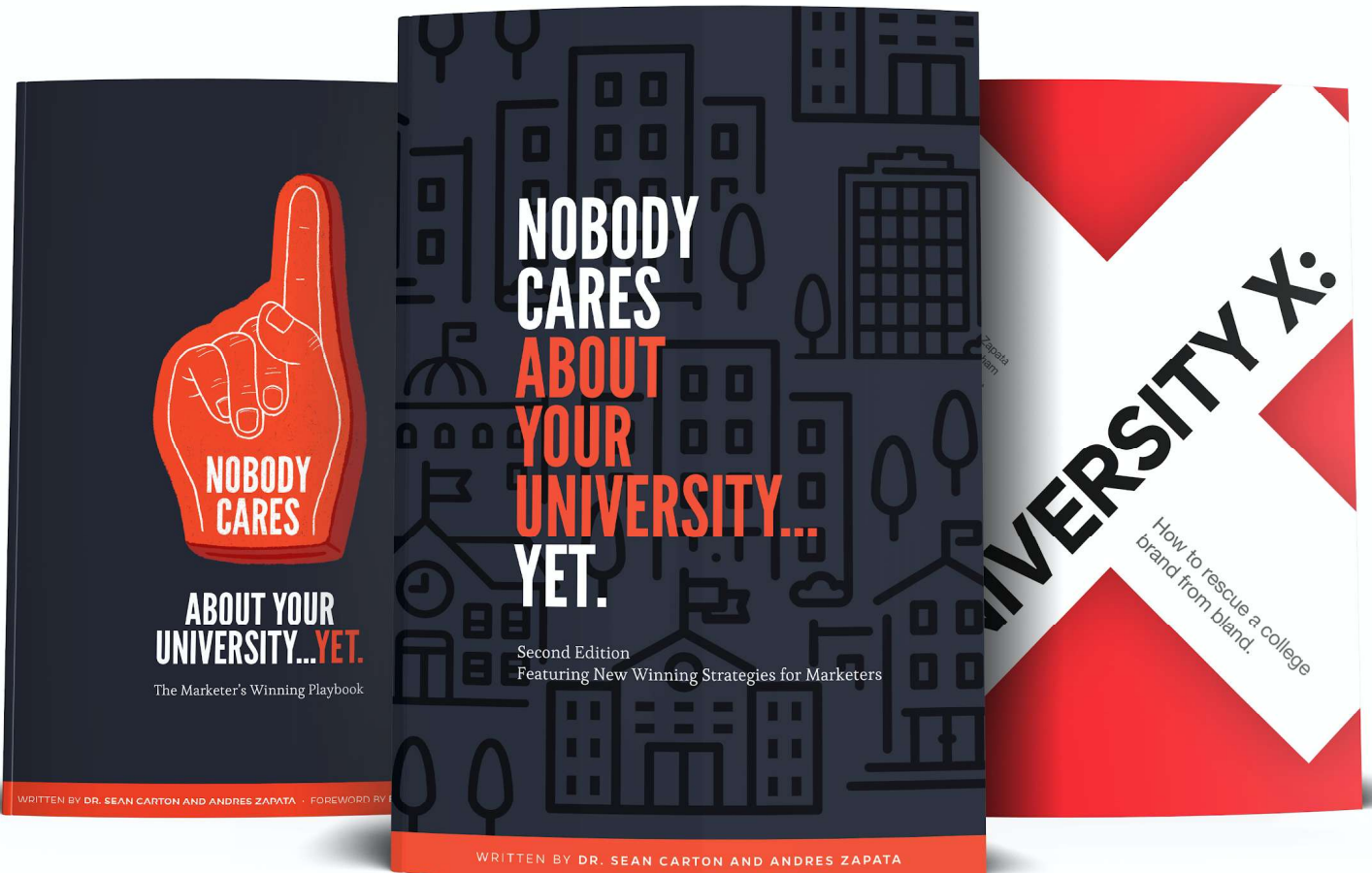


Workforce Augmentation. When experiencing unexpected turnover or growth, clients can turn to us for help with short—and long-term individual resources and team augmentation.

EDU Focus

We primarily work with clients in higher education, not-for-profit, and healthcare. Why? Because we want to use our marketing and communications powers for good. Since 2005, we've been singularly focused on working for clients whose missions are to advance what we believe in and care about.

We are happiest when working in higher ed. More than 50% of our team has advanced degrees, we have doctoral-level researchers on the team, and we employ former university VP-level marketers and professors. We're so passionate about higher education that our thoughts on the matter have filled two books designed to share our expertise in marketing with the entire industry: the aforementioned "Nobody Cares About Your University... Yet: The Marketer's Winning Playbook" and "University X: How to Rescue a College Brand from Bland."



Client-Partners



Aims Community College
 A. James Clark School of Engineering
 Bloomsburg University
 Bowie State University
 Brandeis University
 Carroll County Community College
 Carroll College
 Carthage College
 Catholic University of America
 Central Carolina Community College
 Notre Dame of Maryland University
 Colgate University
 Cornell University
 D'Youville College
 Drexel University
 Drexel University College of Engineering
 Drexel University LeBow College of Business
 Drexel University Dornsife School of Public Health
 East Stroudsburg University
 Eastern Washington University
 Fairfield University
 George Mason University
 George Washington University
 Goucher College
 Harvard Smithsonian Center for Astrophysics
 Howard University
 Indiana University of Pennsylvania
 Iowa State University
 Jefferson Community College
 Johns Hopkins Alumni Association
 Johns Hopkins Advanced Academic Programs
 Johns Hopkins Applied Physics Laboratory
 Johns Hopkins Bloomberg School of Public Health
 Johns Hopkins Carey Business School
 Johns Hopkins Center for Educational Outreach
 Johns Hopkins Center For Humanizing Medicine
 Johns Hopkins Center For a Livable Future
 Johns Hopkins Data Science & AI Institute
 Johns Hopkins Development and Alumni Relations
 Extreme Materials Institute
 Johns Hopkins Medicine
 Johns Hopkins Nursing
 Johns Hopkins Office of Study Abroad
 JH School of Medicine Div. of Health Sciences Informatics
 JH Whiting School of Engineering
 Loyola University Maryland
 Murray State
 Northern Virginia Community College
 Ohio University
 Palm Beach State College
 Pennsylvania's State System of Higher Education
 Pennsylvania West University
 Quincy University
 Rasmussen University
 Rowan University
 South Puget Sound Community College
 School of the Art Institute of Chicago
 SUNY Potsdam
 Shippensburg University
 State University of New York (system)
 St. Mary's College of Maryland
 Tacoma Community College
 Towson University
 UMBC
 University of Baltimore
 University of Dallas
 University of Guam
 University of Hartford
 University of Iowa
 University of Mary
 University of Maryland Career Center
 University of Maryland, College Park
 University of Maryland College of Arts & Humanities
 University of Maryland, Joint Quantum Institute
 University of Maryland, School of Natural & Ag. Sciences
 University of Maryland School of Law
 University of Maryland School of Nursing
 University of Maryland School of Pharmacy
 University of Maryland School of Public Health
 University of Maryland School of Public Policy
 University of Maryland School of Medicine
 University of Maryland School of Social Work
 University of Maryland Women as Partners in Progress
 University of Maryland, Baltimore
 University of Michigan
 University of Sciences
 University of Tennessee Health Science Center
 University of Virginia
 University of Washington, College of Arts and Sciences
 Valencia College
 Virginia Commonwealth University
 Walden University
 Washington College
 Worcester Polytechnic Institute of Technology
 Wor-Wic Community College

References

Attachment D Vendor Data Sheet

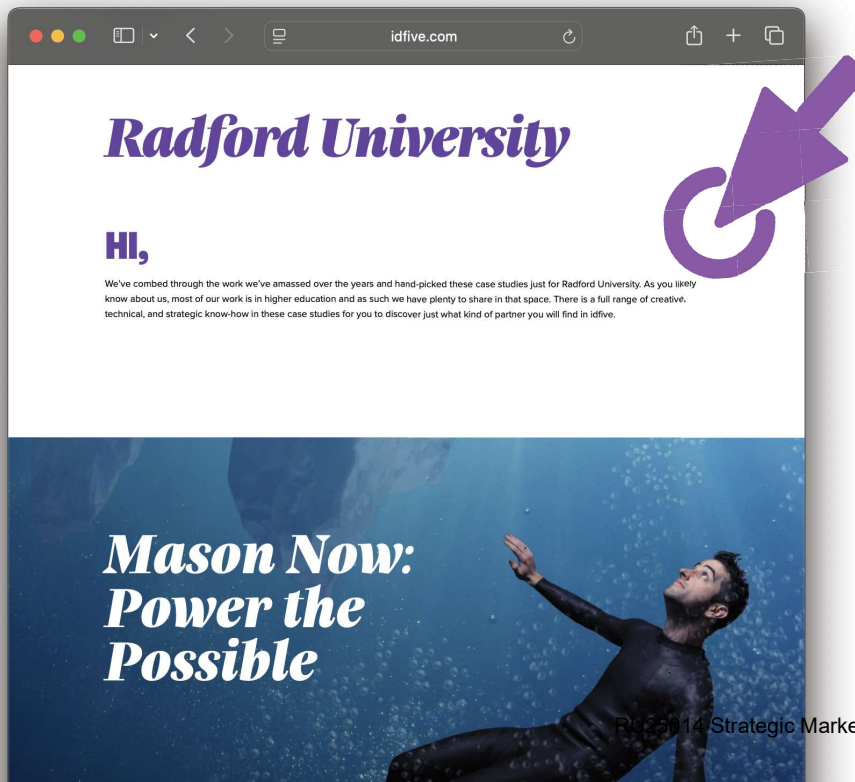
*Note: The following information is required as part of your response to this solicitation. Failure to complete and provide this sheet may result in finding your offer nonresponsive.

Qualifications: The Offeror must have the capability and capacity in all respects to satisfy fully all of the contractual requirements.	
Vendor's Primary Contact for this RFP:	
NAME: Sean Sutherland	TITLE: Director of Marketing
PHONE: 443.615.7280	EMAIL: sean.sutherland@idfive.com
Years in Business: Indicate the length of time the Offeror's company has been in business providing the type of good or service to the type of customer detailed in this RFP:	
YEARS: 19	MONTHS: 6
References: Indicate below a listing of at least four (4) current or recent accounts (educational, commercial or governmental) that your company is servicing, has serviced, or has provided similar goods/services. Include the length of service and the name, address and telephone number of the point of contact. The Contact should be knowledgeable about the design, implementation, training, and service the Offeror's company provided to the referenced company.	
Company: George Mason University	Contact Name and Title: Trishana E. Bowden, Vice President of University Advancement and Almni Relations
Phone: () 703.993.8756	Email: tbowden2@gmu.edu
Fax: ()	
Project: How does Virginia's largest and most diverse four-year public university—one of the youngest R1 institutions in the nation—unabashedly announce they are launching a billion-dollar comprehensive campaign? They partner with idfive and build a messaging platform and visual vocabulary to match the University's audacity, determination, and grit.	
Dates of Service: 2020 – Current	\$ Value: \$350,000/year
Company: Eastern Washington University	Contact Name and Title: Barb Richey, VP and Executive Director, EWU University Advancement and EWU Foundation
Phone: () 509.389.7022	Email: brichey@ewu.edu
Fax: ()	
Project: We've supported EWU in some capacity since 2021, but our current project will be instrumental in redefining the university as a top polytechnical institution. Assisting in everything from a new communications plan and messaging strategy to an inspiring, upcoming brand rally video will help cement EWU as a leader in their region.	
Dates of Service: 2022 – Current	\$ Value: \$275,000/year

Company: East Stroudsburg University	Contact Name and Title: Miguel Barbosa, Chief of Staff & VP of University Relations
Phone: () 570.422.3545	Email: mbarbosa@esu.edu
Fax: ()	
Project: While COVID may have interrupted a brand refresh roll-out, idfive was happy to partner with East Stroudsburg University in a comprehensive, advertising and marketing push that has resulted in ESU being recognized as being a leader among Pennsylvania schools, with an impressive 21% increase in first-year student enrollments.	
Dates of Service: 2022 – Current	\$ Value: \$350,000/year
Company: University of Mary	Contact Name and Title: Rachael K. Brash, VP for Public Affairs
Phone: () 701.355.3734	Email: rkbrash@umary.edu
Fax: ()	
Project: Having four distinct core audiences can result in a splintered approach to engagement, but idfive knows that, with a little faith, it doesn't have to. Having helped the University of Mary with design and content strategy before, we knew that Mary's value proposition resonated differently depending on the motivation of each prospective student.	
Dates of Service: 2019 – Current	\$ Value: \$300,000/year

Related Work

In addition to the examples we've [assembled](#), we encourage you to review our comprehensive [portfolio online](#). For nearly 20 years, our creative work has been recognized with numerous national awards, such as The Webby Awards, CASE, and the IMA, and we've landed on the Inc. 5000 list three times in consecutive years. <https://idfive.com/work-with-us/radford-university/>



Participation in SWaM

idfive is a SWaM-certified, Minority Owned Business, certification #826072.



Attachment E Pricing Schedule

Our pricing model is simple and transparent: We charge for the time we invest in making you successful, whether it's Graphic Design, Creative Strategy, Audience Research, Usability Design, or any other service. No matter what we do for you, it's all based on one blended hourly rate.

idfive's blended hourly billable rate is \$230/hour. It's our cost to operate and competitively compensate for the top-level talent in our ranks. However, we've discounted our billable rate to \$180/hour Radford to demonstrate our commitment to the project and your mission. This rate will be updated yearly according to the government's cost-of-living adjustment (COLA). Below is a preliminary breakdown based on your RFP's estimated budget and percentage breakdown.

Attachment E Pricing Schedule

Attachment E is to be completed and submitted by the Offeror as part of a complete Proposal. Offerors shall identify **all** costs associated with providing the services as specified in this document.

- A. Offerors should submit a fixed pricing as applicable. The hourly rates should be a schedule of hourly labor rates categorized by labor categories appropriate to perform the services requested. All labor rates shall be inclusive (fully burdened) to include all direct labor, indirect costs, travel, and profit.
- B. Offerors are encouraged to include pricing incentives and relative discounts.
- C. Indicate allowed discounts for payment terms less than n30 days.

<i>Line Item</i>	<i>Description Provide additional description as appropriate for clarity of offer</i>	<i>Notes on Price Details, Factors, and Discounts</i>	<i>Fixed Price for each Line Item</i>
1	Step One: Research & Onboarding	*	\$7,200
2	Step Two: Strategic Development & Media Planning	*	\$14,400
3	Step Three: Creation & Execution	*	\$126,000
4	Step Four: Manage, Optimize, and Support	*	\$36,720
5	Estimated Media Investment	*	\$900,000
6	Media Fee	*	\$54,000
7	Agency Project Management, Accounting, and Administrative Costs	*	\$43,200
8			
9			

*Please see below for more information and an estimated budget breakdown

Task	Hours	Investment
Project Initiation, Planning, Accounting, Kick-Off	10	\$1,800
Step One: Research & Onboarding		
Review of existing research	20	\$3,600
Media Analysis	20	\$3,600
Step Two: Strategic Development & Media Planning		
Campaign Strategy Workshop	30	\$5,400
Creative & Strategic Brief	10	\$1,800
Marketing/Media Strategy and Plan	40	\$7,200
Step Three: Creation & Execution		
Copywriting	80	\$14,400
Creative Concepting	120	\$21,600
Design and Execution	400	\$72,000
Creative Platform Evaluation	60	\$10,800
Media Campaign Negotiating/Buying. Implementation	40	\$7,200
Step Four: Manage, Optimize, and Support		
12 Months of Active Management	96	\$17,280
12 Monthly Reports	48	\$8,640
12 Months of Strategic Consulting/Collaboration	60	\$10,800
Estimated Media Investment		\$900,000
Media Fee		\$54,000
Project Management, Strategic Leadership, Account Services	210	\$37,800
Administrative, Accounting, Reporting, Insurance	20	\$3,600
Total Investment	1,264	\$1,181,520

***We welcome the opportunity to estimate any optional service if needed.**

Travel

Our policy is to estimate and receive client approval for each trip before assuming and billing the expenses. idfive charges travel time at half rate. While this is a standard industry practice, we also mean to leverage your investment as much as possible. Each travel request will be estimated and approved upon request.

Media

idfive is a full-service integrated marketing and communications firm. We offer media strategy, planning, buying, and optimization services. Our pricing structure for these professional services is the same as ours for all other professional services: a blended hourly rate. Additionally, we charge a small 6% of the media run cost to our clients. This 6% helps us pay for the extra costs we take to manage our clients' media budgets, such as insurance, access to research tools, administration, billing, reconciliation, etc.

Reconciliation is completed monthly by idfive to ensure media vendor invoices are accurate and delivered in full to what was contracted. Due to the nature of bidding strategies in digital media, we might have to calibrate the media allocation plan to stay on budget through the end of the campaign.

Stock + Original Media

If any stock or original media, such as photography, video, audio, or other assets, must be purchased, idfive will provide an estimate as needed and requested.



As allowed in Section 11.B – *Award of Contract*, of the subject RFP, the University is conducting negotiations. We are requesting a response to the negotiation questions listed below.

CONTRACTUAL TERMS, CONDITIONS AND TEMPLATES:

1. **RADFORD UNIVERSITY:** Are you in agreement the terms and conditions as published in the RFP solicitation shall govern the contract if a contract is awarded to your company?

VENDOR: Agreed.

2. **RADFORD UNIVERSITY:** If awarded a contract do you agree the standard two-party contract made available in the RFP document will be the only document used to award the contract? If your response is no, provide any additional forms or documents that you will require to be incorporated into the contract document.

VENDOR: Agreed.

3. **RADFORD UNIVERSITY:** Do you agree that the initial contract is for a period of one year?

VENDOR: Agreed.

4. **RADFORD UNIVERSITY:** Upon completion of the initial contract period, does idfive LLC agree that the contract may be renewed by Radford University upon written agreement by both parties for four (4) one-year renewal periods, under the terms of the current contract?

VENDOR: Agreed.

5. **RADFORD UNIVERSITY:** Please state that you are in agreement that, if awarded the contract, all sections identified in your proposal as **proprietary and confidential** can be made public since Radford University is a state agency and our records are available for public review.

VENDOR: idfive is in agreement.

6. **RADFORD UNIVERSITY:** Are you registered with and willing to participate in the eVA internet procurement solution described in the terms and conditions of the RFP?

VENDOR: idfive is registered with eVA.

7. **RADFORD UNIVERSITY:** Do you acknowledge, agree and understand that Radford University cannot guarantee a minimum amount of business if a contract is awarded to your company?

VENDOR: idfive acknowledges, agrees, and understands.

8. **RADFORD UNIVERSITY:** Do you agree that you will be performing services as an Independent Contractor, Company, Corporation or other business entity and are not an employee of Radford University or any other Commonwealth Entity?

VENDOR: Agreed.

FINANCIAL CONSIDERATIONS:

1. **RADFORD UNIVERSITY:** If awarded a contract, do you agree to limit price increases to no more than the increase in the Consumer Price Index - CPI, all items category for the latest twelve (12) months for which statistics are available at the time of renewal or 3.5%, whichever is less

VENDOR: Agreed.

2. **RADFORD UNIVERSITY:** Are the prices for all goods/services listed in your proposal inclusive of all applicable eVA system transaction fees?

VENDOR: Yes.

SCOPE IMPLEMENTATION:

3. **RADFORD UNIVERSITY:** If awarded a contract, identify all employees that will be working with Radford University to achieve the requirements of the contract.

VENDOR: idfive will identify all employees that may work on this contract.

4. **RADFORD UNIVERSITY:** If awarded the contract, please address specific implementation steps, inclusive of a timeline, and include what your expectations are of Radford University personnel.

VENDOR: idfive agrees to provide specific implementation and a project schedule in the

form of a Gantt chart after project kick-off.

- 9. **RADFORD UNIVERSITY:** Please list any expectations you have of Radford University should you be awarded the contract, inclusive of what data and information you may request access to as related to CRM (Slate) reporting.

VENDOR: idfive will require a Radford primary point of contact who will be available to meet biweekly and offer guidance, priorities, feedback, and approvals. We'll also need admin access to all of Radford's social media accounts (provided we advertise on them), GA4, GTM, GSC, Slate CRM. We might need help adding attribution codes to the Radford website.

- 10. **RADFORD UNIVERSITY:** If awarded a contract by **August 13, 2025**, would you be able to support all aspects of this contract?

VENDOR: idfive will be able to support all aspects of the contract.

END OF CONTRACT TRANSITION TERM(S):

- 1. **RADFORD UNIVERSITY:** End of Contract Service Transition Expectations: If or when a transition of service to another provider is required (end of contract life or otherwise), the university would require the incumbent firm to cooperate fully in a successful transition of services. Explain any requirements your firm might have in preparing for such a transition of services. Additionally, please indicate your willingness to establish a transition plan alongside the new provider of service which may include but not be limited to sharing important data and/or existing service information via a cooperative knowledge transfer process.

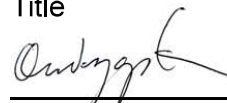
VENDOR: idfive will agree to fully cooperate in a transition of service.

idfive LLC

Andrés Zapata, D.Sc. _____
 Print Name

Founder _____

Title



 Signature

7/29/2025 _____
 Date