



Request for Proposal (RFP)

This **request for proposal (RFP)** document is intended to provide the framework for analysis of a potential design company for the Global EducationUSA Service program at the Institute of International Education. The requirements listed herein serve as a basis upon which qualified vendors must submit information. In addition, this **RFP** explains the information that vendors must include in their response, the requirements that vendors must meet in order to be eligible for consideration, and the responsibilities that vendors must fulfill.

Project Title: EducationUSA

The Institute of International Education (IIE), in cooperation with the U.S. Department of State, is requesting information to select a design firm to update the EducationUSA brand, and create an annual design package for use in print and virtual media. The design should appeal to the varied target audiences including international students, as well as administrators at U.S. higher education institutions, and foreign institutions and governments.

Background

EducationUSA is a global network of hundreds of advising centers located in 170 countries supported by the Bureau of Educational and Cultural Affairs at the U.S. Department of State. EducationUSA centers actively promote U.S. higher education around the world by offering accurate, comprehensive, and current information about educational institutions in the United States and guidance to qualified individuals on how best to access those opportunities. Millions of prospective students learn about U.S. study opportunities through EducationUSA centers each year. Visit www.educationusa.state.gov for more information.

The Institute of International Education (IIE) is an international, independent, nonprofit organization founded in 1919. IIE administers the Global EducationUSA Services program, through a cooperative agreement with the U.S. Department of State, Bureau of Educational and Cultural Affairs, to support the global advising network's use of new and enhanced marketing materials, multimedia tools, and interactive platforms showcasing the quality and welcoming environment of U.S. higher education to encourage international students to pursue U.S. study. In-depth information on IIE, its programs and initiatives can be found at www.iie.org.

Project Deliverables

Create a unified visual identity for the EducationUSA brand, including assessing and updating the brand logo, updating brand and design guidelines, and creating a design package for the annual campaign and special events including fliers, one-pagers, social media toolkit, newsletter template, poster, PowerPoint template, vertical banner, and other visual materials. See [Appendix 1](#) for complete list of project deliverables.

The selected firm should create a set of succinct brand guidelines to help ensure consistency by the world-wide EducationUSA network in future use. The selected firm will continue on a regular basis (contracted annually) to provide graphic design support and ensure that new visuals created are in line with the overall EducationUSA visual brand representation. Regular support may also be needed on an ad hoc basis in the creation of additional marketing or media products for EducationUSA programs.

Submission Instructions:

Completed submissions will consist of one PDF, under 25 MB, including:

- A portfolio sample of 5 projects, (links permissible) including at least (print, social media)
- Answers to the Vendor Information Questions
- Cost proposal
- Contact information
- Bios including proposed role in this project, education, title, related qualifications, past relevant experience, and the date that person joined the firm, of specific team members who would be executing the design project for IIE

Completed submissions must be sent by email to Nichole Johnson (njohnson@iie.org) by Friday, April 11, 2014 (11:59pm). The following is the contact personnel that vendors must use when communicating questions or information concerning this RFP:

Nichole Johnson, Director
Global EducationUSA Services
Institute of International Education
Tel: (202) 326-7801
Email: njohnson@iie.org

Vendor Information Questions

- 1) Where is your company headquartered? If not located in Washington, DC, where is the regional office(s) from which IIE account would be managed? Please indicate name, address, phone, e-mail address, and any other appropriate information.
- 2) Does your company have a current or past contract with IIE and/or with the U.S. Department of State? If so, please elaborate.
- 3) Explain the service level agreements offered by your company, the structure and any associated levels of your pricing model, including: professional services and on-going support.
- 4) Describe your implementation approach. Include key activities, specific deliverables and milestones, timeline and resource requirements. Include any key assumptions and resources IIE should be aware of when reviewing the overall implementation approach and timeline.

Evaluation Criteria

Requirement: Design firm must be located in the Washington, D.C. metro area

Proposals will be evaluated by IIE using various criteria, including:

- Experience, examples of previous works ... 40 points
- Pricing ... 30 points
- Support and Service ... 30 points

Total point value = 100

Time for Response

Actual implementation activities will be started as soon after the selection and contract agreement process as practical.

Request for Proposal announced	Friday, March 28, 2014
Deadline to submit questions	Friday, April 4, 2014
IIE sends answers to FAQs to all vendors which have expressed interest	Monday, April 7, 2014
Deadline for submission of completed proposal from vendors	Friday, April 11, 2014 (11:59pm)
Vendors selected for demonstrations notified	Friday, April 18, 2014
Vendors demonstrations; Design firm will meet with IIE and U.S. Department of State staff to discuss project goals and present implementation approach.	Friday, May 2, 2014
Vendor evaluations and selection	Monday, May 3, 2014
Selected vendor presents implementation plan	Thursday, May 8, 2014
Contract negotiations begin	Friday, May 9, 2014
Contract negotiations end	Thursday, May 15, 2014
Contract finalized	Friday, May 16, 2014

Contract Document

Should your company be recommended for acceptance, you will be notified and expected to execute an Agreement. For this contract the licensee will be The Institute of International Education. The selected vendor's proposal, and any subsequent material submitted in response to requests for additional information, will become the basis for contractual agreements with said vendor. Subsequent to IIE's selection of a vendor, contract negotiations will establish the following conditions, based on the supplier's proposal: all pricing, adherence to scheduling logistics, method of payment, and certain penalty clauses relating to delays or conditions of the contract or project that are not met.

Confidentiality of Information

It is the intent of IIE to use the information received from potential vendors strictly for the purpose of evaluating alternatives to meeting IIE's needs. As such, no distribution of vendor's responses will be made, except to IIE and U.S. Department of State staff involved in the selection and/or implementation process, without the vendor's written permission.

No information (specifications, drawings, sketches, models, samples, listings, technical information, or data, written or oral) contained in the vendor replies will be considered confidential or proprietary. If the vendor provides information they consider proprietary or confidential, IIE will respect that confidentiality to the extent it is neither known from other sources nor is in the public domain. Such information must be clearly marked as "Confidential" and to the extent possible should be contained on separate pages from the other information contained in the response.

General Terms and Conditions

You should prepare your response simply and economically, providing a straightforward, concise description of your firm's capabilities and recommended solutions to meet IIE's needs. All costs and expenses incurred in preparing and submitting your response to this RFP shall be borne by you. IIE won't bear any responsibility for any such costs and expenses.

All responses and any other materials submitted in response to this RFP will become the property of IIE and may be returned only at IIE's option, and at your expense. In submitting a quotation, you must agree that your offer shall remain firm for a period of no less than 90 days from the date of such quotation.

Any specification, diagram, schematic, coding, report, chart, or definition included within this RFP is intended to be an accurate portrayal. However, IIE will not bear any responsibility for any discrepancies between the material contained herein and the actual conditions as they exist now or in the future.

To be considered for selection, in addition to a written submitted response, vendors will also be required to provide a product demonstration.

Reservation of Rights

IIE reserves the right to withdraw this RFP without notice, to accept any response or responses, or to reject any or all responses to this RFP. IIE shall not be liable due to any such withdrawal or rejection to any respondent. IIE further reserves the right to award the contract that is the subject of this RFP in whole or in part to one or more prospective Vendors. During the life of this project, IIE reserves the right to interview any and all vendor personnel assigned to the project before they are assigned in a billable capacity. Further, IIE reserves the right to demand individual personnel be removed from the project for any lawful reasons.

Appendix: Project Deliverables

Final designs for all project deliverables must be submitted in Adobe PDF, Illustrator, InDesign, and/or JPEG as appropriate.

Phase 1: Annual EducationUSA Campaign

Estimated Deadline: June 15, 2014

Product Set:

- 1) Informational One Pager (3 designs, two sizes each: A5 and ½ page)
- 2) Social Media Toolkit
 - a) Facebook Cover Flow, Profile Image, Advertisement
 - b) Twitter Header Image, Background, Profile Image
 - c) YouTube Banner, Profile Image
 - d) Google + Banner, Profile Image
 - e) LinkedIn Cover Image, Profile
 - f) Instagram Profile Image
- 3) PowerPoint Template (slide deck)
- 4) Standup Vertical Banner
- 5) Mailchimp Newsletter Template
- 6) Single Event Promotion
 - a) Flyer A5, A4, Letter, ½ page
 - b) Poster A1
 - c) Postcard
 - d) Website widget (2 sizes), Banner Image
 - e) Standup Vertical Banner

Phase 2: Annual Conferences: annual U.S. conference (*Title: EducationUSA Forum*); two international conferences: (*Title: EducationUSA Regional Forum*), 2015 focus regions - Africa; Middle East and North Africa

Estimated Deadline: October 1, 2014

Product Sets (3 sets):

- 1) Event Promotion
 - (a) Flyer A5, ½ page
 - (b) Postcard
 - (c) Website widget (2 sizes), Banner Image
- 2) Program Book
- 3) Cover Design
- 4) Layout, 10-20 pages
- 5) PowerPoint Template (slide design/slide master)
- 6) Standup Vertical Banner

Phase 3: Annual Publication (*Title: EducationUSA Global Guide*)

Estimated Deadline: Spring 2015

Product Set:

- 1) Cover Design
- 2) Layout, 60-75 pages