



JACKSONVILLE STATE UNIVERSITY

## **REQUEST FOR PROPOSAL**

**Marketing Services**

**RFP # 25-11-19-0006**

**SEALED PROPOSALS MUST BE RECEIVED BY:  
2:30 P.M. CST on Tuesday, November 19, 2024**

**Proposal Delivery Address:**

**Jacksonville State University  
Attn: Denise Hunt  
Procurement and Fixed Assets  
700 Pelham Rd N  
324 Angle Hall  
Jacksonville, AL 36265**

**REQUEST FOR PROPOSAL  
SIGNATURE CERTIFICATION PAGE**

**Proposal Number:** RFP # 25-11-19-0006

**Description:** Marketing Services

**Due Date:** Tuesday, November 19, 2024      **Time:** 2:30 P.M. CST

**RFP Issue Date:** Thursday, October 24, 2024

SEALED PROPOSALS WILL BE ACCEPTED UNTIL THE TIME AND DATE SPECIFIED ABOVE. THE PROPOSAL PACKAGE AND ENVELOPE MUST BE SEALED AND PROPERLY MARKED WITH THE PROPOSAL NUMBER, DATE AND TIME OF OPENING AND RESPONDENT’S RETURN ADDRESS.

**One (1) original and two (2) copies should be submitted. It is the responsibility of the respondent to ensure that the proposal packet arrives in the Procurement and Fixed Assets office on time. The proposal packet should be hand delivered or sent by FedEx or UPS. No electronic copies will be accepted. Questions concerning the RFP and submission process should be submitted in writing to Denise Hunt at [dhunt@jsu.edu](mailto:dhunt@jsu.edu).**

Company Name: \_\_\_\_\_

Name (Type or Print) \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Alabama law (section 41-4-116, Code of Alabama 1975) provides that every bid submitted and contract executed shall contain a certification that the vendor, contractor, and all of its affiliates that make sales for delivery into Alabama or leases for use in Alabama are registered, collecting and remitting Alabama state and local sales, use and and/or lease tax on all taxable sales and leases into Alabama. By submitting this bid, the bidder is hereby certifying that they are in full compliance with State of Alabama Act No. 2006-557 and acknowledges that the awarding authority may declare the contract void if the certification is false.

Jacksonville State University reserves the right to accept or reject any or all proposals and to negotiate terms with the selected vendor. JSU assumes no liability for expenses incurred by firms in the preparation of their responses to this RFP. Once received, all proposals become the property of JSU.

Signature of authorized agent: \_\_\_\_\_

## **Jacksonville State University Request for Proposal Marketing Services**

Jacksonville State University (Jax State) invites qualified marketing firms to submit proposals to provide marketing services in support of the University's strategic priorities. Jax State seeks a partner with proven expertise in higher education marketing to assist in the areas of **undergraduate recruitment, graduate recruitment, brand enhancement, and philanthropy services**.

The selected vendor will work closely with Jax State leadership, enrollment management, and communications teams to develop and implement campaigns that elevate the university's visibility, recruit diverse students, and strengthen relationships with alumni and donors.

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### **Scope of Services**

#### **1. Undergraduate Marketing**

The University seeks to enhance its undergraduate recruitment efforts through integrated marketing campaigns targeting prospective students and families.

- **Target Audience:** High school juniors and seniors, transfer students, and parents/guardians.
- **Services Needed:**
  - Digital and traditional advertising (SEO, SEM, paid social media, billboards, etc.)
  - Content development
  - Data tracking, analytics, and performance reporting

#### **2. Graduate Marketing**

Jax State aims to expand enrollment in its graduate programs by reaching working professionals and undergraduates considering advanced degrees.

- **Target Audience:** Undergraduate seniors, adult learners, and career professionals.
- **Services Needed:**
  - Digital campaigns targeting adult learners (e.g., social media ads, content for LinkedIn)
  - Lead generation and conversion optimization strategies
  - Market research to identify trends and opportunities

#### **3. Brand Enhancement**

A priority for Jax State is to strengthen the University's brand presence locally, regionally, and nationally by promoting the unique assets available at Jax State.

- **Objectives:**

- Reinforce Jax State's position as a leader in education and community impact
- Promote Jax State's unique programs
- **Services Needed:**
  - Development of a cohesive brand strategy with consistent messaging
  - Media relations and public relations campaigns to elevate the university's unique assets
  - Social media content strategy
  - Development of brand metrics and reporting

#### 4. Philanthropy Services

Jax State aims to cultivate deeper relationships with alumni and donors to support fundraising goals.

- **Objectives:**
  - Increase alumni engagement and donor participation
- **Services Needed:**
  - Production of content as requested (newsletters, campaign brochures, invites, etc.)

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## Proposal Requirements

Interested firms should submit a detailed proposal that includes:

1. **Executive Summary:** Overview of your firm and key strengths related to higher education marketing.
2. **Approach and Strategy:** How your firm will address each area of need (undergraduate, graduate, brand enhancement, philanthropy).
3. **Budget and Pricing:** Detailed fee structure, including any optional services.
4. **Legal and Contractual Information:** Terms and conditions, including any subcontractor arrangements.

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## Evaluation Criteria

Jax State will evaluate proposals based on the following criteria:

- Quality and relevance of proposed strategies
  - Cost-effectiveness and value
  - Ability to meet deadlines and deliver measurable outcomes
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## Timeline

- **RFP Issue Date:** October 24, 2024
- **Proposal Due Date:** November 15, 2024
- **Vendor Selection:** December 1, 2024
- **Contract Start Date:** January 1, 2025

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### **Proposal Submission Instructions**

**Sealed proposals must be received by 2:30 P.M. CST on Tuesday, November 19, 2024.** It is the responsibility of the respondent to ensure that the RFP packet arrives in the Procurement and Fixed Assets office on time. **One (1) original and two (2) copies should be submitted.** To ensure timely receipt, the bid packet should be hand delivered or sent by FedEx or UPS to:

Jacksonville State University  
Attn: Denise Hunt  
Procurement and Fixed Assets  
700 Pelham Rd N  
324 Angle Hall  
Jacksonville, AL 36265

For questions related to the RFP specifications, please contact:

Kelli J. Holmes  
Associate Vice President for Philanthropy  
Jacksonville State University  
Email: [kjholmes@jsu.edu](mailto:kjholmes@jsu.edu)

Thank you for your interest in partnering with Jacksonville State University! We look forward to reviewing your proposal.