

State University of New York
Purchase College

RFP SU-122116
Marketing for Recruitment Print Package

QUESTIONS and ANSWERS

Question 1.

Would you like a digital companion piece to be able to send electronically / include links to the new website?

Answer:

Sure, although, it is not required. While our primary request is for a “modular” print package, we would welcome digital companion piece that could be disseminated as a phase in the flow to prospects/accepted students.

Question 2.

Will there be specific calls-to-action on the new website that can be referenced in the print piece as a compelling way to drive traffic from print to online?

Answer:

We anticipate the PRINT material includes call to action that drives traffic to web, and application.

Question 3.

Can you give us a sense of the length of the core 'container' piece? Overview of the type of info you want to see included? Looking for something brief/punchy or very informative/detailed?

Answer:

“brief and punchy”

Question 4.

Are you able to provide a budget range?

Answer:

Not to exceed \$120,000. (Production, print, mailing and fulfillment are not included. Partner firm is responsible for Scope of Project specs as detailed in RFP only and must adhere to all inclusive \$120,000 maximum.

Question 5.

Is there a predetermined budget for production & fulfillment?

Answer:

No. There is not a predetermined budget. When the last round of recruitment materials was designed, the cost of “finishing” (die-cutting, wire-binding, etc... and mailing)... was exorbitant. So, the mention of production and mailing costs is to ensure that any firm bidding on this job understands that the college will require firm to provide estimate of production/finishing/ mailing costs as design concepts are presented.

Question 6.

Will the selected creative agency manage or participate in production?

Answer:

Production—to the extent necessary to prepare files to be absolutely ready to print, and to provide all necessary specifications. We are a state agency. Printing will be sent out to bid. Both our creative director and myself are capable/experienced with printing processes, and we can do color correcting, press okays, etc. However, if firm wishes to be involved in color proofing and press checks, they are welcome to be involved, but it's not required.

Question 7.

Is there a budget range for this creative contract?

Answer:

The college has procured a maximum of \$120,000 for this contract. The amount is not intended to cover printing, finishing, fulfillment, etc. It is intended to cover costs as defined in "Scope of Project" in RFP.

Question 8.

Are these communications intended only for the coming year?

Answer:

We intend for the designed materials to last through at least two full recruitment cycles. All necessary updates will be handled internally by Purchase College.

Question 9.

Are you committed to the specific print deliverables identified in the RFP or are you open to a more integrated approach to your recruitment materials?

Answer:

Our motto is Think Wide Open. We are "open" to a more integrated approach, provided it authentically and equally represents Purchase College people and programs.

Question 10.

Can you share the strategy/research/brief that led to "Think Wide Open"?

Answer:

During "Discovery" phase, all available market research, reports, etc. will be made available to partner firm. Meanwhile, please peruse current Purchase website, including digital PURCHASE magazine, as well as "Highlights" from homepage, and our Facebook page.

Question 11.

Could you share the SUNY Purchase brand guidelines? Will we be required to adhere strictly to set guidelines or will there be some flexibility?

Answer:

Our brand guidelines are dynamic. Our creative director will work with partner firm to ensure recruitment marketing design components align with college's visual brand.

Question 12.

Will we have access to the new website at project kickoff for review and inspiration?

Answer:

Absolutely. Website will launch in mid-March. This content will be awarded in April.

Question 13.

Who are you primarily competing against for students?

Answer:

What do you look for in a student? Main competitors are SUNY New Paltz, Oneonta, Fredonia, FIT and private schools including but not limited to NYU. New School, Juilliard, Pratt, Parsons, Pace, Emerson & Skidmore and CUNY Hunter

Question 14.

Do you have any existing research related to prospective students and/or perceptions of SUNY Purchase?

Answer:

Yes including most recent Admitted Student Questionnaire

Question 15.

Who do you consider to be peer, aspirational, and innovative institutions? Are there similar communications from other institutions that you admire?

Answer:

The peer and aspirational list is primarily the competition although. As far as innovative communications, many of the art school competitors have pieces admired by faculty and admissions staff alike. Admissions staff like American University & Hamilton – not particularly innovative but very clear and concise. The William & Mary cards created a few years back by M Stoner are admired.

Question 16.

Are there any other examples of existing SUNY Purchase communications you can share, beyond what is available through your site?

Answer:

Yes, but not upon request at this time

Question 17.

Other than the August 30th deadline for print-ready files, how strictly do we need to adhere to the timelines outlined on Pages 12-13 of the RFP?

Answer:

There is much flexibility within phases of timeline.

Question 18.

Will we be responsible for all copywriting related to these materials? Are there any SUNY Purchase messaging/verbal/tone guidelines to which we must adhere?

Answer:

Yes. The style/tone of messaging on new website can serve as strong guide for style/tone of these materials.

Question 19.

So that we can be thinking realistically about activation options, can you share any sense of what the budget is for this project?

Answer:

SEE ABOVE ANSWERS

Question 20.

You've asked for work samples; would you like those in hard copy or are you okay with digital delivery?

Answer:

You are free to send digital samples. However, you are encouraged to send your best print samples, since our primary request is print.

Question 21.

We recognize that establishing the project team is a Phase 1 activity, but do you have any sense now of how the SUNY Purchase team may be structured throughout the process? How many day-to-day contacts there will be? What your decision-making/approval processes are like?

Answer:

The project team has yet to be determined, but it is promised to be manageable. Day-to-day contact is likely to fluctuate throughout different phases of the project. We are looking for a full-service provider – a firm who is able to learn how to “learn” Purchase, where to look for facts and sources of information, so that project team is not completely depended upon for all details. This point will be expressed in conversations with references.

Question 22.

With regard to Form MWBE 107 – MWBE Utilization Plan – Please provide guidance on completing the form as we are a certified WBE and will be submitting a proposal response as the sole contractor for this project.

Answer:

The M/WBE goals for the contract are considered separate goals, i.e. meeting one part of the goals does not preclude the bidder from meeting the other part. If all the M/WBE goals are not met, bidder will have to request a waiver.