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| **Division of Finance and Business Operations** |  | **Procurement & Strategic Sourcing**  **5700 Cass Avenue, suite 4200**  **Detroit, Michigan 48202**  **(313) 577-3734**  **FAX (313) 577-3747** |

**November 5, 2013**

**Minutes of the Pre-bid Conference**

**RFP Campaign Communications Consulting**

**datedOctober 28, 2013**

The pre-bid conference for the **Campaign Communications Consulting** was held on **November 5, 2013 at 1:00 p.m.** **Paula Reyes** reviewed the administrative requirements of the pre-bid package, especially concerning details such as bid due dates and who vendors may contact during the live bid process. **Terry Margolis and Jen Harte** of the **Development and Alumni Affairs** discussed the expectations and scope of work.

The pre-bid conference attendees sign in sheet and meeting minutes are available for downloading from the University Purchasing Web Site at **http://www.forms.purchasing.wayne.edu/Adv\_bid/Adv\_bid.html**.

**Numerous questions and answers were addressed at the pre-bid meeting. Some of the issues were as follows:**

* The University is currently in a silent phase. Public launch set for fall 2014. Preliminary work with Deans and Directors is already underway.
* The Campaign goal has not been set, but may be $750 million. The University’s goal is to have received half of the total amount by the public launch.
* The University has not finalized a budget at this time. Development is looking for consultant expertise.
* It will be important to develop campaign identity that can unify the campaign but allow each school, college and unit to express their unique brand. The University has defined identity standards and the campaign communication material and identity should be in alignment with University standards. The University Identity Manual provides guidelines on University identity standards.
* The Campaign theme and priorities are close to being finalized, however Development is open to receiving input from the selected consultant.
* The University anticipates a video or a similar visual element as part of the launch.
* Estimates are for planning, creative and design, but not for the execution of such elements as the production of a video or printing of materials.
* Other elements should be estimated on cost schedule C, such as the cost of design for specific assets etc. Development will need to understand what vision of total cost would be within a consultant’s proposal.
* Consultants may provide a-la-carte deliverables in schedule C to allow the University to select from the offering and ideas. Any assumptions should be added beneath the table of assets.
* A revised cost schedule C is below. The revised cost schedule must be included as part of the response to this RFP.
* Writing of case statements will be handled by the University. The University has not made an overall case statement yet, individual schools/colleges case statements are in development.
* Prospects have been identified as part of our data mining and modeling.
* Success indicators of the campaign are being developed as part of the overall campaign effort.
* Growing a culture of philanthropy campus wide, including students, faculty and staff, is part of the goals of this campaign.
* There are no plans for an oversight committee to vote on branding, however, input will be sought from the VP of the Development and the President of the University.
* Any chargeable expenses should be billed at cost.
* There are 8 firms that responded to the RFP. The sign-in sheet has been posted to the website.
* The Presentation date has been set based on committee availability, if a consultant has a conflict with this date, please add that information to Exhibit 1 with alternate dates included.
* The Deadline for project related questions is **November 7, 2013*,*** **12:00 noon**.
* **Bids are due November 11, 2013 at 4:00 p.m.**, to be time date stamped in Procurement & Strategic Sourcing located in the Academic/ Administration Bldg., 5700 Cass Avenue, 4th Floor – Suite 4200, Detroit, MI 48202. Please make sure the bid is received on time.
* We will require an original plus four copies **(5 total)** of your proposal. In addition, an electronic version is required, which should be submitted to our secure mailbox at [**rfp@wayne.edu**](mailto:rfp@wayne.edu)
* Any responses, materials, correspondence, or documents provided to the University are subject to the State of Michigan Freedom of Information Act and may be released to third parties in compliance with that Act, regardless of notations in the VENDOR's Proposal to the contrary.

All questions concerning this project must be emailed to **Paula Reyes**, at **bb2709@wayne.edu** and copy **Kenneth Doherty** at **ac0578@wayne.edu** by 12:00 p.m., **November 7, 2013.**

**Do not contact the Development and Alumni Affairs, or other University Units, directly as this may result in disqualification of your proposal.**

Thank you

**Paula Reyes**,

**Associate Director**, Purchasing

**313-577-3649**

CC: **Terry Margolis**, **Jen Harte**, **Kenneth Doherty***,* Attendees list.

**SCHEDULE C – Price Schedule (revised 11/6/13)**

**Reply to Wayne State University Request for Proposal**

**For Campaign Communications Consulting Services**

**Vendors are to provide itemized pricing by service or recommended asset listed in the Scope of Work. Please provide a list of the services, deliverables, and communication assets recommended as part of the project and itemized pricing for each.**

**\*\* Add spaces as needed.**

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| **Item** | **Description** | **Unit Cost** | **Total** |
| **Services** |  |  |  |
|  |  |  |  |
| **Deliverables** |  |  |  |
|  |  |  |  |
| **Communication Assets** |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Travel Expenses** |  |  |  |

**Assumptions:**

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The undersigned affirms that the cost of all work is covered by the scope defined in the RFP dated October 28, 2013.

Company Name:

Company Address:

email address:

Signature

Typed Name

(Title) (Date)

Phone ( ) Fax ( )