REQUEST FOR PROPOSAL
#34-0250

Graphic Design, Copywriting and Publication of:

Hastings Admissions Viewbook

Issued by UC Hastings College of the Law

RFP Issue Date: 12/13/2013

RFP Due Date: 01/03/2014,
By 5:00 p.m.

Contact purchasing@uchastings.edu
Introduction

Hastings College of the Law was founded in 1878 as the first law department of the University of California, and today is one of the top-rated law schools in the United States. Its alumni span the globe and are among the most respected lawyers, judges and business leaders today. Hastings faculty are nationally renowned as both teachers and scholars.

Additional general information about the College may be found on our website at www.uchastings.edu

Term

One Year Term/with option to renew

Important Target Dates

RFP sent: 12/16/2013
Questions due: 12/18/2013
UC Hastings responses:
RFP due: 01/03/2014
Target award date: 01/24/2014

Inquiries and Contact information:

All inquiries shall be in writing and directed to:
Darryl Sweet, Director of Business Services
purchasing@uchastings.edu
Thank you in advance for your response.

Requesting Departments
The UC Hastings Office of Admissions issues a Viewbook every other year. For the initial contract term, that would be one (1) issue. Admissions will be the point of contact when the next Viewbook design and production cycle commences. Basic specifications follow.

Scope of Work

The Admissions Office of the University of California, Hastings College of the Law (UC Hastings) seeks proposals for design, copywriting, and printing services for the production of its next JD Admissions viewbook. The viewbook is the College’s primary print marketing piece for prospective JD students. It is distributed at law school fairs throughout the country and mailed to students who request it. Copies are also kept on hand in the JD Admissions Office. This RFP is for overall project management of the viewbook with specific requirements as follows:

Design: Work with the College’s JD Admissions and Communications Offices to develop a distinct visual style for the viewbook in conjunction with UC Hastings’ current identity standards and its website. Manage layout and photography. It is anticipated that the finished product will be 44 to 56 pages in length.

Copywriting: Develop copy for the viewbook based on meetings with various UC Hastings stakeholders, current publications, and the College’s website. Make edits based on requests and recommendations from the Admissions and Communications Offices. Proofreading will also be required.

Printing: Manage the print production of the viewbook with an established and preferably union-related Bay Area printing company.

ADDITIONAL DETAILS

DESIRED VENDOR QUALIFICATIONS

- Knowledge of the higher education industry in general and of the law school marketplace in particular
- Familiarity with UC Hastings
- Knowledge of the legal profession
- Collaborative work ethic
- Bay Area-based company
ADDITIONAL DETAILS

**Quantity:** 10,000. This will be for a two-year supply.

**Delivery Date:** Delivery to UC Hastings will be required by **July 15, 2014**.

**Contact:** Bryan Zerbe, Senior Associate Director of Admissions; zerbeb@uchastings.edu

**Proposal Submission Deadline:** **January 3, 2014** at 5:00 p.m. Pacific Standard Time

**Basic Specifications for UC Hastings Viewbook**

**Proposal Requirements**
Interested firms are to prepare a proposal that provides the following:

1) A signed introductory letter indicating intention to contract for the work in the RFP;
2) A description of your firm as it relates to the scope of work above. Indicate your firm’s corporate structure, core competencies, key leaders, key players who would be assigned to this project (resumes for each), location, etc.;
3) Sample magazines and viewbooks (or similar);
4) Three (3) or more references where the same or comparable work was completed (from law schools, other UC campuses, other higher education clients, or similarly sized organizations);
5) Other factors which you feel set your firm apart from others in the industry;
6) A cost proposal. First, detail hourly rates of staff used on these types of projects. Second, using the information here, and the samples, provide a quote for the complete start-to-finish, design, layout, production, and mailing of the viewbook.
7) Include a list of your suppliers
8) Include your firm’s sustainable business practice policies

**Scoring**
A review committee will score each response.
RFP is worth 1000 points. Firms must obtain at least 80% of available points to be considered for further evaluation in finalist round or rounds. Finalist evaluations may consist of meetings, interviews, conference calls, discussions with references, any combination thereof, and other factors deemed necessary by UCH to best evaluate responses.

Reference responses must be positive and reflect the reference agency’s overwhelming satisfaction with the work performed and attainment of the agency’s objectives.

Respondents are to price out printing costs and design costs. Firms are to provide professional fees as well.

Award will be to the firm that best meets the requirements of the College as determined by the College.

Payment

Successful Bidder agrees to be paid via e-Check or via credit card.

Payment Terms
(choose one)

___ 2% 10, Net 30

___ Net 30
Signature Page

X _____________________________

Signature of Responding Company

Dated ___________________________

Printed Name and title of signer

By the above signature I certify that I am duly authorized by ____________________________ (name of company) to sign on their behalf and that the responses to the RFP are truthful, accurate and verifiable. I warrant that there are no purposeful misrepresentations of facts, figures, etc. in this response. I acknowledge the business descriptions and terms outlined in this RFP and all referenced documents related to the RFP, and all the previously initialed sections. Should our company be chosen to contract for these services, we agree that the UC Hastings agreement, and all attachments, exhibits, and amendments will be the governing document for the work to be done at College.