

**COMMONWEALTH OF VIRGINIA**  
**STANDARD CONTRACT**

**Contract Number:** LU214-20-010

This contract entered into this 23rd day of April 2020, by Letterpress Communications, hereinafter called the "Contractor" and Commonwealth of Virginia, Longwood University hereinafter called the "Purchasing Agency."

**WITNESSETH** that the Contractor and the Purchasing Agency, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

**SCOPE OF CONTRACT:** The Contractor shall provide the goods/services to the Purchasing Agency as set forth in the Contract Documents.

**PERIOD OF PERFORMANCE:** From May 1, 2020 through April 30, 2023. Three (3) successive one (1) year optional renewal periods.

The contract documents shall consist of:

- (1) This signed form;
- (2) The following portions of the Request for Proposal dated January 24, 2020:
  - (a) The Statement of Needs;
  - (b) The General Terms and Conditions together with any negotiated modifications of those General Terms and Conditions;
  - (c) The Special Terms and Conditions together with any negotiated modifications of those Special Terms and Conditions;

Addendum 1, dated February 14, 2020;

Addendum 2, dated February 18, 2020;

- (3) Attachment 1, dated April 16, 2020;
- (4) The Contractor's Proposal dated February 18, 2020; and all of which documents are incorporated herein.

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

**CONTRACTOR:**

By: \_\_\_\_\_

Ilsa Loeser

Title: Principal/Owner

Date: 4/28/2020

**PURCHASING AGENCY:**

By: \_\_\_\_\_

M. Louise Waller

Title: Vice President for Administration and Finance

Date: \_\_\_\_\_

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

**eVA BUSINESS-TO-GOVERNMENT VENDOR REGISTRATION, CONTRACTS, AND ORDERS:** The eVA Internet electronic procurement solution, web site portal [www.eVA.virginia.gov](http://www.eVA.virginia.gov), 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 shall participate in the eVA Internet e-procurement solution by completing the free eVA Vendor Registration. All bidders or offerors must register in eVA and pay the Vendor Transaction Fees specified below; failure to register will result in the bid/proposal being rejected.

Vendor transaction fees are determined by the date the original purchase order is issued and the current fees are as follows:

- a. For orders issued July 1, 2014, and after, the Vendor Transaction Fee is:
  - (i) DSBSD-certified Small Businesses: 1%, capped at \$500 per order.
  - (ii) Businesses that are not DSBSD-certified Small Businesses: 1%, capped at \$1,500 per order.
- b. Refer to Special Term and Condition "eVA Orders and Contracts" to identify the number of purchase orders that will be issued as a result of this solicitation/contract with the eVA transaction fee specified above assessed for each order.

For orders issued prior to July 1, 2014, the vendor transaction fees can be found at [www.eVA.virginia.gov](http://www.eVA.virginia.gov).

The specified vendor transaction fee will be invoiced, by the Commonwealth of Virginia Department of General Services, typically within 60 days of the order issue date. Any adjustments (increases/decreases) will be handled through purchase order changes.

**NEGOTIATIONS SUMMARY**

RFP#LU214-20-010

**SET-ASIDE FOR DSBSD-CERTIFIED SMALL BUSINESSES**

Specialized Advertising, Consulting and Facilitating Services

Thursday, April 16, 2020 @ 1:00 p.m.

**FOR LONGWOOD UNIVERSITY**

Cathryn Mobley, Assoc. VP for Administration & Finance  
 Deborah Cooper, Buyer Specialist/Contracts Administrator  
 Jeannine Perry, Dean, College of Grad. & Prof. Studies  
 Sheri McGuire, Assoc. VP for Community & Econ. Dev.

**FOR LETTERPRESS COMMUNICATIONS**

Ilsa Loeser, Principal/Owner  
 Lyndsie Blakely, Operations Manager

Negotiations were conducted on this date via Zoom. The parties discussed the Pricing Proposal and Longwood asked if Letterpress could offer any discount to the hourly rates submitted in their proposal. Letterpress stated the proposed rates were some of the lowest they offer, but proposed a 5% discount to the hourly rate for Strategic Planning & Branding Media Planning, Negotiation, Buying from \$105 to \$100. Longwood agrees to the discount.

The discussion then turned to the term length of the contract. The contract term stated in the RFP was an initial term of one (1) year with four (4) successive one (1) year optional renewal terms. Longwood agreed to a longer initial contract term of three (3) years with three (3) successive one (1) year optional renewal terms, for a total contract term of six (6) years. Letterpress agrees to the contract term. Longwood and Letterpress agrees to the negotiation of pricing at each optional renewal term.

Longwood asked Letterpress to submit a revised Pricing Proposal (below).

***Zone 7 Pricing \*These rates are good for 3 years***

	Hourly Rate w/ Retainer	Full Hourly Rate
Strategic Planning & Branding Media Planning, Negotiation, Buying	\$100	\$125
Implementation: Graphic Design, Copywriting, Social Media and Website Content Management & Coordination (Social media, email newsletters, etc.)	\$95	\$115
Video and Photography Production	\$100 hour for shoot \$95 hour for editing	\$125 hour for shoot \$115 hour for editing

**\*\*Depending on the scope of work, Letterpress may use project based pricing rather than an hourly rate, depending on what is in the best interest of the University.**

Longwood accepts the revised Pricing Proposal.

**End of Attachment 1.**



## **Letterpress Communications Proposal**

Longwood University

Specialized Advertising, Consulting, and Facilitating Services RFP

### **Primary Contact**

Ilsa Loeser, Principal, Letterpress Communications

[ilsa@letterpresscommunications.com](mailto:ilsa@letterpresscommunications.com)

(434) 414-5206

103 N. Main Street #202A

Farmville, VA 23901

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REQUEST FOR PROPOSALS (RFP)

Issue Date: January 24, 2020

**SET-ASIDE FOR DSBSD-CERTIFIED SMALL BUSINESSES**

Title: Specialized Advertising, Consulting and Facilitating Services

RFP#LU214-20-010

Commodity Codes: 91522, 91527, 91596,  
91826, 91876

Issuing Agency: COMMONWEALTH OF VIRGINIA  
Longwood University  
Materiel Management & Purchasing  
201 High Street, Lancaster Hall, Room 215B  
Farmville, Virginia 23909

**OPTIONAL PRE-PROPOSAL CONFERENCE:**

February 6, 2020 at 2:00 p.m.  
Lancaster Hall, Room 223  
Longwood University  
Farmville, Virginia

Location Where Work Will Be Performed: Longwood University, Farmville, Virginia 23909

Initial Period Of Contract: From May 1, 2020 Through April 30, 2021. \*Optional four (4) successive one (1) year renewals.

**Sealed Proposals Will Be Received Until: February 18, 2020 at 2:00 p.m. Local Time** For Furnishing The Goods/Services Described Herein. **Proposals Shall Be Date/Time Stamped By The University Upon Receipt.**

All Inquiries For Information Should Be Directed To: Cathryn B. Mobley, Associate Vice President for Administration and Finance, at fax (434) 395-2246 or email [materielmanagement@longwood.edu](mailto:materielmanagement@longwood.edu) using ATTACHMENT A – WRITTEN PRE-PROPOSAL QUESTION FORM. **Questions are due by 12:00 noon on February 12, 2020.**

PROPOSALS SHALL BE MAILED OR HAND DELIVERED DIRECTLY TO THE ISSUING AGENCY SHOWN ABOVE. **Note: If you use an express delivery service, you may be told Farmville, VA/Longwood University is a next day delivery location from your location; offeror should verify with the carrier that they can guarantee delivery by 2:00 p.m.**

In Compliance With This Request For Proposals And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiation.

State Corporation Commission (SCC) ID#: S5514486 or statement describing why offeror is not required to have a SCC ID# must be furnished with your proposal.

eVA Member: [ X ] Yes [ ] No

eVA Vendor ID#: VS0000168809

Check all that apply: Small Business [ X ]  
Woman-Owned Business [ X ]  
Minority-Owned Business [ ]

**Note: Offeror shall be a member of eVA on the date and time designated for receipt of proposals to be awarded this contract.** See General Terms and Conditions X, for information on registration.

Name And Address Of Firm:

Letterpress Communications

PO Box 693

Farmville, VA

Zip Code 23901

E-mail: ilsa@letterpresscommunications.com

Phone: ( 434 ) 414-5206

(Toll Free, if available)

RFP#LU214-20-010

**SET-ASIDE FOR DSBSD-CERTIFIED SMALL BUSINESSES**

Specialized Advertising, Consulting and Facilitating Services

DSBSD Certificate Number 719854

Certification Date \_10\_/\_8\_/\_2019\_

Expiration Date \_10\_/\_8\_/\_2024\_

Date: February 18, 2020

By: 

(Signature In Ink)

Name: Ilsa Loeser

(Please Print or Type)

Title: Principal/Owner

Fax: (      )

(Toll Free, if available)

ATTACHMENT B – OFFEROR DATA SHEET (TO BE COMPLETED BY THE OFFEROR)

- A. **Qualification of Offeror:** The Offeror must have the capability and capacity in all respects to fully satisfy all of the contractual requirements. Indicate below the length of time you have been in business providing the goods/services required herein.

4 Year(s) 10 Month(s)

- B. **Reference:** List three (3) references for whom you have provided this type of goods/services. Include the dates of service and the name, phone number and email address of the person Longwood University has your permission to contact.

1. Green Front Furniture/Den Cralle  
Company/Name of Contact Person  
  
316 Main Street, Farmville, VA 23901  
Address  
  
434-409-0064 April 2015-current  
Phone Number Date(s) of Service  
  
dencralle@gmail.com  
Email Address
2. GO VA Region 3/Liz Povar  
Company/Name of Contact Person  
  
1108 E. Main Street Suite 1100, Richmond, VA 23219  
Address  
  
804-399-8297 May 2018-current  
Phone Number Date(s) of Service  
  
riverlinkllc@gmail.com  
Email Address
3. Southern Virginia Higher Education Center/Hope Gayles  
Company/Name of Contact Person  
  
820 Bruce Street, South Boston, VA 24592  
Address  
  
434-572-5446 March 2017-current  
Phone Number Date(s) of Service  
  
hopegayles@svhec.org  
Email Address

## Written Narrative Statement (V.B.3.)

*A brief history of the firm, its services and experience in providing the proposed services described herein, culture and collaboration style. Please describe the workflow within the team. (V.B.3.a.)*

### Firm History & Overview

Founded in 2015, Letterpress Communications brings local, handcrafted marketing strategies and the latest digital storytelling techniques to businesses, nonprofits and government entities in Virginia. Founder Ilsa Loeser is an award-winning writer and former newspaper reporter who has spent years developing her craft of telling stories. She specializes in media relations and community engagement while Letterpress offers a full range of services, including website development, social media strategies, brand journalism, PR and fundraising campaigns.

The company retains five employees: the principal, an operations manager, a lead project manager, a writing specialist and an IT specialist. In addition, Letterpress has 17 subcontractors including project managers, writers/editors, a designer, a social media manager, a web developer, photographers and a videographer. Each subcontractor has specific experience in his or her given field and is managed by Letterpress internally. As a boutique marketing firm, Letterpress is able to provide a customized level of service at a fair market rate, employing skilled contractors as needed on any given project.

Letterpress has a proven track record of delivering a high level of specialized service on large-scale projects such as the 2016 Vice Presidential Debate, as well as detailed, short-term projects such as website content and design.

### Agency Qualifications

"Nobody cares what you have to sell." That is what Letterpress tells its clients. What people do care about are stories, faces, and making lives better. Letterpress specializes in content marketing and community engagement through word of mouth and network optimization. Instead of conventional dry press releases and outdated tactics, we tell compelling stories, feature faces and personalities and offer content that is useful.

Letterpress Communications is firmly rooted in not only marketing but also public relations, making us especially suited for community engagement. We work with many clients who have multiple partner organizations and agencies with whom they must work on a regular basis. Our speciality is passionate and active rural partnerships and businesses that are seeking to use both traditional and digital means to tell their story well and engage their communities as advocates.



## Culture & Collaboration Style

Letterpress describes its office culture as just the right blend of rigor and fun. We have a core of project managers who spend the time and energy needed to know our clients and their goals. These project managers are supported by a larger team of contractors in specialized fields such as videography, photography, web development, digital advertising, social media and graphic design.

We are a consultancy. We get to know our clients and go beyond what a client may request in order to best meet the client's goals. That could mean recommending best practices, a new process, adoption of a new technology or creating a brand guide to help the client tell their story in a way that is consistent and engaging.

Letterpress is often on site at a client's workplace and integrating with the client's internal team. When not on site, they may be in close communication via email, project management software, phone calls, video calls and texts. "If the client is surprised, we're doing it wrong" is a motto Letterpress lives by. We believe in open communication and frequent updates.

***Specific methodology, approach, and plans for providing the proposed services described herein and the steps taken to ensure that projects are staying aligned with contracted goals. (V.B.3.b.)***

### **AGILE METHODOLOGY:**

Letterpress employs SCRUM or Agile project management methodology and Asana project management software to keep projects on time, to facilitate team member accountability and move projects forward. The word SCRUM is a rugby term referencing how the team moves the ball down the field together. When applied to marketing, the ball is the goal and the field is the project timeline. The specifics of SCRUM may adjust to project needs but it usually involves teamwork periods punctuated by moments to regroup and assess. Each work period is called a "sprint". Sprint meetings are opportunities for project managers to remind the team of timelines and goals, provide encouragement and vision, and to remove roadblocks that are preventing team members from progressing in their work. There are also times set for "retrospectives" where the team identifies process improvements and activities that are slowing progress. This ensures the team constantly improves its processes and accelerates.

### **ACCOUNTABILITY:**

Letterpress tracks all accomplished tasks each month and provides a "Done List" to the client. This outlines what individual projects and tasks have been completed to allow the client to view ongoing progress.

## STRATEGY PROCESS

Letterpress abides by a four-phased strategy development process:

### Situation Analysis

Letterpress will conduct an intake to understand the client's initial goals and current state of affairs. This will be an opportunity to gather data and insights through surveys and other means, collect existing marketing collateral, learn what strategies have worked in the past, which haven't, and uncover obstacles in the way of success. It is also an opportunity to research competitors with the goal of differentiating the client from others in their field.

### Branding

Some clients already have a strong brand presence, but others aren't able to identify their visual identity (consistent company colors and fonts) nor quickly articulate what makes their organization unique. This includes gaining clarity on the particular audiences the organization sees as its primary clients or customers. As this is foundational to everything we do, we take the time to get clarity on the company's brand before moving forward.

### Strategy

In this phase, we map out what we've learned in a way that is clear and easy to digest for the client. This might include a list of communication channels, a list of important dates or events, and customer personas. It will also include a list of the finalized goals and the strategies and tactics necessary to make progress on each goal. A marketing plan will include details regarding timing and ownership. We also include a key performance indicator (KPI) dashboard with baseline measurements so success can be evaluated after performing the activities detailed in the marketing plan.

### Implementation

This phase follows our implementation development process detailed below.

## IMPLEMENTATION PROCESS

Letterpress abides by a four-phased implementation development process:

### Administration and Planning

Letterpress will conduct an initial planning meeting with the client to review research results and to garner helpful background information and insight. Letterpress will conduct a project inventory assessment to assess the current webpages, social media platforms, other stakeholder communication channels and overall messaging. Planning phases may include client/stakeholder surveys, search engine optimization research/planning and creation of navigation plans, sitemaps or databases. Letterpress will produce, if needed, a Project Inventory Form, outlining content which needs to be provided by the client.

### **Design/Creative**

Based on the planning phase, Letterpress will engage the creative team to propose initial designs for client review before building out the entire project.

### **Constructive/Implementation**

After initial comprehensive plans are approved, Letterpress will develop the full project. The client may make two to four rounds (depending on scope of work) of changes prior to launch/publication/final version. The client must sign off on any work submitted for publication digitally or otherwise.

### **Training/Review**

Letterpress specializes in providing staff training and implementation guidance and recommendations. We don't just hand over the keys to a shiny new website or communications plan and disappear. We build in time for additional tweaks and adjustments to your website post launch. Ongoing coaching post launch is also available if desired. We will spend time training your team on how to keep your site updated and communications running smoothly. We provide ongoing analytics tracking of social media campaigns, websites, and press releases during the duration of the contract or for up to 3 months following publication, whichever comes first.

We believe strongly in an iterative process. Whenever possible, before large projects, Letterpress engages in small scale activities to gauge success before launch of a full initiative. Key performance indicator (KPI) dashboards and ROI are calculated for all completed communications activities.

## ***Names, qualifications and experience of personnel to be assigned to the project team. (V.B.3.c)***

### **EMPLOYEES**



**Ilsa Loeser, Principal** – director of creative development; strategic planning; director of design and development; organize and manage internal staff, including consultants, to ensure completion of deliverables. *Farmville, VA*



**Lyndsie Blakely, Operations Manager & Project Manager** – assists in organizing and managing internal staff, including consultants, to ensure completion of deliverables. Virginia Professional Communicators award winner for her work on two different communications campaigns. *Farmville, VA*



**Alyce Loeser, Writing Specialist** – developing and writing content for websites and print media. *Farmville, VA*



**Julia McCann, Project Manager and PR Specialist** – primary contact with clients, assists in organizing and managing internal staff, including consultants, to ensure completion of deliverables; public relations specialist; writer. Virginia Professional Communicators award winner in Public Relations Reports for her work on the SVHEC Annual Report. *Farmville, VA*



**Colin Werth, IT Specialist** – website development from the ground up, including concept, navigation, layout and programming. *Hampden-Sydney, VA*

## CONTRACTORS

**Erin Eaton, Videographer** – video production and editing. *Woodbridge, VA*

**Jeff Everhart, Web Developer** – designing, coding, and modifying websites, from layout to function; creating visually appealing sites that feature user-friendly design and clear navigation. *Farmville, VA*

**Krista Gargano, Designer** – graphic design work, including designing logos, printed, and collateral, infographics, maps and other media. *Asheville, NC*

**Jeanne Grunert, Writer and SEO Specialist** – developing and writing content for websites and print media; extensive experience in higher education communication marketing efforts; SEO keyword research, writing and implementation. *Prospect, VA*

**Alec Hosterman, Photographer** – professional photography and editing. *Farmville, VA*

**Jennifer Kinne, Social Media Manager** – generating, editing, publishing and sharing engaging content; communicating with followers, responding to queries, and monitoring reviews. Virginia Professional Communicators award winner for her work on the social media campaign for Longwood SBDC. *Farmville, VA*

**Cathy Marsh, Project Manager** – primary contact with clients, assists in organizing and managing internal staff, including consultants, to ensure completion of deliverables, specializing in analytics and data review. *Staunton, VA*

**James Venti, Videographer** – video production and editing. *Farmville, VA*

**Marge Swayne, Writer** – content writer and award-winning journalist, specializing in public relations content and community engagement. *Prospect, VA*

***Plan and process for coaching and supporting stakeholders so that marketing initiatives and mindsets are sustainable and far reaching and an example of how you have done this with another client. (V.B.3.d.)***

Letterpress subscribes to the “teach a man to fish” philosophy. Letterpress employees and contractors feel rewarded when they see their clients putting advice into practice and growing as marketers themselves.

In order to teach a client to fish, you need to meet him where he is. To run with the analogy, you must first find out how much experience the client has with fishing, whether they’ve ever seen a live fish, and whether they’ve tasted fish before. Similarly, as marketers, we must take the time to learn more about the client and their strengths as marketers, their areas for growth, and how we can fill in the gaps.

In the case of Green Front Furniture, this meant that the client transitioned from one that had no cohesive visual brand identity to one with a clear understanding of its brand and its customers. It transformed from having no idea where it was spending its advertising dollars to a strategic advertising program with a clearly defined advertising budget and target audience.

How did Green Front make this transition? Over time, with the support of Letterpress employees and contractors. Letterpress tackled the marketing puzzle using scrum methodology alongside the Green Front team members. We met with the Green Front team bi-weekly, with frequent email or phone conversations in between meetings. Our team approach to marketing for Green Front included everything from creating target personas to designing signage and tracking advertising spend over a full year so that the company could be more strategic in the following year.

An example of how Letterpress plays a coaching role is with Green Front instituting Facebook Live videos. At first, Letterpress filmed the weekly videos. Then they recommended technologies Green Front could purchase so that Green Front could execute the videos on its own. When Green Front produced its first live video, Letterpress reviewed and gave feedback so that Green Front could refine its process.

Letterpress has worked directly with employees across Green Front’s three locations to improve processes, documents and marketing collateral that help Green Front employees do their jobs better. One of the keys to success in working with Green Front was Letterpress’s iterative approach. Letterpress would create a new document, test it for a few weeks or a few months, gather employee feedback, then make adjustments to refine and improve that document.

***A Case Study: What was the most challenging or lofty marketing project given to you by a client? Detail how you approached the project from conception and idea generation, to planning, revising based on feedback, delivering, implementing, closing and evaluating? Please also provide any materials produced to complete the project. (V.B.3.e.)***

The Southern Virginia Higher Education Center's Area Health Education Center (SVHEC-AHEC) hired Letterpress to design and develop a regional nursing recruitment marketing campaign to be implemented in Southern Virginia. The health care organizations, specifically the hospitals in the region were experiencing a dire demand for registered nurses at a time when the nursing training institutions in the region were seeing falling enrollments in the educational pathways that lead to credentialing as a registered nurse.

The campaign needed to meet two goals:

1. Stimulate interest in regional nursing education programs, specifically those of Danville Community College (DCC) and Southside Virginia Community College (SVCC)
2. Lead to an increased number of applicants, enrollments, and completions in nursing education programs

One thing that was particularly challenging with this marketing campaign was the amount of stakeholders involved. While Southern Virginia Higher Education Center was overseeing the project, there were many other partners who had a stake in the campaign. Danville Community College and Southside Virginia Community College were the regional education programs looking for increased enrollment, and Danville Regional Medical Center, Sentara Halifax Regional Hospital, Southern Virginia Regional Medical Center, and VCU Health Community Memorial Hospital were the four regional hospitals experiencing a shortage in registered nurses. Therefore one of the goals was for the campaign materials and messaging to be able to be used by all partners not just SVHEC.

Letterpress then followed our strategic and implementation processes for the campaign design and development:

## **STRATEGY PROCESS**

### **Situation Analysis**

- Met with the client to gather more information about their goals for this campaign
- Client shared research and survey information they had gathered prior to submitting the RFP for this marketing campaign
- Discussed with client marketing efforts that have worked in the past as well as those that have not been effective.
- Internally researched other national nurse recruitment campaigns to gather information on what's been done in the past and what's been effective

## **Branding**

- Internal team of project managers, writers and graphic designers spent time brainstorming target audiences, messaging, and visuals/logos
- Narrowed it down to four options
- Produced mock ups of the messaging and logos to present to the client.
- Client chose their favorite and the “Nursing is Here” campaign began

## **Strategy**

- With client input, we mapped out our approach to the “Nursing is Here” nurse recruitment marketing campaign
- Drafted ideas for print and multimedia collaterals
- Drafted a timeline of the implementation and marketing efforts and strategies for the various partners to utilize the campaign in ways that made sense for their organizations.

## **IMPLEMENTATION PROCESS**

### **Administration & Planning**

- More research and planning for the individual components of the marketing strategy
- Gathered analytics for the website landing page
- Researched possible media outlets for marketing coverage
- Planned out the overall tone for the campaign, etc.

### **Design/Creative**

- Designed various print and web-based materials including logos, newspaper ad, rack card, packet folder, postcard mailer, social media campaign, campaign guide, website landing page, and even a billboard.

### **Constructive/Implementation**

- Finalized all print and web-based materials
- Interviewed and wrote highlight stories of nursing professionals who had graduated from DCC and SVCC showing their success in the nursing field upon graduation. This brought the personal tone of the campaign to life as potential nursing students were able to visualize the opportunities present to them in this rewarding field.

### **Training/Review**

- Set up a presentation with all the partners and stakeholders. During this presentation we not only presented the overall concepts of the “Nursing is Here” campaign, but we also helped the partners understand their role in the campaign.
- The campaign guide we developed fleshed out the marketing plan for the campaign and also gave specific guidelines for the partners in utilizing the campaign.
- We created collateral pieces, suggested social media posts, and design packages that allowed each partner to customize the design of each item to match their branding

including colors and logos. By making this easily customizable, the partners were more willing to buy in to the campaign and join in the marketing efforts.

- We met monthly with core SVHEC staff following the campaign launch. We reviewed effectiveness and adjusted strategies based on insights gathered.

## Results

- As a result of the “Nursing is Here” campaign, the client saw a significant increase in interest, applications and enrollments in their nursing programs.
- Ann Switzer, the Associate Director for the Center for Nursing Excellent at SVHEC said, “Our main community college, SVCC, has seen a significant increase in nursing program information sessions attendance — to the point of having to book larger rooms for these sessions. The cohorts for the PN program starting in January had the largest and most qualified applicant pool they have had in years — and the classes are full with waiting lists of qualified applicants. So — we, and our partners, feel that the campaign, in combination with our outreach efforts, is having a strong, positive impact.”

## Examples of Materials Produced:

Please see the flash drive to view these materials:

- SVHEC\_Campaign Guide.pdf
- SVHEC\_Billboard.pdf
- SVHEC\_Nursing\_Postcard.pdf



## Sample Work (V.B.4.)

### *Print collateral (V.B.4.a.)*

- Brochure:
  - Client: DHCD/GOVA Brochure
  - File Name: GOVA\_Brochure\_FINAL.pdf
- Annual Report
  - Client: SVHEC
  - File Name: SVHEC\_AnnualReport\_2019\_final.pdf
- Gatefold Brochure
  - Client: Longwood College of Graduate & Professional Studies
  - File Name: Gatefold Brochure.pdf
- Ad Design
  - Client: Green Front Furniture
  - File Name: OneYouAd.pdf

### *Sample marketing plan (V.B.4.b.)*

- Marketing Communications Plan
  - Client: GO VA Region 3
  - File Name: GOVA – Marketing Communications Plan.pdf
- Reading, Literacy & Learning Marketing Plan
  - Client: Longwood College of Graduate & Professional Studies
  - File Name: RLL Marketing Plan\_high res.pdf

### *1 video and 1 website project (V.B.4.c.)*

- Video
  - Destination Downtown South Boston
  - Web Link: <https://www.youtube.com/watch?v=WZRvpZC0j6s&t=31s>
- Website
  - GO VA Region 3
  - Web Link: <https://govirginia3.org/>

### *Digital projects – campaigns, promotional materials, storyboards, etc. (V.B.4.d.)*

- Green Front Furniture Leather Campaign
  - Leather blog – <https://www.greenfront.com/brown-burgundy-beyond-leather-limits/>
  - Leather videos –
    - The Care and Keeping of Leather – <https://www.youtube.com/watch?v=Fr9Fn0sALp0>
    - Leather to the Limits – <https://www.youtube.com/watch?v=d93vf1xsPXA>
    - Leather Lexicon – <https://www.youtube.com/watch?v=2sfzDardTeU>
  - Leather blog social posts –

- It's all in the details –  
<https://www.facebook.com/greenfrontfurniture/posts/10156764910441156>
- What's your sofa style?  
<https://www.facebook.com/greenfrontfurniture/posts/10156764992736156>
- Leather love –  
<https://www.facebook.com/greenfrontfurniture/posts/10156764986101156>
- Dukes Discover Campaign (website, infographic, video, badges, poster):
  - Web Link: <https://dukesdiscover.com/>
  - Poster Design:
    - File Name: DukesDiscover\_Poster.pdf

***Sample of incorporating story into a marketing project (V.B.4.e.)***

- Behind the Scenes at Green Front
  - Client: Green Front Furniture
  - Web Link: <https://www.youtube.com/watch?v=A0ARIY0NUWQ&t=3s>
- Client Success Stories
  - Client: Virginia SBDC
    - PurSolutions: <https://www.virginiasbdc.org/pursolutions/>
    - Granite Countertop Experts:  
<https://www.virginiasbdc.org/granite-countertop-experts/>
    - Scramble: <https://www.virginiasbdc.org/scramble/>
- Client Success Story
  - Client: Longwood SBDC
  - River City Escapes & Grizzly's Hatchet House:  
<https://sbdc-longwood.com/launching-a-dream-in-danville/>

## Price Proposal (V.B.5.)

Develop a marketing plan that includes, but is not limited to, a review of branded materials (including website and communication channels) with recommendations on content, methodology to reach target audiences, and a project plan outlining support that will be provided to enable the unit to reach its goals, which are:

### ***1. Increase the SBDC's economic impact by attraction and retention of high impact business clients.***

#### **BASE**

- **12 Client Success Stories**, up to 500 words in length, with photography
- **Facebook Page Management**, including at least 5 posts a week and promotion of upcoming events; \$200/month in Facebook advertising
- **Videography**, 6-8 videos over the course of the year highlighting SBDC's work with clients; up to 1.5 minutes in length
- **Postcard Mailer**, design & update of SBDC's postcard mailer
- **Marketing Materials**, coordination of design and ordering of marketing materials
- **Marketing Consultation**, up to 3 hours a month of consultation including website updates, marketing strategies, etc.

**Total: \$34,600\***

#### **ADDITIONAL SERVICES**

- **Additional Social Media Services**
  - **User Generated Content Campaign** on Facebook
    - Cost: \$250/month
  - **Creation and Curation of Facebook community for SBDC clients**
    - Cost: \$300/month
  - **LinkedIn: set up & content management**
    - Cost: \$500/month
- **Google AdWords: management and results tracking**
  - Cost: \$300/month
  - Ad Spend: Suggested budget of \$300-\$500/month (not included in pricing)
- **"Get to Know the Consultants Series"** including one video or blog post w/photography each month
  - Cost: \$750/month
- **Email Newsletter Template: design & development of a template for the monthly e-newsletters to increase engagement and open rates**
  - Cost: \$500 total

**Total: \$26,300\***

\*Pricing for Zone 7. Cost does not include advertising spend.

## **2. Increase awareness of outreach and impact among investors and stakeholders of the SBDC.**

### **BASE**

- **Annual Report**, design and management; Letterpress will gather content from SBDC and create print-ready version of annual report, as well as load to website.
- **4 Press Releases**, 2 based on impact stories and shared with local media; up to 2 originally written releases, shared with all regional media outlets
- **Powerpoint Presentation**, update design of presentation highlighting Longwood SBDC's services, resources and impact

**Total: \$8,000\***

### **ADDITIONAL SERVICES**

- **PR Pitching** for media coverage and mentions & tracking of exposure
  - Cost: \$475/month
- **Locality Impact Report & Funding Request**: Creation of one pager template to be customized for each locality for funding requests.
  - Cost: \$3,000

**Total: \$8,700\***

## **3. Increase Longwood Graduate and Professional Studies enrollment and revenue.**

### **STRATEGIC DEVELOPMENT & LAUNCH OF NEW MARKETING CAMPAIGNS**

Marketing plan and implementation for **6 graduate program or professional studies initiatives** over the course of a year. Depending on the involvement of staff and scope of the deliverables, costs and hours will vary.

Full Marketing Plan and Implementation of Launch for each program could include:

- Situation Analysis/Administration & Planning
  - Intake meeting & goal setting
  - Survey
  - Competitor research
- Strategy & Branding
  - Branding deep dive meeting
  - Brand Guide
  - Marketing plan

\*Pricing for Zone 7. Cost does not include advertising spend.

- Implementation
  - Email marketing setup (collaboration with client)
  - Fact sheet (writing and design)
  - 1-3 course flow PDFs (writing and design)
  - 1-3 videos (project coordination, drafting overall vision and key messaging, filming, post production, providing files in desired formats)
  - Banner stand (design)
  - Testimonial collection (collaboration with client)
  - 1-3 photo shoots (photography, processing, photo selection)
  - Edits to interest meeting presentation (writing and design)
  - Website recommendations (writing, SEO)

**Total: \$84,000\***

### ***ONGOING SUPPORT OF PROGRAMS THAT ARE ALREADY LAUNCHED***

The following retainers are designed to provide support and implementation assistance after the launch of a new marketing campaign. This assumes the above items have been completed and LGPS seeks assistance to help implement.

- For execution of overall LGPS marketing strategy following launch
  - Monthly meetings with department staff and 30 hours of implementation per month
- For execution of existing marketing campaign for an individual graduate program. For example, coming alongside and assisted a program such as Counselor Education with their tasks
  - Monthly meetings with program director & 15 hours of implementation per month
- For execution of three seasonal professional studies promotions following launch
  - Monthly meetings with program director & 45 hours of implementation per season

**Total: \$35,500/year\***

**Total: \$19,500/year\***

**Total: \$16,000/year\***

- Faculty Training
  - Full design, development and presentation of a day-long marketing bootcamp workshop for professors (to be held once a year). Bootcamp to cover marketing essentials and train faculty and departments on how to support LGPS' overall strategy.

**Total: \$2,150**

\*Pricing for Zone 7. Cost does not include advertising spend.

## **NEW PROGRAM & CAMPAIGN IMPLEMENTATION**

Creating targeted awareness or engagement campaigns for specific audiences. (See “Full Marketing Plan and Implementation of Launch” list in item 3 above for details on marketing services provided.)

Possible Audiences include:

- Awareness for Virginia public school teachers
- Awareness for adult learners locally (Farmville)
- Awareness for future users of professional studies programs that have not yet launched
- Awareness for high school juniors and seniors in Virginia
- Awareness and engagement for Longwood undergraduate students in Virginia

**Total: \$20,000/year\***

(Per program awareness campaign; cost does not include advertising spend)

## **4. Increase awareness of opportunities through Longwood University for adult learners.**

### **VIDEOGRAPHY**

- One program/initiative video+photo shoot each month including optimization for YouTube (12 videos total)

**Total: \$25,200/year\***

- “5 questions with...” video series featuring faculty and staff (2 videos/month or 24 total including creation of descriptive copy and YouTube channel SEO)

**Total: \$20,160/year\***

### **ADVERTISING**

Note: paid advertising can be used for both awareness and enrollment.

- GoogleAds development & management for professional studies classes  
Advertising Budget: \$1,000-2,000/month recommended; ad spend not included in cost

**Total: \$6,000-12,000/year\***

(Cost is determined by how many campaigns will be developed and managed)

- Ongoing advertising strategy & results tracking for entire LGPS program.

**Total: \$3,800/year\***

\*Pricing for Zone 7. Cost does not include advertising spend.

***PUBLIC RELATIONS***

PR program to garner local and regional media placements & tracking of exposure. Cost also includes access to media tracking software.

**Total: \$21,000/year\***

\*Pricing for Zone 7. Cost does not include advertising spend.

## Hourly Rates

### Zone 7 Pricing

	Hourly Rate w/ Retainer	Full Hourly Rate
Strategic Planning & Branding Media Planning, Negotiation, Buying	\$105	\$125
Implementation: Graphic Design, Copywriting, Social Media and Website Content Management & Coordination (Social media, email newsletters, etc.)	\$95	\$115
Video and Photography Production	\$105 hour for shoot \$95 hour for editing	\$125 hour for shoot \$115 hour for editing

### Zones 1-6, 8 and 9

	Hourly Rate w/ Retainer	Full Hourly Rate
Strategic Planning & Branding Media Planning, Negotiation, Buying	135	150
Implementation: Graphic Design, Copywriting, Social Media and Website Content Management & Coordination (Social media, email newsletters, etc.)	115	130
Video and Photography Production	125 hour for shoot 115 hour for editing	140 hour for shoot 130 hour for editing

*\*Retainer must be at least \$50,000 a year.*

### Direct Costs:

Direct costs are not included in the labor fee and will be billed separately. Direct costs include, but are not limited to: ad campaigns, stock photography, travel costs, etc. Estimates for all direct costs will be provided for review by Client for approval.



**Mileage:**

- **Zone 7 Mileage Costs**
  - Mileage for trips more than 25 miles from Farmville will be charged at the current IRS rate. Estimates for all travel costs will be provided for review by Client for approval.
- **All Other Zones**
  - Client partnership is critical to successful marketing. For this reason, one monthly onsite meeting is included for retainer contracts greater than \$60,000 a year. Additional travel costs and mileage will be billed at cost and the current IRS mileage reimbursement rate. Estimates for all travel costs will be provided for review by Client for approval.

**Ad Spend:**

- **Zone 7 Ad Fees**
  - If Letterpress purchases ad placement for a retainer client, a 5% fee is billed.
- **All Other Zones**
  - If Letterpress purchases ad placement for a retainer client, a 10% fee is billed.

# LONGWOOD UNIVERSITY

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February 14, 2020

## ADDENDUM 1 TO ALL OFFERORS:

Reference Request for Proposals (RFP):	LU214-20-010
Commodity:	Specialized Advertising, Consulting and Facilitating Services
Dated:	January 24, 2020
For Delivery To:	Longwood University Materiel Management Farmville, Virginia 23909
Optional Pre-Proposal Conference (OPPC):	February 6, 2019 at 2:00 p.m. Local Time
<b><u>Proposal Due Date:</u></b>	<b><u>February 25, 2019 at 2:00 p.m. Local Time</u></b>

This Addendum 1 is being issued to extend the due date for receipt of proposals as indicated above.

All other general terms, conditions, and specifications shall remain the same.

**Note:** A signed acknowledgement of this addendum **must** be submitted with your bid. Signature on this addendum does not substitute for your signature on the original bid document. The original bid document must be signed.

Very truly yours,

*Cathryn B. Mobley*

Cathryn B. Mobley, CPA, CUPO, VCCO, VCO  
Associate Vice President for Administration and Finance

*Ilsa Loeser*

Name of Firm

Ilsa Loeser, Principal

Signature/Title

February 27, 2020

Date

