



REQUEST FOR PROPOSALS
AUDIENCE RESEARCH & MARKET ANALYSIS
Vermont State University

ISSUED BY

Vermont State University

APPLICATION DEADLINE

Monday, October 21, 2024 9:00 AM EST

APPLICATION INSTRUCTIONS

Email PDF versions of all documents to hannt-136.025747.47Tm0.04750.204n8C5h1USf10rgeT rgeT r0



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should be conducted utilizing at least five distinct viewpoints: internal, consumers, competitive market, workforce/employers, and general public.

and all academic and career prep programming, including Workforce Development Division opportunities (Center for Schools, CAFE, Center for Innovation & Entrepreneurship, and Workforce and Economic Development). Current and potential areas of differentiation and value propositions, etc. Particular focus on opportunities for collaboration and synergies with CCV.

- o **Workforce/Employer Viewpoint** Identify the current and future needs of both local, regional and national workforce and employers.

Local and regional employers - what skills and experiences do they need in their employees, how can VTSU partner to meet their needs and provide student opportunities, etc.

Review and report on local, regional, and national workforce trends as they relate to VTSU programs, brand, and value proposition.

- ¶ **Resources** - VTSU will provide any competitor information/SWOT analysis/internal research prior to launch of the project, as well as priority perspective contact information, support from Institutional Research team, etc.

- ¶ **Methodology** Research methodology should begin with qualitative methods (1:1 interviews and focus groups) followed by quantitative data gathering via survey and polling data.

Deliverables:

- ¶ Thorough reports highlighting:
 - o Detailed target audience demographic information, profiles, and personas, including needs, values, barriers, influencers, communication preference, and insight into decision-making
 - o Detailed assessment of higher education market demand in terms of programming, modalities, cost, and other critical consumer variables.
 - o Thorough competitive landscape analysis marketing and enrollment initiatives designed to increase student enrollment, brand awareness, and market share within the higher education landscape.

The successful proposal will:

- ¶ Demonstrate expertise in:
 - o Higher education target audience research
 - o

- ¶ Explain fee structure clearly, and
- ¶ Suggest budget range required to achieve goals

Project Timeline:

- ¶ December 2024 - March 2025

Bidder Requirements

- ¶ Bidders must have at least five years of successful experience in audience research and

- o Project completion schedule and strategy.

Submission Guidelines

- ¶ Proposals will be reviewed by an evaluation committee consisting of Vermont State Colleges System staff. This committee will be the sole judge of the contract that best
- ¶ The committee reserves the right to reject all proposals, waive any informalities and technicalities, solicit and re-advertise for new proposals, or abandon the project in its entirety.

Please direct questions to:

Hannah S. Reid
Assistant Vice President of Communications, Alumni, and External Affairs
Vermont State University
802.369.8637
Hannah.reid@vermontstate.edu

GENERAL CONDITIONS

1. This RFP does not commit the Vermont State Colleges System to award a contract.
2. This RFP and the process it describes are proprietary to the VSCS and are for the sole and exclusive benefit of the corporation. No other party, including any Applicant, is granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP, shall become the property of the VSCS and may be subject to public disclosure as described in the Confidentiality section, below
3. Submission of a proposal indicates acceptance by the Consultant of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between Vermont State Colleges System and the chosen Consultant selected
4. Responses shall be binding upon the chosen Consultant and irrevocable for up to 60 days following the close of applications
5. From the release date of this request for proposal until award of the contract, no contact with Vermont State Colleges System personnel or board members related to this solicitation is permitted. Direct all communications to the designated contact on the first page of this request.

6. The Vermont State Colleges System reserves the right to:
- a. Request clarification and additional information from any Consultant during the evaluation process
 - b. Negotiate with the chosen Consultant to include further services not identified in this RFP
 - c. Re-advertise with either an identical or a revised scope of work or cancel requirements in their entirety
 - d. Issue subsequent RFPs based on refinement of concepts proposed in response to this request
 - e. Conduct investigations of the qualifications of the Applicant as deemed appropriate
 - f. Request the Applicant modify the submitted proposal to more fully meet the needs of the Vermont State Colleges System

CONFIDENTIALITY

The Vermont State Colleges System complies with the Vermont Public Records Act, 1 VSA § 315 *et seq.* which requires public agencies to allow any person to inspect or copy any public record upon request. Accordingly, applicants for this RFP are hereby advised that any communications, data or other information received by the Vermont State Colleges System during the RFP process could be subject to a public records request. However, certain public records are exempt from public inspection and copying, as set forth in 1 VSA § 317(c), including, for example, those portions of a record which meet the statutory definition of a trade secret. Accordingly, Applicant should submit a second copy of their proposal, from which any portion of the proposal that [REDACTED]

