1. Do you have a budget range for this project?
   1. $60,000
2. Who is the agency that developed the current campaign? Are they being considered for this work?
   1. We will not be sharing the name of the agency that developed the current campaign and, at the time of writing, are not sure if they intend to bid on this future scope of work.
3. Your RPF is focused on developing a new creative concept and campaign strategy – does that include a refresh of your current brand positioning framework (brand promise, brand pillars, key messages, etc.)?
   1. It does not. We established that work in 2020 and it still holds true today.
4. Do you feel your current campaign has been successful? Why do you think it is time to implement a new creative concept?
   1. We do feel like our current campaign has been successful, but it has been in-market for approximately four years and believe that there is an appetite for an innovative approach. Our brand will remain consistent, but campaign language and imagery are ready for an update.
   2. Establishing ourselves as a household brand. We are young and need to increase awareness around value proposition.
5. Can you clarify the specific elements USI envisions for the templated toolkit? Are there priority assets (e.g., social media templates, digital ads, on-campus banners) that should receive additional focus?
   1. Such a toolkit might include a full page and half page print layout, social media templates, standard digital assets (to include extreme horizontal and extreme vertical), outdoor/billboard, landing page consideration and video script and/or storyboard.
6. **UNIVERSITY BRAND & CAMPAIGN CREATIVE:** The RFP summarizes efforts made to define the overall USI brand and creative expression. Page 5 indicates “…there is more work to be done with increasing understanding of our brand both internally and externally.” Is there an appetite to explore further evolution and refinement of the institutional brand? Would you be open to proposals including a recommended approach for University brand platform development to precede and inform marketing campaign work?
   1. Not at this time. We feel like the brand is in a good place and would like to invest in longevity and continuity of the brand, while allowing campaign explorations to breathe new life into the standardized elements.
7. **INCUMBENT AGENCY:** Is the incumbent partner that developed USI's 2020 marketing campaign participating in this RFP process?
   1. See question 2.
8. **CURRENT MARKETING CAMPAIGN:** Please describe the perceived challenges or limitations of the current campaign, if any. What do you perceive to be the current campaign’s greatest strengths or successes?
9. The current campaign has served us well but has simply run its course. After multiple iterations, it is time to introduce a visual refresh while maintaining alignment with our core brand identity and pillar messaging.
10. **COMPETITIVE SET:** Which colleges and universities are considered USI’s primary competitors?
    1. We do not maintain a list of primary competitors, but as a public institution within the state of Indiana we realize that our prospective students are likely to consider other universities within that category. Based on our location in southern Indiana, we have proximity to Illinois and Kentucky schools, and private institutions in the nearby areas.
11. **INSPIRING CAMPAIGNS:** Which marketing campaigns – either within or outside of higher education – would your team look to as inspiration for USI marketing efforts?
    1. This is a hard question to answer since our selection committee consists of five people, all who have different sources for personal inspiration. Furthermore, our creative inspiration doesn’t always match the brand personality of USI. Rather, we would like our creative partner to bring Ideas that are data driven and based on knowledge of what prospective students are seeking. We will cover brand personality in a formal way in the onboarding.
12. **TIMELINE:** What is USI’s ideal project kickoff timeline? When do you anticipate campaign launch and in-market dates?
    1. Ideally in-market by Fall 2025, so kicking off work with the chosen agency by this Spring, as stated in the RFP.
13. **BUDGET:** Given the scalability of our process, understanding budget parameters will ensure a proposed approach and scope best suited to the University’s expectations.
    1. See question 1.
14. Has USI established a not-to-exceed project budget? Please provide an anticipated breakdown for (1) agency fees and (2) outside costs such as media buying, video production hard costs, etc. – understanding media buying and video production are outside of the scope of work.
    1. See question 1 for budget.
    2. We would be open to our new agency partner’s recommendation and structure for the breakdown of costs, so long as the budget does not exceed the max.
15. **AGENCY PARTNER:** What are you most looking for in an agency partner? What do you believe will make the relationship most successful? What is your appetite for hiring a scrappy, smaller, wildly experienced in the industry partner whom you may not have heard of previously?
    1. We would hope that our new agency partner is collaborative and serves as an extension of our internal team. We would like such a partner to push us and help us broaden our horizons.
16. The RFP indicates that you have done consumer research but are still learning. Would the scope include any consumer research / are you looking for a research recommendation? Are you able to share past reports?
    1. We have done external consumer research in 2019, 2021 and 2022, covering varying aspects of institutional needs (alumni, donors, athletics, awareness, perception, preference). We are currently revisiting methodology and questionnaires for comparison, but it will not be included in this RFP. However, 2025 findings should be available for consideration and action as our new partner is onboarded.
17. What did you like the most about the campaign you are currently running? Were there any limitations? Anything that you would do differently for the next creative concept?
    1. Our most recent iteration benefits from attention-grabbing color and bold design.
    2. In past iterations, limitations have existed, but they are mostly self-imposed (for example, too literal use of language, or limited by photography, particularly during COVID). We would like to see more flexibility in future campaigns, allowing for multi-faceted extensions.
18. Can you please share the total budget for your current campaign – including agency fees and production costs?
    1. See question 1.
19. What are you looking for in an agency? Who would be the best partner for your team? What are you NOT looking for? Why are you looking for an agency partner now? (Is it because the current campaign is in year 4 and needs refresh, or is there another reason?)
20. See question 8.
21. Can you describe what you are looking for the agency to provide in terms of tactical executions or examples versus what your in-house team will execute? For example, are you looking for the big idea umbrella campaign with image and headline/copy variations only or will you be looking for the creative agency to work on examples for each media channel tactic (i.e., what an Instagram ad might look like, etc.)?
    1. The former, big idea umbrella campaign/concept.
22. How did your previous agency share live creative files? Do you use any collaborative design programs? What is your preference?
    1. We work primarily with Adobe Creative Suite.
23. Who do you consider your competitors?
    1. See question 9.
24. Have you conducted any personal work for your primary and secondary target audiences and if so, can you share?
    1. We have not done any formal personal work for our primary and secondary target audiences.
25. Do you feel the most recent campaign has been successful? If so, what do you feel has made it a success? Are there campaigns (of competitors or partners) that you admire?
    1. Yes, we do feel like it has been successful based on our ability to extrapolate additional tactics and executions off the original theme and has given us longevity over the course of several years.
    2. See question 10 for other campaign inspirations.
26. Are there any misconceptions or challenges about the University that you would want the campaign strategy to address?
    1. Our biggest challenge is the youth of our institution compared to other state schools, plus our location in the southwest corner of the state. We often hear that awareness is a challenge in terms of reputation and geography (within our athletic conference and Indiana).
27. If the project is awarded in March and you are looking to transition in Fall 2025 – can you be more specific about when you envision this creative campaign to be produced and in-market?
    1. We do not have a firm deadline for transition but believe there can be a window that we set with our new creative partner. We have kept it intentionally vague (“Fall”) so that we can be responsive to research planned for the Spring and recommendations from our new partner.
28. We understand that production is not in scope, but did the previous agency lead the production process? If not, who did? And are you looking for agencies responding to this RFP to handle production when the time comes?
    1. We would be open to either model, and have worked in both ways in the past.
29. Is this viewed as just a project, or will there be ongoing support required either in a regular or consultative role once the campaign is in-market?
    1. We hope that our new partner can continue to serve as a consultant and extension of our internal teams, but this initial work is defined more so as a project.
30. What does the internal approval process entail?
    1. We have a team of 2-4 people that serve as the approval team for most branding pieces representing the University, depending on the tactic's content.
31. Do you currently have a templated toolkit that you are looking to update? Or are you looking for a completely new toolkit?
    1. We are looking for a new toolkit. Our past partner provided some guidance, but our internal teams had to create the toolkit based on some basic layouts. See question 5.
32. Who currently handles your media buying? What is the current collaboration process?
    1. Traditional media is placed in-house. Digital media is placed by our digital marketing partner. The process is very collaborative to ensure alignment.
33. Please provide an approximate anticipated budget (or alternatively a range or not-to-exceed amount) for the scope of work outlined.
    1. See question 1.
34. Does USI have a current/incumbent agency, and can you disclose who?
    1. Not at this time.
35. Does USI prefer: A local/regional/Indiana firm? A minority business?
    1. USI does not have a mandate to select local/regional/Indiana firm or a minority business. However, if all things are equal, we would like to go with the minority, woman, or veteran business.
36. What are the current measures of success and/or KPI’s used to evaluate campaign success?
    1. Given this scope is for creative work, it is harder to measure. Campaign performance in general is analytics based (impressions, clicks, conversions, etc.), and we occasionally A/B test creative. We also work closely with the enrollment teams and feedback about the campaign (word of mouth).
37. What aspects of your current campaign are effective? Which do you view as less effective?
    1. See question 16.
38. How will your internal creative team partner with the selected agency?
    1. Our internal team will look to our new partner for consulting and initial brainstorming to help us to think outside the box, as well as development of a toolkit of designs and templates. The internal team will do the final executions.
39. What is driving the timing of this initiative?
    1. In general, our creative campaigns have aligned with the academic year, but we have been intentionally vague with the start of this campaign (simply stating “Fall of 2025”) to allow flexibility with a new partner and ensure quality work and launch.
40. The RFP indicates proposals are due by email and submittal of two copies. Please confirm the submission requirements – are both required?
    1. Emailing a copy is fine, thank you.
41. How many references are required?
    1. We would prefer at least three.
42. Can you please elaborate on what you mean by coordinating with your team for rollout and integration? What would you be looking for our team to handle?
    1. We would look to the external team to manage the creative concepts, initial layouts and build the toolkit for our internal team to utilize. As we roll out the new campaign “on the ground,” we’d continue to look for the new agency’s consultation, input and collaboration as a trusted partner.
43. Likewise, can you elaborate on what it means to work with your internal team on the development of "all" campaign materials? Are you looking for consultation or co-development of pieces or something else?
    1. Co-development to start, then consultation as the relationship progresses.
44. Can you explain what it means to “consider owned digital assets?” Are you looking solely for recommendations, or do you want some creative execution as well?
    1. We will want the new campaign to translate to our owned digital assets, such as websites (Umbraco), email platforms (Slate) and social media. We would expect the chosen partner to build templates for such tactics into the campaign toolkit.
45. What stakeholders should the templated toolkit serve? Is it only for professional communicators or for all University stakeholders? What would you like to see in the toolkit, and are you expecting us to design all of the assets for the toolkit?
    1. The toolkit will be accessed by our internal team of graphic designers and marketing professionals, not the University at large.
    2. Not all assets have to be finalized, but we would expect a sampling of the most used sizes and executions that our internal team could expand upon.
    3. See question 5.
46. Under “Deliverables, Campaign Strategy and Development,” do you expect to see different messaging pillars across each persona? (I.e. Potential students, donors, etc.)
    1. In the past our campaigns have been too focused on either academics or athletics, but we hope that our future work will be more unified and consistent.
47. For the comprehensive campaign strategy within “Deliverables, Campaign Strategy and Development,” we typically do stakeholder interviews within the discovery process. How many stakeholders do you anticipate we will need to interview?
    1. It is hard to say for sure without knowing your interview questions or goals, but we act as a collaborative team across many departments, so I would suggest someone from the following areas: Undergraduate Enrollment, Graduate Enrollment, Online Learning, Alumni, Foundation, Athletics.
48. Under “Deliverables, Creative Concept and Design,” how many options for creative do you want to see for initial creative campaign ideation?
    1. 2-3
49. Under “Deliverables, Creative Concept and Design,” it states, “Provide creative consultation that will help USI stay on top of current trends, audience segmentation and campaign delivery.” Research and recommendations are involved here – is there an expectation that we lead on the strategy of tactics and channels from the toolkit of what USI uses already?
    1. We would look for a new partner to help us stay abreast of trends and best practices. Rather than leadership per say, we hope to work together and be open to suggestions, recommendations and optimizations, ideally given our partner’s thought leadership and experience in this area.
50. How much flexibility do the existing media plans have if we make suggestions on platforms or audiences that may not align with what was previously planned?
    1. We would be open to insightful recommendations from a partner into new tactics and placements.
51. We understand you are seeking a partner who will work closely with and collaborate with your internal marketing team. Do you have a defined budget for this project, or a range of budget for this outsourced work?
    1. See question 1.
52. We have a defined process for developing a Campaign Strategy and Creative Concepts (the first two deliverables listed in your RFP). However, the Implementation and Management scope of work can vary considerably based on what level of support we will be providing vs. what will be handled by your internal marketing team. Are you able to provide any guidance of what this ongoing work may look like or how you envision an agency pricing it?
    1. After the delivery of the templated toolkit, we expect to take the work and manage the final executions. The relationship will likely be front loaded, with more of a consultative relationship as we wrap up the concepting phase. However, we hope to build a relationship that can be drawn upon for future production and projects.
53. One idea is to provide you with pricing for a monthly retainer based on a certain number of monthly activities or hours, if you are able to identify roughly what ongoing support is needed.
    1. It is hard to identify what may or may not be needed on an ongoing monthly basis. We typically haven’t needed the level of support in the past that would justify a retainer.
54. Can you please confirm that a digital (email) submission of our response is acceptable? Or is a mailed physical copy required?
    1. Email is fine, thank you. See question 38.
55. Is there an incumbent media agency participating in this RFP process?
    1. Traditional media is placed in-house. At this time, we do not know if our digital marketing partner is participating in the RFP process.
56. Is there a preference for an Indiana agency partner? Are you open to partnering with firms based outside of the state?
    1. We are open to firms based outside of Indiana. USI doesn’t have a mandate to select local/regional/Indiana firm or a minority business. If all things are equal, we would like to go with the minority, woman, or veteran business.
57. Historically speaking, how much budget has University of Southern Indiana allocated for previous partners and/or campaigns over recent years?
    1. See question 1.
58. Is there a preferred format for the submission? For example, a written word document, PPT template, etc.?
    1. No preference.
59. Does USI require the vendor to produce all campaign assets, or are they planning to produce themselves based upon templates created within this campaign?
    1. Final execution of campaign tactics would be managed by our internal teams, but we would like our partner to set the foundation with templates and creative direction. See question 5.
60. Confirming that USI would like a media plan (referenced bottom of p.6 *"Provide recommendations on media placement, optimization and analysis"*), but no additional media support (placement, management, etc.)
    1. This scope of work should be focused on creative development and campaign strategy. Media planning is not necessary, but if our new agency partner is aware of emerging trends that should be considered, we would be open to those suggestions.
61. Confirming that USI does not want a fully produced video as part of this scope, only the concept/script/storyboard for one.
    1. Correct, we would scope out full video production at a later time but would like the concept/script/storyboard to be considered as part of this larger campaign development.
62. Is there an ideal all-in budget that you would like us to consider?
    1. See question 1.
63. Realizing that enrollment, applicant pool expansion, and increased awareness and reputation are all important goals, which of these would you consider the primary KPI for the campaign? Or if you had to rank them, how would you rank these three priorities?
    1. Enrollment, increased awareness, reputation.
    2. See question 34.
64. Is there any expectation of the selected agency to execute / deliver any of the creative deliverables or just development of a toolkit to hand over to the internal creative team to create / execute deliverables?
    1. See question 5 and 29.
65. Is there an opportunity to capture new photography and/or other assets? Or should we be utilizing existing assets in the new campaign strategy? Should we include production costs as well for photography?
    1. See RFP, photography costs should not be included but will be considered later.
66. **Implementation and Management:** Provide recommendations for media placement, optimization, and analysis. Can you please expand on what you are looking for re: analysis? For media placement and optimization recommendations - Confirming that you are looking for consultation time with your existing media partner or reviewing their current plan?  
    When was the University brand last updated? Are there any gaps or areas that you think need revisited before launching this campaign?
    1. See 58, 3 and above.
67. Can you elaborate on the connection between the campaign marketing strategy requested in this RFP and the media strategies owned by your digital marketing partner?
    1. This scope of work is focused on creative concepting, to include compelling messaging strategy, layout and design and multimedia brand extensions. Our digital marketing partner supports the University in placement of digital media, optimization of campaigns and analysis.
68. Who is your existing digital marketing partner?
    1. Results of past bids are available on our procurement website.
69. How do you envision your selected agency working with your internal creative team and with this partner, especially for campaign creative optimization?
    1. See question 14.
70. What budget has been approved for this work?
    1. See question 1.
71. Are you looking for additional enrollment marketing materials as part of this partnership - like a viewbook, travel piece, etc.?
    1. Those pieces will evolve out of the creative strategy and direction that is set with this scope of work but are not part of the request for this proposal.
72. The campaign detailed in your RFP is comprehensive - spanning recruitment, reputation, and internal alignment. How would you rank the priority audiences/outcomes?
    1. Enrollment, increased awareness, reputation.
73. The campaign is set to be in-market for 3 to 5 years. How long are you planning to work with the selected agency?
    1. Our goal would be to work with the selected agency throughout that timeline. While the bulk of the work would be front-loaded, we would hope to build a relationship that would allow collaboration and consulting beyond this initial scope of work (to be scoped later).
74. When does the campaign need to be in-market?
    1. See question 11.
75. Who was your partner for the current campaign? Are they invited to respond to this RFP, why/why not?
    1. See question 2.
76. Can you clarify what is meant by this proposal requirement, “Photography and video production should be considered out of scope for this proposal but will be included as part of the overall campaign planning at a later date.”
    1. While we recognize that photography and video production will be needed for this campaign, we are not asking bidders to include that in this proposal. Once we have selected a new creative partner, we will consider those production needs together.
77. **Strategic Direction:** Could you provide clarity on whether you are sticking with the current strategy?
    1. We are seeking new creative campaigns to support our current strategy, which is focused on raising visibility, improving reputation and growing student enrollment. The strategy is based on University goals and a larger Strategic Plan, which is not changing currently.
78. **Creative Needs:** What type and how many creative executions will be required to support existing traditional and digital media plans?
    1. We feel this may depend on the campaign foundation, but we generally have between 4-6 variations on a theme that can appeal to our diverse audiences and academic offerings.
79. How many (and which) programs require program-specific creative campaigns? Are these unique by program, or would they be program-specific variations under a main campaign umbrella?
    1. Since this campaign is meant to support the University at large, we are not concerned with program specific campaigns at this stage. However, we have four academic colleges and a School of Graduate Studies that often fall under the umbrella of a primary campaign.
80. **Brand and Market Research Data:** Would we have access to the brand personality assessment and related market research data?
    1. Yes, we look forward to onboarding our selected partner and sharing existing brand personality assessments, research and past campaign work.
81. Would updating that research be part of the recommended work, especially to capture insights on post-COVID trends?
    1. See question 15.
    2. We have not considered post-COVID trends as part of our line of thinking for the next phase of research specifically but believe that the timing would show trends and changes in behavior that could be influenced by the pandemic.
82. **Student Demographics and Behavior:** What percentage of students currently live on campus versus those who commute?
    1. 30% in campus housing, 70% in neighboring apartments/homes and commuters.
83. What percentage of incoming students are 1–5 years post-secondary or transfer students?
    1. Roughly 25% of undergraduate students.
84. One of the stated goals is to attract potential students. Do you have a stated goal of how many students you would like to see?
    1. Our Strategic Enrollment Team sets specific goals, but in general we are looking to grow and diversity enrollment across our stated student audiences (undergraduate, graduate, transfers, adult learners and online audiences). Current enrollment figures as posted online at USI.edu.
85. The Background and Current Strategy section mentions that you conducted research to then develop your strategic plan and brand architecture. When was the most recent research of your core audiences conducted? Would this research be made available to the selected Agency partner?
    1. See question 79.
86. You mention only needing an agency partner for creative campaign direction, would this engagement include strategy recommendations for implementation of the new creative/recommended shifts to your current media plan?
    1. Yes, we would be open to insightful recommendations from a partner into new tactics and placements.
87. How were your target DMAs identified? Are you open to revising those DMAs?
    1. Our DMAs are identified through thoughtful conversation with our Strategic Enrollment office and campaign analytics, fueled by both campaign performance, recruitment data and historical knowledge of our primary and secondary markets. As we explore growth, especially as we move deeper into Division 1 athletics and better utilize Slate, we would be open to revisiting our geo strategy.
88. For the project timeline, are there any wish list items or deliverables that we should be sure to include?
    1. See question 5.
89. Are there key dates for the media plans that we need to factor into the timeline?
    1. See question 25.
90. What budget has been allocated for this engagement?
    1. See question 1.
91. Who from the USI marketing team would be the main point of contact for the awarded partner?
    1. Chief Marketing Officer, Claire Bosma.
92. In the evaluation overview, you mention that proposals will be evaluated on the quality and originality of creative concepts. Are you looking for spec creative in the proposal or just examples of creative from previous successful campaigns with similar objectives?
    1. We will leave this up to the bidding agencies and their decisions on how to best showcase their approach and work.
93. **Campaign Goals and Objectives:** Could you elaborate on the specific objectives for increasing enrollment and attracting high-quality applicants? Are there particular demographics or programs of focus?
    1. See questions 75, 77 and 82.
94. What metrics will USI use to measure the success of the campaign? (e.g., application numbers, engagement rates, brand awareness surveys, etc.)
    1. See questions 34 and 61.
95. Are there any specific aspects of the current campaign that USI would like to retain or expand upon?
    1. We are open to maintaining elements if our new partner recommends for longevity of continuity but are looking for a fresh approach that helps us launch new creative concepts, themes and messaging.
96. **Creative Concept and Design:** Are there any creative concepts, themes, or messaging from past campaigns (e.g., "From Here We Soar") that USI wants to evolve or maintain?
    1. See question 93.
97. What specific challenges or feedback have you received regarding your current brand messaging that you would like this campaign to address?
    1. See questions 8 and 16.
98. Do you have a preference for design aesthetics, styles, or approaches that resonate most with your audiences?
    1. Don’t want to look dated, or unevolved. We want to be forward-looking and thoughtful in looking new.
    2. Don’t be beige in a world of tan, but want to stand out from others in the world of higher education.
    3. A singular campaign that works for both academics and athletics.
99. **Target Audience and Market Segments:** Could you provide additional details or insights about the psychographics, motivations and preferences of your primary and secondary audiences?
    1. We would cover this level of detail with our selected agency as part of onboarding.
100. Are there specific geographic markets or demographics (beyond those outlined in the RFP) that require tailored messaging or extra focus?
     1. TBD.
101. How does USI perceive competition in attracting students, and are there specific universities you consider as benchmarks?
     1. See question 9.
102. **Deliverables and Expectations:** Could you clarify the expected depth and scope of the templated toolkit? For example, should it include variations for specific audiences like athletics or alumni?
     1. See questions 5, 29 and 77.
103. Do you have any specific preferences for environmental graphics (e.g., locations on campus, dimensions, materials)?
     1. Typically, these are produced in-house and have included wall graphics, boulevard banners (hung on exterior light poles), bus stops, posters, yard signs, etc.
104. For the 30-second TV storyboard or script, is there a preferred tone, format, or example that USI finds effective?
     1. Tone and voice are part of our publicly stated brand documentation, found at <https://www.usi.edu/brand/writing-tone-and-voice#:~:text=USI%20copy%20should%20come%20across,be%20sales%2Dlike%20in%20nature>.
105. **Collaboration with Internal Teams:** Could you outline how USI’s internal creative and marketing teams prefer to collaborate with external partners?
     1. See question 14.
106. What tools, platforms, or processes (e.g., project management tools) does USI currently use to manage campaigns, and should the selected partner adapt to those?
     1. We use Airtable across many internal teams and have used Asana in the past with other consultants, although the University does not maintain a license for Asana.
107. Are there specific workflows or communication expectations for coordinating with USI’s internal marketing team during the campaign rollout?
     1. Most of the campaign rollout will be managed and done in-house, but recommendations around internal launch could be helpful.
108. **Technical and Implementation Details:** Does USI have existing creative assets, brand guidelines, or research data that will be provided to the selected partner?
     1. See question 78.
     2. Brand guidelines are available on our website.
109. For the owned digital assets (e.g., email templates, website graphics), are there specific platforms (e.g., WordPress, Slate) or integrations that the assets should be compatible with?
     1. The University uses Slate (CRM) and Umbraco (CMS).
110. Are there any file size, format, or platform-specific guidelines for the deliverables?
     1. Adobe Creative Suite, native file templates provided.
111. **Budget and Scope:** Can USI provide additional details on budget constraints or priorities within the proposed budget categories?
     1. See questions 1 and 13.
112. Can USI provide an all-in “not to exceed” number for this scope?
     1. See question 1.
113. Are there any anticipated costs, aside from the outlined scope, that USI expects the selected agency to consider?
     1. Not as part of this scope.
114. **Evaluation and Feedback:** What specific aspects of creativity and innovation are most important to USI in evaluating proposals?
     1. USI values creativity and innovation that aligns with our brand identity, resonates with our diverse audiences and delivers meaningful, data-driven results.
115. Could USI provide additional examples of campaigns or agencies that you find particularly compelling?
     1. See question 10.
116. Will there be an opportunity to receive feedback or clarification after the proposal submission but before the final presentation?
     1. Based on the timeline and schedules of the selection committee, we haven’t allocated time for finalists to meet before the final presentation. The Search Committee is asking each finalist to prepare a 40-minute presentation that outlines the agency’s capabilities, introduces the team who will be serving the account and a brief overview of past work in higher education. There will be 20 minutes reserved for questions and answers at the end of the meeting.
117. **General Logistics:** Will there be any opportunity to meet with stakeholders before the final presentation to further understand USI’s needs and goals?
     1. See question 114.
118. Are there any specific security or accessibility requirements for the agency's deliverables, particularly for web and digital components?
     1. University Web and Digital Content is dedicated to web accessibility standards and complying with the Americans with Disabilities Act (ADA) and Section 508 of the Rehabilitation Act. The team ensures equal access and inclusivity by following the current [WCAG conformance guidelines](https://www.w3.org/WAI/standards-guidelines/wcag/). The University conducts audits, provides training and implements accessibility features to remove barriers and enhance the user experience. If you are looking for faculty/student accessibility resources for course content, please contact the [Disability Resources](https://www.usi.edu/disability-resources) office.
119. Is USI open to research with the target audiences to inform Creative Concepting, or operating from a bed of research to be shared with the successful agency?
     1. See question 15.
120. What is the budget range for this initiative? Is there a required MBE/WBE set off?
     1. See question 1. There are no requirements for MBE/WBE.
121. Will the successful vendor be involved in setting up any reporting and analytics for this new work or just consulting on reports provided to it?
     1. We’re open to new data and reporting recommendations but are not expecting it as part of this scope.
122. THE RFP requests the agency develop and implement a comprehensive marketing campaign and strategy, later suggests no media planning services are sought, and later states to please provide recommendations on media placement. Can you please clarify USI’s needs?
     1. This scope of work should be focused on creative development and campaign strategy. Media planning is not necessary, but if our new agency partner is aware of emerging trends that should be considered, we’d be open to those suggestions.
123. Creative concepting and design templates are requested. Can you please specify if any other tangible creative production of assets is sought? Again, the RFP is ambiguous in certain sections with a line blurred between creative consulting needed and development of materials.
     1. See question 5 for information about the toolkit.