



# FORT HAYS STATE UNIVERSITY

## ADDENDUM

April 13, 2023

Addendum Number: 1

RFP Number: 23023

**Item: Digital Marketing Content Research and Creation**

Closing Date: Tuesday, May 2, 2023, 4:30 p.m.

Agency: Fort Hays State University

Location(s): Hays, Kansas

Web Address: <http://www.fhsu.edu/purchasing/bids/>

Telephone: 785-628-4251

E-Mail Address: [purchasing@fhsu.edu](mailto:purchasing@fhsu.edu)

### Conditions:

Answers to questions submitted are on pages 2 - 4 of Addendum 1.

A signed copy of this Addendum must be submitted with your bid. If your bid response has been returned, submit this Addendum by the closing date indicated above.

I (We) have read and understand this addendum and agree it is a part of my (our) bid response.

NAME OF COMPANY OR FIRM: \_\_\_\_\_

SIGNED BY: \_\_\_\_\_

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

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**RFP 23023 Digital Marketing Content Research and Creation  
Answers to Questions**

1. Is Phase 1 research-related items, then will Phase 2 be implemented items?  
**Answer: Yes, that is correct.**

**Phase I:**

1. **Information gathering from academic department**
2. **Keyword Research**
3. **Content audit**

**Phase II:**

1. **Inbound content**
2. **Webpages**
3. **Emails**
4. **Blog posts**

2. Does agency have a budgetary allotment that could be provided?  
**Answer: FHSU does not release budget information.**
3. Will research findings be presented during phase 1, or will methodology and sources be presented at that time?  
**Answer: We would like to see both the research and the methodology and resources in phase 1.**
4. The current signature sheet is titled for "Video Production". Is there an updated signature sheet for the Digital Marketing Content Research and Creation? (Page 2)  
**Answer: The signature page has been updated.**
5. Is website design work or mockups expected as part of this project? (Page 18)  
**Answer: No, FHSU will take care of the design.**
6. Are we expected to provide any templates within your CMS?  
**Answer: No, FHSU will create the templates.**
7. What CMS is the website currently built on?  
**Answer: Cascade**
8. Will there be any opportunity to speak with program/department heads for additional information of the Academic Department Research and content gathering? (Page 18)  
**Answer: Once the project starts, the vendor will be able to speak with program/department heads to get information for research and content development.**
9. Is inbound content design expected with all deliverables, or is it strictly content text? (Page 18)  
**Answer: Deliverables**
10. What technology stack or tools are currently used at FHSU that we would be required to use?  
**Answer: Hubspot is preferred, but not required.**
11. Are we building the tool for the interactive quiz, or are we just responsible for the content, questions and answers? Will HubSpot be utilized for the quiz? (page 19)  
**Answer: We are looking for you to create the content and build the quiz. If we can utilize Hubspot, that would be great. But, we are open to other options.**
12. Will content creation be focused on a particular stage of the prospective student journey, i.e. top of funnel, middle of funnel, bottom of funnel, or will content be created for all stages? (Page 19)  
**Answer: We are focusing on top and middle of funnel content.**
13. Will buyer personas be available for content creation? If so, will they need to be expanded at all? If not, will it be necessary to create and document buyer personas? (Page 19)  
**Answer: Yes, we have buyer personas available.**

14. How would you like us to provide samples of work? i.e through a webpage, PDF, case study, etc? (Page 20)  
**Answer: Webpage or pdfs are preferred.**
15. Page 18, Section 4: Specifications: What is the anticipated budget/range for the described scope of work?  
**Answer: We do not release the budget for projects.**
16. Page 18, Section 4: Would admissions, application, etc. content have templates created or does the project include creating content layouts in addition to writing the content?  
**Answer: FHSU will come up with the templates for content creation.**
17. Page 18, Section 4: Is your CMS able to segment content down to a single work and pull that word, phrase, or larger block from a master library? If so, would the vendor need to create a master list of terms that might change, such as the Student-Faculty Ratio, Enrollment Date, Tuition Rate, etc.?  
**Answer: We can (and will) create CMS blocks based on some of the repeated information such as department and tuition information. We don't necessarily have it broken down by words in the CMS, although our content template (outside of the CMS) would include the type of information we want.**
18. Page 18, Section 4: Are infographics assumed in the e-books? And roughly how long do you envision an e-book to be?  
**Answer: Yes, and no more than 6 pages.**
19. Page 19, Section 4: Is the vendor responsible for coding the interactive quiz? If yes, in what environment is the coding? Or is the vendor responsible for storyboarding and writing the questions for a developer to build?  
**Answer: We are open to suggestions as far as the coding of the quiz. We currently do not offer anything like this and do not have the resources to do so. We are also looking for the vendor to storyboard the questions/answers for the quiz.**
20. 1.b.i.1.b. Do you have an existing process for working with departmental SMEs for course and department information?  
**Answer: No, we will need to utilize a process that works well for involved parties.**
21. 1.b.i.1.b. Will content for each academic department and study program be weighted equally or will some departments and programs require more of a focus than others?  
**Answer: They will be weighted equally, although we might establish a priority order for program completion.**
22. 1.b.i.1.b - Do you have an existing process for working with departmental subject matter experts for course and department information? - Will content for each academic department and study program be weighted equally or will some departments and programs require more of a focus than others?  
**Answer: No, we will need to utilize a process that works well for involved parties. They will be weighted equally, although we might establish a priority order for program completion.**
23. 1.b.ii.a - Do you currently tailor your messaging and content for students on-campus vs students obtaining online degrees?  
**Answer: Currently, a lot of messaging is more tailored to on-campus students (especially visual content) but does need to be a better mix to ensure it covers both, increasing more focus to online.**
24. 1.b.iii - Where do you feel the website and blog content is currently falling short?  
**Answer: Traffic generation.**
25. 1.b.iv.1 - Is your key target audience students or parents? - Is your focus on domestic students or international students? If a combination of both, what is the approximate percentage breakdown and priority? - For domestic students, what is the breakdown of in-state vs out-of-state students?  
**Answer: For our on-campus programs, our primary audience is domestic, regional prospective students. For our online programs, our primary audience is domestic,**

**prospective students from a wider geographic area. However, we do want to ensure inclusion of our other audience segments.**

26. 1.b.iv.2 - Do you have an existing editorial calendar and topics identified for inbound and blog content? Will you need support in topic ideation?

**Answer: We do have an existing content calendar but would want some support with ideation.**

27. 1.c - What is your university marketing team structure? Who will our primary point of contact be?

**Answer: Our marketing team primarily includes two groups – digital strategy and creative services. The Director of Marketing will be the primary contact.**

28. 1.c.i.3 - What is your current content approval process?

**Answer: We utilize SmartSheet for several parts of the approval process.**

29. What is your budget for this project?

**Answer: FHSU does not release budget information.**

30. Is Phase 1 research-related items, then will Phase 2 be implemented items?

**Answer: Yes, that is correct.**



# FORT HAYS STATE UNIVERSITY

## Request for Proposal (RFP) 23023

**Date Issued:** April 3, 2023  
**Questions Deadline:** Tuesday, April 11, 2023, 4:30 p.m.  
**Closing Date:** Tuesday, May 2, 2023, 4:30 p.m.

**Mail to:** Fort Hays State University Purchasing Office  
601 Park Street, Sheridan Hall 318, Hays, KS 67601  
**Telephone:** 785-628-4251  
**Fax:** 785-628-4046  
**E-Mail Address:** [purchasing@fhsu.edu](mailto:purchasing@fhsu.edu)  
**Web Address:** <https://fhsu.edu/purchasing/bids/>

**Item:** Digital Marketing Content Research and Creation

**Agency:** Fort Hays State University (FHSU), Hays, KS

**Term of Contract:** Contract Award from date of award through May 31, 2024

**Questions/Addenda** - No pre-proposal conference is scheduled for this RFP. **Questions and requests for clarification of the RFP must be submitted by email to the attention of the FHSU Purchasing Director at [purchasing@fhsu.edu](mailto:purchasing@fhsu.edu) by Tuesday, April 11, 2023, 4:30 p.m.** Each question or clarification should reference the appropriate RFP section.

**Presentations.** A web presentation of the finalist's response may be required **the week of May 15, 2023.**

Impromptu questions may be permitted and spontaneous unofficial answers provided, however bidders should understand that the only official answer or position of Fort Hays State University will be in writing.

Failure to notify the FHSU Purchasing Director of any conflicts or ambiguities in this RFP may result in items being resolved in the best interest of FHSU. Any modification to this RFP shall be made in writing by addendum and posted on the Purchasing website, <https://www.fhsu.edu/purchasing/bids/>. Only written communications are binding.

Answers to questions will be available in the form of an addendum on the FHSU Purchasing website.

It shall be the responsibility of all participating vendors to acquire any and all addenda and additional information as it is made available from the web site cited above. Vendors are required to check the website periodically for any additional information or instructions.

### READ THIS REQUEST CAREFULLY

Failure to abide by all of the conditions of this Request for Proposal (RFP) may result in the rejection of a bid. Inquiries about this RFP should indicate the contract number and be directed to the Fort Hays State University Purchasing Office.

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**It is the vendor's responsibility to monitor the FHSU Purchasing website on a regular basis for any changes/addenda.**

# SIGNATURE SHEET

Item: **Video Production Digital Marketing Content Research and Creation**  
 Agency: **Fort Hays State University**  
 Closing Date: **Tuesday, May 2, 2023, 4:30 p.m.**

By submission of a bid and the signatures affixed thereto, the bidder certifies all products and services proposed in the bid meet or exceed all requirements of this specification as set forth in the request and that all exceptions are clearly identified.

Legal Name of Person, Firm or Corporation \_\_\_\_\_

Mailing Address \_\_\_\_\_

City & State \_\_\_\_\_ Zip \_\_\_\_\_

Toll Free Telephone \_\_\_\_\_ Local \_\_\_\_\_ Fax \_\_\_\_\_

Tax Number \_\_\_\_\_

**CAUTION: If your tax number is the same as your Social Security Number (SSN), you must leave this line blank. DO NOT enter your SSN on this signature sheet. If your SSN is required to process a contract award, including any tax clearance requirements, you will be contacted by an authorized representative of the FHSU Purchasing Office at a later date.**

E-Mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Typed Name of Signature \_\_\_\_\_ Title \_\_\_\_\_

In the event the **contact for the bidding process** is different from above, indicate contact information below.

**Bidding Process** Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City & State \_\_\_\_\_ Zip \_\_\_\_\_

Toll Free Telephone \_\_\_\_\_ Local \_\_\_\_\_ Cell: \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

If **awarded a contract and purchase orders** are to be directed to an address other than above, indicate mailing address and telephone number below.

**Award** Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City & State \_\_\_\_\_ Zip \_\_\_\_\_

Toll Free Telephone \_\_\_\_\_ Local \_\_\_\_\_ Cell: \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Fort Hays State University may use the Procurement Card (P-Card / Visa) in lieu of a state warrant to pay for some of its purchases. State of Kansas Law does not allow retailers to charge a credit fee for using their cards. (Refusal will not be a determining factor in award of this contract.) Yes \_\_\_ No \_\_\_

Would this contract be available to other political subdivisions of the State of Kansas? Yes \_\_\_ No \_\_\_  
 (Award will not be based on accepting or declining)

## TAX CLEARANCE

Fort Hays State University strongly supports the State of Kansas Tax Clearance Process. Vendors submitting bids or proposals which exceed \$25,000 over the term of the contract shall include a copy of a Tax Clearance Certification Form with their submittal. Failure to provide this information may be cause for rejection of vendor's bid or proposal.

A "Tax Clearance" is a comprehensive tax account review to determine and ensure that the account is compliant with all primary Kansas Tax Laws administered by the Kansas Department of Revenue (KDOR) Director of Taxation. Information pertaining to a Tax Clearance is subject to change(s), which may arise as a result of a State Tax Audit, Federal Revenue Agent Report, or other lawful adjustment(s).

**To obtain a Tax Clearance Certificate, you must:**

- Go to <https://www.kdor.ks.gov/apps/taxclearance/Default.aspx> to request a Tax Clearance Certificate
- Return to the website the following working day to see if KDOR will issue the certificate
- If issued an official certificate, print it and attach it to your bid response
- If denied a certificate, engage KDOR in a discussion about why a certificate wasn't issued

**Bidders (and their subcontractors) are expected to submit a current Tax Clearance Certificate with every event response.**

*Please Note: Individual and business applications are available. For applications entered prior to 5:00 PM Monday through Friday, results typically will be available the following business day. Tax clearance requests may be denied if the request includes incomplete or incorrect information.*

*Please Note: You will need to sign back into the KDOR website to view and print the official tax clearance certificate.*

A copy of the Certification of Tax Clearance form received from the Kansas Department of Revenue should be sent along with the bid response(s) to:

Fort Hays State University  
Purchasing Office  
601 Park Street, Sheridan Hall 318  
Hays, KS 67601

Failure to provide this information may be cause for rejection of vendor's bid or proposal.

Information about Tax Registration can be found at the following website:  
<http://www.ksrevenue.org/forms-btreg.html>

The FHSU Purchasing Office reserves the right to confirm tax status of all potential contractors and subcontractors prior to the release of a purchase order or contract award.

In the event that a current tax certificate is unavailable, the FHSU Purchasing Office reserves the right to notify a bidder (one that has submitted a timely event response) that they have to provide a current Tax Clearance Certificate within ten (10) calendar days, or FHSU may proceed with an award to the next lowest responsive bidder, whichever is determined by the Purchasing Director to be in the best interest of FHSU and the State.

## **CERTIFICATION REGARDING IMMIGRATION REFORM & CONTROL**

All Contractors are expected to comply with the Immigration and Reform Control Act of 1986 (IRCA), as may be amended from time to time. This Act, with certain limitations, requires the verification of the employment status of all individuals who were hired on or after November 6, 1986, by the Contractor as well as any subcontractor or sub-subcontractor. The usual method of verification is through the Employment Verification (I-9) Form. With the submission of this bid, the Contractor hereby certifies without exception that Contractor has complied with all federal and state laws relating to immigration and reform. Any misrepresentation in this regard or any employment of persons not authorized to work in the United States constitutes a material breach and, at the State's option, may subject the contract to termination and any applicable damages.

Contractor certifies that, should it be awarded a contract by the State, Contractor will comply with all applicable federal and state laws, standards, orders and regulations affecting a person's participation and eligibility in any program or activity undertaken by the Contractor pursuant to this contract. Contractor further certifies that it will remain in compliance throughout the term of the contract.

At the State's request, Contractor is expected to produce to the State any documentation or other such evidence to verify Contractor's compliance with any provision, duty, certification, or the like under the contract.

Contractor agrees to include this Certification in contracts between itself and any subcontractors in connection with the services performed under this contract.

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Signature, Title of Contractor

Date



## VENDOR RESPONSE CHECK-LIST

The following items are provided to bidders to ensure that all requirements are met and all required submissions are included with the bid. Vendors are instructed to utilize this list in order to ensure fair and accurate evaluation.

**The electronic technical and cost proposals should include the following supporting documents:**

_____	Signature Sheet	page 2
_____	Provide a copy of the <b>Tax Clearance Certificate</b> received from the Kansas Department of Revenue.	page 3
_____	Sign the Certification Regarding Immigration Reform & Control form.	page 4
_____	References.	page 6
_____	Instructions	pages 7 – 8
_____	Terms and Conditions	pages 9 - 17
_____	Specifications	page 18 - 20
_____	Cost Proposal	page 21
_____	DA-146a, Fort Hays State University Contractual Provisions	page 22 - 23
_____	Provide Bidder's Standard Terms and Conditions	
_____	Addenda Acknowledgement: If applicable, bidder acknowledges receipt of any addenda submitted by signing and dating each form.	

**Deadlines:**

**Questions/Addenda:** No pre-proposal conference is scheduled for this RFP. Questions and requests for clarification of the RFP must be submitted by email to the attention of the FHSU Purchasing Director at [purchasing@fhsu.edu](mailto:purchasing@fhsu.edu) by **Tuesday, April 11, 2023, 4:30 p.m.** Each question or clarification should reference the appropriate RFP section.

**Vendor's bid responses must be submitted no later than Tuesday, May 2, 2023, 4:30 p.m.**

**Presentations. A demonstration of the finalist's bid response be required the week of May 15, 2023.**

**REFERENCES**

Provide four (4) references. References shall have purchased similar items/services from the vendor in the last year. Vendor employees and FHSU shall not be shown as references. **If available, provide higher education references.**

1. NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

2. NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

3. NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

4. NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

**Duplicate as needed**

## Section I INSTRUCTIONS

### 1. Submission of Proposals:

- Bidder must register through Vendor Registry to submit bid through the FHSU Purchasing website, <https://vrapp.vendorregistry.com/Vendor/Selection/SubscriptionSelection?buyerSource=fort-hays-state-university-ks-vendor-registration>.
- Submit one document through FHSU's bid solicitation portal, <https://fhsu.edu/purchasing/bids/index.html>, of the Technical Proposal/Submittals which includes the Tax Clearance Certificate (see page 3 for details), Cost Proposal, etc. Please do not send hard copies of the documents or a jump drive through the mail.

Faxed, e-mailed or telephoned proposals are not acceptable.

Vendor's proposal shall be received no later than the time and closing date specified indicated on Page 1.

Proposals received prior to the closing date shall be kept secured and sealed until closing. FHSU shall not be responsible for the premature opening of a proposal or for the rejection of a proposal that was not received prior to the closing date because it was not properly identified on the outside of the envelope or container. Late Technical and/or Cost proposals will be retained unopened in the file and not receive consideration.

It is the vendor's responsibility to ensure bids are received by the closing date and time. Delays in mail delivery or any other means of transmittal, including couriers or agents of the issuing entity shall not excuse late bid submissions.

### 2. Proposal Format: Vendors are instructed to prepare their Technical Proposal following the same sequence as this RFP.

### 3. Transmittal Letter: All bidders shall respond to the following statements:

- (a) the vendor is the prime contractor and identifying all subcontractors;
- (b) the vendor is a corporation or other legal entity;
- (c) no attempt has been made or will be made to induce any other person or firm to submit or not to submit a proposal;
- (d) the vendor does not discriminate in employment practices with regard to race, color, religion, age (except as provided by law), sex, marital status, political affiliation, national origin or disability;
- (e) no cost or pricing information has been included in the transmittal letter or the Technical Proposal;
- (f) the vendor presently has no interest, direct or indirect, which would conflict with the performance of services under this contract and shall not employ, in the performance of this contract, any person having a conflict;
- (g) the person signing the proposal is authorized to make decisions as to pricing quoted and has not participated, and will not participate, in any action contrary to the above-statements;(h) whether there is a reasonable probability that the vendor is or will be associated with any parent, affiliate or subsidiary organization, either formally or informally, in supplying any service or furnishing any supplies or equipment to the vendor which would relate to the performance of this contract. If the statement is in the affirmative, the vendor is required to submit with the proposal, written certification and authorization from the parent, affiliate or subsidiary organization granting the State and/or the federal government the right to examine any directly pertinent books, documents, papers and records involving such transactions related to the contract. Further, if at any time after a proposal is submitted, such an association arises, the vendor will obtain a similar certification and authorization and failure to do so will constitute grounds for termination of the contract at the option of the University;
- (i) vendor agrees that any lost or reduced state or federal matching money resulting from unacceptable performance in a contractor task or responsibility defined in the RFP, contract or modification shall be accompanied by reductions in University payments to Contractor; and
- (j) the vendor has not been retained, nor has it retained a person to solicit or secure a state contract on an agreement or understanding for a commission, percentage, brokerage or contingent fee, except for retention of

bona fide employees or bona fide established commercial selling agencies maintained by the vendor for the purpose of securing business. For breach of this provision, the Committee shall have the right to reject the proposal, terminate the contract and/or deduct from the contract price or otherwise recover the full amount of such commission, percentage, brokerage or contingent fee or other benefit.

4. **Vendor Information:** The vendor must include a narrative of the vendor's corporation and each subcontractor if any. The narrative shall include the following:
  - (a) date established;
  - (b) ownership (public, partnership, subsidiary, etc.);
  - (c) number of personnel, full and part-time, assigned to this project by function and job title;
  - (d) resources assigned to this project and the extent they are dedicated to other matters;
  - (e) organizational chart;
  - (f) financial statement may be required.
5. **Qualifications:** A description of the vendor's qualifications and experience providing the requested or similar service, including resumes of personnel assigned to the project stating their education and work experience, shall be submitted with the bid. The vendor must be an established firm recognized for its capacity to perform. The vendor must have sufficient personnel to meet the deadlines specified in the Request.
6. **Timeline:** A timeline for implementing services must be submitted with the bid.
5. **Methodology:** Bidders shall submit with the bid, a detailed explanation of the methodology for implementing services.
6. **References:** Provide four (4) higher education references who have purchased similar items or services from the vendor in the last three (3) year(s). References shall show firm name, contact person, address, e-mail address and phone number. Vendor employees and Fort Hays State University shall not be shown as references.

Provide a list of clients who have discontinued or terminated services within the past three (3) years, indicating reasons for termination. Provide the firm name, contact person, address, email address and phone number of each referenced organization.
9. **Technical Literature:** All bids shall include specifications and technical literature sufficient to allow the University to determine that the equipment/services meet(s) all requirements. If a requirement is not addressed in the technical literature, it must be supported by additional documentation and included with the bid. Bid responses without sufficient technical documentation may be rejected.
10. **Procurement Card (P-Card):** Presently, Fort Hays State University uses a State of Kansas Business Procurement Card (Visa-branded) in lieu of a state warrant to pay for some of its purchases. No additional charges will be allowed for using the card. **Please indicate on the Signature Sheet if you will accept the Business Procurement Card for payment.**

**Section 3**  
**TERMS AND CONDITIONS**

1. **Contract Documents:** This RFP and any amendments and the response and any amendments of the Contractor shall be incorporated along with the DA-146a into the written contract which shall compose the complete understanding of the parties.

In the event of a conflict in terms of language among the documents, the following order of precedence shall govern:

- Form DA-146a;
  - written modifications to the executed contract;
  - written contract signed by the parties;
  - this RFP including any and all addenda;
  - any supporting manuals/documents that have been incorporated in this Request; and
  - Contractor's written proposal submitted in response to this RFP as finalized.
2. **Contract:** The successful vendor will be required to enter into a written contract with the University. The vendor agrees to accept the provisions of form DA-146a (Contractual Provisions Attachment) which is incorporated into all contracts with the University and is attached to this RFP.
3. **Contract Formation:** No contract shall be considered to have been entered into by the University until all statutorily required signatures and certifications have been rendered and a written contract has been signed by the successful vendor.
4. **Notices:** All notices, demands, requests, approvals, reports, instructions, consents or other communications (collectively "notices") which may be required or desired to be given by either party to the other shall be **IN WRITING** and addressed as follows:

**Fort Hays State University**  
**Purchasing Office**  
**601 Park Street Sheridan Hall Rm 318**  
**Hays, KS 67601**  
**RE: Bid number see page 1**

or to any other persons or addresses as may be designated by notice from one party to the other.

5. **Termination for Cause:** The FHSU Purchasing Director may terminate this contract, or any part of this contract, for cause under any one of the following circumstances:
- the Contractor fails to make delivery of goods or services as specified in this contract; or
  - the Contractor provides substandard quality and/or workmanship;
  - the Contractor fails to perform any of the provisions of this contract, or so fails to make progress as to endanger performance of this contract in accordance with its terms.

The FHSU Purchasing Director shall provide Contractor with written notice of the conditions endangering performance. If the Contractor fails to remedy the conditions within ten (10) days from the receipt of the notice (or such longer period as FHSU may authorize in writing), the FHSU Purchasing Director shall issue the Contractor an order to stop work immediately. Receipt of the notice shall be presumed to have occurred within three (3) days of the date of the notice.

If it is determined, after notice of termination for cause, that Contractor's failure was due to causes beyond the control of or negligence of the Contractor, the termination shall be a termination for convenience.

6. **Termination for Convenience:** The FHSU Purchasing Director may terminate performance of work under this contract in whole or in part whenever, for any reason, the FHSU Purchasing Director shall determine that the termination is in the best interest of FHSU. In the event that the FHSU Purchasing Director elects to terminate this contract pursuant to this provision, it shall provide the Contractor written notice at least 30 days prior to the termination date. The termination shall be effective as of the date specified in the notice. The Contractor shall continue to perform any part of the work that may have not been terminated by the notice.
7. **Debarment of University Contractors:** Any vendor who defaults on delivery or does not perform in a satisfactory manner as defined in this RFP may be barred for a period up to three (3) years, pursuant to KSA 75-37,103, or have their work evaluated for pre-qualification purposes.
8. **Rights and Remedies:** If this contract is terminated, FHSU, in addition to any other rights provided for in this contract, may require the Contractor to transfer title and deliver to FHSU in the manner and to the extent directed, any completed materials. FHSU shall be obligated only for those services and materials rendered and accepted prior to the date of termination.

In the event of termination, the Contractor shall receive payment prorated for that portion of the contract period services were provided to and/or goods were accepted by FHSU subject to any offset by FHSU for actual damages including loss of state or federal matching funds.

The rights and remedies of FHSU provided for in this contract shall not be exclusive and are in addition to any other rights and remedies provided by law.

9. **Force Majeure:** The respective parties shall not be held liable if the failure to perform under this contract arises out of causes beyond the control of the party. Causes may include, but are not limited to, acts of nature, fires, tornadoes, quarantine, strikes other than by Contractor's employees, and freight embargoes, etc.
10. **Waiver:** Waiver of any breach of any provision in this contract shall not be a waiver of any prior or subsequent breach. Any waiver shall be in writing and any forbearance or indulgence in any other form or manner by FHSU shall not constitute a waiver.
11. **Independent Contractor:** Both parties, in the performance of this contract, shall be acting in their individual capacity and not as agents, employees, partners, joint ventures or associates of one another. The employees or agents of one party shall not be construed to be the employees or agents of the other party for any purpose whatsoever.

The Contractor accepts full responsibility for payment of unemployment insurance, workers compensation and social security as well as all income tax deductions and any other taxes or payroll deductions required by law for its employees engaged in work authorized by this contract.

12. **Staff Qualifications:** The Contractor shall warrant that all persons assigned by it to the performance of this contract shall be employees of the Contractor (or specified Subcontractor) and shall be fully qualified to perform the work required. The Contractor shall include a similar provision in any contract with any Subcontractor selected to perform work under this contract.

Failure of the Contractor to provide qualified staffing at the level required by the proposal specifications may result in termination of this contract and/or damages.

13. **Subcontractors:** The Contractor shall be the sole source of contact for the contract. FHSU will not subcontract any work under the contract to any other firm and will not deal with any subcontractors. The Contractor is totally responsible for all actions and work performed by its subcontractors. All terms, conditions and requirements of the contract shall apply without qualification to any services performed or goods provided by any subcontractor.

14. **Proof of Insurance:** Upon request, the vendor shall present Certificates of Insurance to the FHSU Purchasing Office evidencing the following coverage during the performance of the Services:
- (a) Worker's Compensation with statutory limits;
  - (b) Employers Liability, with a minimum \$1,000,000 limit of liability per occurrence;
  - (c) Commercial General Liability, including Contractual Liability coverage, with the following minimum limits of liability: \$1,000,000 per occurrence for Bodily Injury and Property Damage, and \$1,000,000 General Aggregate; and
  - (d) Professional Liability in the minimum amount of \$1,000,000 per claim.
15. **Conflict of Interest:** The Contractor shall not knowingly employ, during the period of this contract or any extensions to it, any professional personnel who are also in the employ of the FHSU and who are providing services involving this contract or services similar in nature to the scope of this contract to the University. Furthermore, the Contractor shall not knowingly employ, during the period of this contract or any extensions to it, any FHSU employee who has participated in the making of this contract until at least two years after his/her termination of employment with FHSU.
16. **Confidentiality:** The Contractor may have access to private or confidential data maintained by FHSU to the extent necessary to carry out its responsibilities under this contract. Contractor must comply with all the requirements of the Kansas Open Records Act in providing services under this contract. Contractor shall accept full responsibility for providing adequate supervision and training to its agents and employees to ensure compliance with the Act. No private or confidential data collected, maintained or used in the course of performance of this contract shall be disseminated by either party except as authorized by statute, either during the period of the contract or thereafter. Contractor must agree to return any or all data furnished by FHSU promptly at the request of FHSU in whatever form it is maintained by Contractor. On the termination or expiration of this contract, Contractor will not use any of such data or any material derived from the data for any purpose and, where so instructed by FHSU, will destroy or render it unreadable.
17. **Nondiscrimination and Workplace Safety:** The Contractor agrees to abide by all federal, state and local laws, rules and regulations prohibiting discrimination in employment and controlling workplace safety. Any violations of applicable laws, rules and regulations may result in termination of this contract.
18. **Environmental Protection:** The Contractor shall abide by all federal, state and local laws, rules and regulations regarding the protection of the environment. The Contractor shall report any violations to the applicable governmental agency. A violation of applicable laws, rule or regulations may result in termination of this contract.
19. **Hold Harmless:** The Contractor shall indemnify FHSU against any and all loss or damage to the extent arising out of the Contractor's negligence in the performance of services under this contract and for infringement of any copyright or patent occurring in connection with or in any way incidental to or arising out of the occupancy, use, service, operations or performance of work under this contract.
- FHSU shall not be precluded from receiving the benefits of any insurance the Contractor may carry which provides for indemnification for any loss or damage to property in the Contractor's custody and control, where such loss or destruction is to state property. The Contractor shall do nothing to prejudice the FHSU's right to recover against third parties for any loss, destruction or damage to State property.
20. **Care of State Property:** The Contractor shall be responsible for the proper care and custody of any state-owned personal tangible property and real property furnished for Contractor's use in connection with the performance of this contract, and Contractor will reimburse FHSU for such property's loss or damage caused by Contractor, normal wear and tear excepted.
21. **Prohibition of Gratuities:** Neither the Contractor nor any person, firm or corporation employed by the Contractor in the performance of this contract shall offer or give any gift, money or anything of value or any promise for future reward or compensation to any FHSU employee at any time.

22. **Retention of Records:** Unless FHSU specifies in writing a different period of time, the Contractor agrees to preserve and make available all of its books, documents, papers, records and other evidence involving transactions related to this contract for a period of five (5) years from the date of the expiration or termination of this contract.

Matters involving litigation shall be kept for one (1) year following the termination of litigation, including all appeals, if the litigation exceeds five (5) years.

The Contractor agrees that authorized federal and state representatives, including but not limited to, personnel of FHSU; independent auditors acting on behalf of state and/or federal agencies shall have access to and the right to examine records during the contract period and during the five (5) year post-contract period. Delivery of and access to the records shall be at no cost to FHSU.

23. **Antitrust:** If the Contractor elects not to proceed, the Contractor assigns to FHSU all rights to and interests in any cause of action it has or may acquire under the anti-trust laws of the United States and FHSU relating to the particular products or services purchased or acquired by FHSU pursuant to this contract.

24. **Modification:** This contract shall be modified only by the written agreement of the parties with the approval of the PNC. No alteration or variation of the terms and conditions of the contract shall be valid unless made in writing and signed by the parties. Every amendment shall specify the date on which its provisions shall be effective.

25. **Assignment:** The Contractor shall not assign, convey, encumber, or otherwise transfer its rights or duties under this contract without the prior written consent of the University.

This contract may terminate in the event of its assignment, conveyance, encumbrance or other transfer by the Contractor without the prior written consent of the University.

26. **Third Party Beneficiaries:** This contract shall not be construed as providing an enforceable right to any third party.

27. **Captions:** The captions or headings in this contract are for reference only and do not define, describe, extend, or limit the scope or intent of this contract.

28. **Severability:** If any provision of this contract is determined by a court of competent jurisdiction to be invalid or unenforceable to any extent, the remainder of this contract shall not be affected and each provision of this contract shall be enforced to the fullest extent permitted by law.

29. **Governing Law:** This contract shall be governed by the laws of the State of Kansas and shall be deemed executed at Hays, Ellis County, Kansas, unless otherwise specified and agreed upon by FHSU.

30. **Jurisdiction:** The parties shall bring any and all legal proceedings arising hereunder in the State of Kansas, District Court of Ellis County, unless otherwise specified and agreed upon by FHSU. The United States District Court for the State of Kansas sitting in Topeka, Shawnee County, Kansas, shall be the venue for any federal action or proceeding arising hereunder in which the State is a party.

31. **Mandatory Provisions:** The provisions found in Contractual Provisions Attachment (DA-146a) which is attached are incorporated by reference and made a part of this contract.

32. **Integration:** This contract, in its final composite form, shall represent the entire agreement between the parties and shall supersede all prior negotiations, representations or agreements, either written or oral, between the parties relating to the subject matter hereof. This contract between the parties shall be independent of and have no effect on any other contracts of either party.



33. **Criminal Or Civil Offense:** Any conviction for a criminal or civil offense of an individual or entity that controls a company or organization or will perform work under this contract that indicates a lack of business integrity or business honesty must be disclosed. This includes (1) conviction of a criminal offense as an incident to obtaining or attempting to obtain a public or private contract or subcontract or in the performance of such contract or subcontract; (2) conviction under state or federal statutes of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property; (3) conviction under state or federal antitrust statutes; and (4) any other offense to be so serious and compelling as to affect responsibility as a state contractor. For the purpose of this section, an individual or entity shall be presumed to have control of a company or organization if the individual or entity directly or indirectly, or acting in concert with one or more individuals or entities, owns or controls 25 percent or more of its equity, or otherwise controls its management or policies. Failure to disclose an offense may result in disqualification of the bid or termination of the contract.
34. **Injunctions:** Should FHSU be prevented or enjoined from proceeding with the acquisition before or after contract execution by reason of any litigation or other reason beyond the control of the University, vendor shall not be entitled to make or assert claim for damage by reason of said delay.
35. **Statutes:** Each and every provision of law and clause required by law to be inserted in the contract shall be deemed to be inserted herein and the contract shall be read and enforced as though it were included herein. If through mistake or otherwise any such provision is not inserted, or is not correctly inserted, then on the application of either party the contract shall be amended to make such insertion or correction.
36. **Materials and Workmanship:** The Contractor shall perform all work and furnish all supplies and materials, machinery, equipment, facilities, and means, necessary to complete all the work required by this solicitation, within the time specified, in accordance with the provisions as specified.

The contractor shall be responsible for all work put in under these specifications and shall make good, repair and/or replace, at the contractor's own expense, as may be necessary, any defective work, material, etc., if in the opinion of Fort Hays State University said issue is due to imperfection in material, design, workmanship or contractor fault.

37. **Industry Standards:** If not otherwise provided, materials or work called for in this contract shall be furnished and performed in accordance with best established practice and standards recognized by the contracted industry and comply with all codes and regulations which shall apply.
38. **Federal, State and Local Taxes:** Unless otherwise specified, the RFP price shall include all applicable federal, state and local taxes. The successful vendor shall pay all taxes lawfully imposed on it with respect to any product or service delivered in accordance with this RFP. **FHSU is exempt from state sales or use taxes and federal excise taxes for direct purchases. These taxes shall not be included in the vendor's price quotation.**

The University makes no representation as to the exemption from liability of any tax imposed by any governmental entity on the Contractor.

39. **Accounts Receivable Set-Off Program:** If, during the course of this contract the Contractor is found to owe a debt to the State of Kansas, agency payments to the vendor may be intercepted / setoff by the State of Kansas. Notice of the setoff action will be provided to the Contractor. Pursuant to K.S.A. 75-6201 et seq., Contractor shall have the opportunity to challenge the validity of the debt. If the debt is undisputed, the Contractor shall credit the account of the agency making the payment in an amount equal to the funds intercepted.

K.S.A. 75-6201 et seq. allows the Director of Accounts & Reports to setoff funds the State of Kansas owes Contractors against debts owed by the Contractors to the State of Kansas. Payments setoff in this manner constitute lawful payment for services or goods received. The Contractor benefits fully from the payment because its obligation to the State is reduced by the amount subject to setoff.

40. **Immigration and Reform Control Act of 1986 (IRCA):** All contractors are expected to comply with the Immigration and Reform Control Act of 1986 (IRCA), as may be amended from time to time. This Act, with certain limitations, requires the verification of the employment status of all individuals who were hired on or after November 6, 1986, by the contractor as well as any subcontractor or sub-contractors. The usual method of verification is through the Employment Verification (I-9) Form.

With the submission of this bid, the contractor hereby certifies without exception that such contractor has complied with all federal and state laws relating to immigration and reform. Any misrepresentation in this regard or any employment of persons not authorized to work in the United States constitutes a material breach and, at FHSU's option, may subject the contract to termination and any applicable damages.

Unless provided otherwise herein, all contractors are expected to be able to produce to FHSU any documentation or other such evidence to verify Contractor's IRCA compliance with any provision, duty, certification or like under the contract.

41. **Worker Misclassification:** The contractor and all lower tiered subcontractors under the contract shall properly classify workers as employees rather than independent contractors and treat them accordingly for purposes of workers' compensation insurance coverage, unemployment taxes, social security taxes, and income tax withholding. Failure to do so may result in contract termination.
42. **Definitions:** A glossary of common procurement terms used by the State of Kansas is available at <http://da.ks.gov/purch>, under "Purchasing Forms".
43. **Graphic Identity Standards and Use of University Marks:** Compliance with FHSU Graphic Identity Standards and Use of University Marks Policies is required and may not be waived with equivalents.
44. **Definite Quantity Contract:** This Request is for a close-ended contract between the vendor and FHSU to furnish a predetermined quantity of a good or service in a given period of time.
45. **Off-Shore Sourcing:** Bidders shall disclose in their bid response the location where the contracted services will be performed and whether or not any of the work necessary to provide the contracted services will be performed at a site outside the United States.

If, during the term of the contract, the Contractor or subcontractor moves work previously performed in the United States to a location outside of the United States, the Contractor shall immediately notify the FHSU Purchasing Office in writing, indicating the new location and the percentage of work relocated.

46. **On-Site Inspection:** Failure to adequately inspect the premises shall not relieve the successful vendor from furnishing without additional cost to FHSU any materials, equipment, supplies or labor that may be required to carry out the intent of this RFP. Submission of a bid shall be construed as evidence that the vendor has made necessary examination, inspection and investigation. Failure to properly inspect the site may result in rejection of the vendor's bid.
47. **Experience:** All bidders are preferred to have a minimum of three (3) years continuous active participation in the applicable industry, providing equipment/services comparable in size and complexity to those specified herein.
- Bidders may be required to furnish information supporting the capability to comply with conditions for bidding and fulfill the contract if receiving an award of contract. Such information may include, but not be limited to, a list of similar size and type projects the Bidder has completed.
48. **Prices:** Prices shall remain firm for the entire contract period and subsequent renewals. Prices quoted shall be net delivered, including all trade, quantity and cash discounts. Any price reductions available during the contract period shall be offered to FHSU. Failure to provide available price reductions may result in termination of the contract.

49. **Payment:** Payment Terms are Net 30 days. Payment date and receipt of order date shall be based upon K.S.A. 75-6403(b). This Statute requires Fort Hays State University to pay the full amount due for goods or services on or before the 30<sup>th</sup> calendar day after the date Fort Hays State University receives such goods or services or the bill for the goods and services, whichever is later, unless other provisions for payment are agreed to in writing by the vendor and Fort Hays State University. NOTE: If the 30<sup>th</sup> calendar day noted above falls on a Saturday, Sunday, or legal holiday, the following workday will become the required payment date.

Payments shall not be made for costs or items not listed in the vendor's response.

50. **Unit Pricing:** Each item required by the bid must be individually priced (i.e. priced per single unit) and be able to be ordered individually.
51. **Upgrades:** Bidders shall indicate the upgrade price and policy for any software, firmware, or hardware upgrades anticipated for the equipment bid. If the upgrades are provided without cost, this should be indicated.
52. **Shipping and F.O.B. Point:** Unless otherwise specified, bid prices shall be F.O.B. DESTINATION, PREPAID AND ALLOWED (included in the price bid), which means delivered to FHSU's receiving dock or other designated point as specified in this RFP without additional charge. Shipments shall be made in order to arrive at the destination at a satisfactory time for unloading during receiving hours.
53. **Deliveries:** All orders shall be shipped FOB destination, prepaid and allowed clearly marked with the purchase order number. If delays in delivery are anticipated, the Contractor shall immediately notify the Fort Hays State University of the revised delivery date or partial delivery date. The order may be cancelled if delivery time is unsatisfactory. The Contractor shall inform the FHSU Purchasing Office of any supply or delivery problems. Continued delivery problems may result in termination of the contract.

In the event delivery minimums apply, bidders shall submit that information with their bid response.

54. **Charge Back Clause:** If the contractor fails to deliver the product within the delivery time quoted on the contract, FHSU reserves the right to purchase the product from the open market and charge back the difference between contract price and open market price to the contractor.
55. **Demonstration Requirements:** A demonstration of the selected devices/equipment/solution for FHSU may be required before final contract approval. FHSU reserves the right to request said devices/equipment/solution fully configured/operational for testing, which shall be furnished at no expense to FHSU within ten (10) days after receipt of request. Devices/equipment will be returned at the bidder's expense if found to be non-compliant with the specifications as set forth in this RFP.
56. **Equipment:** All proposed equipment, equipment options, and hardware expansions must be identified by manufacturer and model number and descriptive literature of such equipment must be submitted with the bid.
57. **Implied Requirements:** All products and services not specifically mentioned in RFP, but which are necessary to provide the functional capabilities described by the specifications, shall be included. Other products required to make the described software functional shall be identified in the vendor's response.
58. **Warranty:** Bidders shall indicate the type and extent of the warranty for all equipment, hardware, software, and services proposed. FHSU requires a "standard" warranty of a specific amount of days, or one (1) year, whichever is greater. This warranty shall be included in the cost of the equipment.

The successful bidder will be the sole point of contact on any problems with the equipment or systems during the warranty period.

The Contractor shall be responsible for all work performed under these specifications. The Contractor shall make good, repair and replace, at the Contractor's own expense, as may be necessary, any defective work, material

acceptance, if in the opinion of the FHSU Purchasing Office said defect is due to imperfection in material, design, or workmanship for the warranty period specified.

59. **Acceptance:** No contract provision or use of items by FHSU shall constitute acceptance or relieve the vendor of liability in respect to any expressed or implied warranties.
60. **Ownership:** All data, forms, procedures, software, manuals, system descriptions and work flows developed or accumulated by the Contractor under this contract shall be owned by FHSU. The Contractor may not release any materials without the written approval of FHSU.
61. **Software Code and Intellectual Property Rights:** As applicable, all original software and software code and related intellectual property developed or created by the Contractor in the performance of its obligations under this Contract or any Task Order issued under this Contract, shall become the sole property of the State of Kansas. The Contractor will surrender all original written materials, including any reports, studies, designs, drawings, specifications, notes, documents, software and documentation, computer-based training modules, electronically or magnetically recorded material, used to develop this software and/or software code and related intellectual property to the state entity for which it was developed.
62. **Data:** Any and all data required to be provided at any time during the bid process or contract term shall be made available in a format as requested and/or approved by FHSU.
63. **Submission of the Bid:** Submission of the bid will be considered presumptive evidence that the vendor is conversant with local facilities and difficulties, the requirements of the documents and of pertinent State and/or local codes, state of labor and material markets, and has made due allowances in the RFP for all contingencies. Later claims for labor, work, materials, equipment, and tax liability required for any difficulties encountered which could have foreseen will not be recognized and all such difficulties shall be properly taken care of by Contractor at no additional cost to FHSU.
64. **Alternate Proposals/Equivalent Items:** Bids on goods and services comparable to those specified herein are invited. Whenever a material, article or piece of equipment is identified in the specifications by reference to a manufacturer's or vendor's name, trade name, catalog number, etc., it is intended to establish a standard, unless otherwise specifically stated. Any material, article or equipment of other manufacturers or vendors shall perform to the standard of the item specified. Equivalent bids must be accompanied by sufficient descriptive literature and/or specifications to provide for detailed comparison. Samples of items, if required, shall be furnished at no expense to the university and if not destroyed in the evaluation process, shall be returned at vendor's expense, if requested.
- FHSU reserves the right to determine and approve or deny "equivalency" in comparison of alternate bids.
65. **Certification of Materials Submitted:** The response to this RFP, together with the specifications set forth herein and all data submitted by the vendor to support the response including brochures, manuals, and descriptions covering the operating characteristics of the item(s) proposed, shall become a part of any contract between the successful vendor and FHSU. Any written representation covering such matters as reliability of the item(s), the experience of other users, or warranties of performance shall be incorporated by reference into the contract.
66. **Inspection:** FHSU reserves the right to reject, on arrival at destination, any items which do not conform with specification of this RFP.
67. **New Materials, Supplies or Equipment:** Unless otherwise specified, all materials, supplies or equipment offered by a vendor shall be new, unused in any regard and of most current design. All materials, supplies and equipment shall be first class in all respects. Seconds or flawed items will not be acceptable. All materials, supplies or equipment shall be suitable for their intended purpose and, unless otherwise specified, fully assembled and ready for use on delivery.
68. **Vendor Contracts:** Include a copy of any contracts, agreements, licenses, warranties, etc. proposed. (State of Kansas form DA-146a remains a mandatory requirement in all contracts.)

69. **Contract Price:** University-wide contracts are awarded by the FHSU Purchasing Office to take advantage of volume discount pricing for goods and services that have a recurring demand from one or more department. However, if a University department locates a vendor that can provide the **identical item** at a **lower price**, a waiver to "buy off state contract" may be granted by the FHSU Purchasing Office.
70. **Transition Assistance:** In the event of contract termination or expiration, Contractor shall provide all reasonable and necessary assistance to FHSU to allow for a functional transition to another vendor.
71. **Award:** Award will be by line item or group total, whichever is in the best interest of FHSU.
72. **Acceptance:** Acceptance of Bid and Agreement is formalized upon execution of a contract and issuance of an FHSU purchase order, which incorporates all terms of this RFP, and corresponding execution of FHSU marks licensing agreement by the parties.

## Section 4 SPECIFICATIONS

### Project Overview

1. Describe the purpose of the marketing communications what they expected to convey.
  - a. Fort Hays State University Marketing Department is needing update marketing content developed for the website and the inbound marketing tactics.
  - b. This project will consist of these elements
    - i. Academic Department Research and content gathering
      1. Utilizing a template, created by University Marketing, to guide the research into each academic department and the variety of programs they offer.
        - a. FHSU currently has 32 departments, but by the fall of 2023, this number will be reduced to 26 departments. The new department structure will be how we focus this research.
        - b. The template will be designed to capture the following information for program of study pages. Here is an example-  
<https://www.fhsu.edu/academic/programs/construction-management>
          - i. About Department
          - ii. About each program of study, including: bachelor's degrees, graduate degrees (master's, Ed.D., Ed.S., DNP), associates degrees, minors, and certificates.
          - iii. Careers that one can get after receiving this degree
          - iv. Courses offered
          - v. Related Programs
          - vi. Student Organizations
          - vii. Internships
          - viii. Cutting-edge technology and facilities or experiential learning opportunities.
      2. Review our admissions, application, financial aid, scholarship, and tuition pages. Work with the departments of the Registrar, Financial Aid, Admissions, FHSU Online, International Student Services, The Graduate School to update information.
        - a. Utilizing this research, recommend a plan for updating and consolidating this information so that we can maintain accuracy and make it easier for the user to find the information.
    - ii. Keyword Research
      1. Keyword research is needed for our program of study pages, blog posts, and most critical pages for admission, financial aid, and tuition

- a. There needs to be a focus on providing a plan that will improve our search engine rank for these pages as well as align with the information needs of prospective online and on-campus students.

### iii. Content Audit

1. Review current website, email, and blog content and address areas we need to improve to align with the department and keyword research findings.
  - a. Also, recommend a plan for updating and consolidating website information regarding admission requirements, financial aid, scholarships, and tuition, so that we can maintain accuracy and make it easier for the user to find the information.

### iv. Content Creation

1. Work with University Marketing and other key stakeholders from across the university to develop/refine a consistent voice for all marketing content including but not limited to the website, emails, blog posts, print materials, and digital advertising.
  2. Create content for the program of study pages, admissions, financial aid, scholarships, and tuition.
    - a. Website- Up to 300 pages
    - b. Blog Posts- 100 new posts
    - c. Emails- 300 program specific emails
    - d. Inbound content- 12
      - i. Checklists- 3
      - ii. Ebooks- 6
      - iii. Budgeting and comparison checklist- 2
      - iv. Interactive quiz- 1
        1. Questions and answers that help a prospective define a list of possible majors that are available at FHSU.
  - c. The content research and creation staff will work closely members of the University Marketing team.
    - i. The University Marketing Team will
      1. Coordinate discussions with university stakeholders.
      2. Provide content priorities.
      3. Give final approval on projects.
2. What is the deadline for the completion? Dates listed assume that this project starts by **late June or early July 2023**. Also, completion dates are for all items to be completed. We hope to be able to prioritize content areas and complete those as we go.

Phase I:

- a. Information gathering from academic departments to be completed by September 2023
- b. Keyword Research completed by September 2023
- c. Content audit completed by September 2023

Phase II:

- a. Inbound content completed October 2023
  - b. Webpages completed by March 2024
  - c. Emails completed by April 2024.
  - d. Blog posts completed by May 2024.
3. In addition to completing the other requirements of the RFP, please submit three samples of your work.



**Section 5**  
**COST PROPOSAL**

*Must be submitted separately from the Technical Proposal, unless otherwise specified.  
(See Response Section, #1)*

**Vendor Name:** \_\_\_\_\_

Please provide detailed information and pricing below.

**Phase I:**

- a. Information gathering from academic departments \$ \_\_\_\_\_
- b. Keyword Research \$ \_\_\_\_\_
- c. Content audit \$ \_\_\_\_\_

**Phase II:**

- a. Inbound content completed October 2023 \$ \_\_\_\_\_
- b. Webpages completed by March 2024 \$ \_\_\_\_\_
- c. Emails completed by April 2024 \$ \_\_\_\_\_
- d. Blog posts completed by May 2024 \$ \_\_\_\_\_

**Other:**

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

State of Kansas  
Fort Hays State University  
DA-146a (Rev. 12/19)

### CONTRACTUAL PROVISIONS ATTACHMENT

**Important:** This form contains mandatory contract provisions and must be attached to or incorporated in all copies of any contractual agreement. If it is attached to the vendor/contractor's standard contract form, then that form must be altered to contain the following provision:

"The Provisions found in Contractual Provisions Attachment (Form DA-146a, Rev. 12/19), which is attached hereto, are hereby incorporated in this contract and made a part thereof."

The parties agree that the following provisions are hereby incorporated into the contract to which it is attached and made a part thereof.

1. **Controlling Provisions:** It is expressly agreed that the terms of each and every provision in this attachment shall prevail and control over the terms of any other conflicting provision in any other document relating to and a part of the contract in which this attachment is incorporated. Any terms that conflict or could be interpreted to conflict with this attachment are nullified.
2. **Disclaimer Of Liability:** No provision of this contract will be given effect that attempts to require Fort Hays State University or any of its affiliates ("University") to defend, hold harmless, or indemnify any contractor or third party for any acts or omissions. The terms, conditions, and limitations of liability of the State of Kansas, the University, and their employees are defined under the Kansas Tort Claims Act (K.S.A. 75-6101 et seq.).
3. **Termination Due To Lack Of Funding Appropriation:** If, in the judgment of the Director of Accounts and Reports, Department of Administration, sufficient funds are not appropriated to continue the function performed in this agreement and for the payment of the charges hereunder, the University may terminate this agreement at the end of its current fiscal year. The University agrees to give written notice of termination to contractor at least 30 days prior to the end of its current fiscal year, and shall give such notice for a greater period prior to the end of such fiscal year as may be provided in this contract, except that such notice shall not be required prior to 90 days before the end of such fiscal year. Contractor shall have the right, at the end of such fiscal year, to take possession of any equipment provided under the contract for which it has not been paid. The University will pay contractor all regular contractual payments incurred through the end of such fiscal year, plus contractual charges incidental to the return of any such equipment. Upon termination of the agreement under this provision, title to any such equipment shall revert to contractor at the end of the University's current fiscal year. The termination of the contract pursuant to this paragraph shall not cause any penalty to be charged to the agency or the contractor.
4. **Kansas Law and Venue:** All matters arising out of or related to this agreement shall be subject to, governed by, and construed according to the laws of the State of Kansas, and jurisdiction and venue of any suit arising out of or related to this agreement shall reside only in courts located in the State of Kansas.
5. **Required Non-Discrimination Provision:** Contractor agrees to comply with all applicable state and federal anti-discrimination laws. Contractor specifically agrees: (a) to comply with the Kansas Act Against Discrimination (K.S.A. 44-1001 et seq.) and the Kansas Age Discrimination in Employment Act (K.S.A. 44-1111 et seq.) and the applicable provisions of the Americans With Disabilities Act (42 U.S.C. 12101 et seq.) (ADA) and to not discriminate against any person because of race, religion, color, sex, disability, national origin or ancestry, or age in the admission or access to, or treatment or employment in, its programs or activities; (b) to include in all solicitations or advertisements for employees, the phrase "equal opportunity employer"; (c) to comply with the reporting requirements set out at K.S.A. 44-1031 and K.S.A. 44-1116; (d) to include those provisions in every subcontract or purchase order so that they are binding upon such subcontractor or vendor; (e) that a failure to comply with the reporting requirements of (c) above or if the contractor is found guilty of any violation of such acts by the Kansas Human Rights Commission or if it is determined that the contractor has violated applicable provisions of ADA, such violation(s) shall constitute a breach of contract and the contract may be cancelled, terminated or suspended, in whole or in part, by the University. The provisions of this paragraph (except the provisions relating to the ADA) are not applicable to a contractor who employs fewer than four employees during the term of such contract or whose contracts with the University cumulatively total \$5,000 or less during the fiscal year.

**Contractor shall abide by the requirements of 41 CFR §§ 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take**

**affirmative action to employ and advance individuals in employment without regard to race, color, religion, sex, national origin, protected veteran status or disability.**

6. **Acceptance Of Contract:** This contract shall not be considered accepted, approved or otherwise effective until the statutorily required approvals and certifications have been given.
7. **Arbitration, Damages, Warranties:** Notwithstanding any language to the contrary, no interpretation of this contract shall find that the University has agreed to binding arbitration, or the payment of damages or penalties. Further, the University does not agree to pay attorney fees, costs, or late payment charges beyond those available under the Kansas Prompt Payment Act (K.S.A. 75-6403), and no provision will be given effect that attempts to exclude, modify, disclaim or otherwise attempt to limit any damages or rights of action available to the University at law, including but not limited to the implied warranties of merchantability and fitness for a particular purpose.
8. **Authority To Contract:** By signing this contract, the representative of the contractor thereby represents that such person is duly authorized by the contractor to execute this contract on behalf of the contractor and that the contractor agrees to be bound by the provisions thereof.
9. **Responsibility For Taxes:** The University shall not be responsible for, nor indemnify a contractor for, any federal, state or local taxes which may be imposed or levied upon the subject matter of this contract.
10. **Insurance:** The University shall not be required to purchase any insurance against loss or damage to property or any other subject matter relating to this contract, nor shall this contract require the University to establish a "self-insurance" fund to protect against any such loss or damage.
11. **Information/Confidentiality:** As a state agency, the University's contracts are generally public records. Accordingly, no provision of this contract shall restrict the University's ability to produce this contract in response to a lawful request or from otherwise complying with the Kansas Open Records Act (K.S.A. 45-215 et seq.). Moreover, no provision of this contract shall be construed as limiting the Legislative Division of Post Audit from having access to information pursuant to K.S.A. 46-1101 et seq.
12. **The Eleventh Amendment:** The Eleventh Amendment is an inherent and incumbent protection of the State of Kansas and need not be reserved, but the University here reiterates that nothing in or related to this contract shall be deemed a waiver of the Eleventh Amendment.
13. **Campaign Contributions / Lobbying:** Funds provided through a grant award or contract shall not be given or received in exchange for the making of a campaign contribution. No part of the funds provided through this contract shall be used to influence or attempt to influence an officer or employee of any State of Kansas agency or a member of the Legislature regarding any pending legislation or the awarding, extension, continuation, renewal, amendment or modification of any government contract, grant, loan, or cooperative agreement.
14. **Privacy of Student Records:** Contractor understands that the University is subject to FERPA (Family Educational Rights and Privacy Act, 20 U.S.C. § 1232g) and agrees to handle any student education records it receives pursuant to this Agreement in a manner that enables the University to be compliant with FERPA and its regulations. Contractor agrees to protect the privacy of student data and educational records in a commercially reasonable manner and shall not transmit, share, or disclose any data about a student without the student's written consent, except to other University officials who seek the information within the context of his/her professionally assigned responsibilities and used within the context of official University business. Contractor shall promptly report to the University any disclosure of University's student educational records.
15. **Boycotts of Israel Prohibited:** Kansas 2018 HB 2482 generally prohibits the University from entering into a contract with a company to acquire or dispose of services, supplies, information technology or construction, unless such company submits a written certification that such company is not currently engaged in a boycott of Israel. For the purposes of this Section, "company" means an organization, association, corporation, partnership, venture or other entity, its subsidiary or affiliate, that exists for profitmaking purposes or to otherwise secure economic advantage. Accordingly, by executing this contract, Contractor hereby certifies that it is not currently engaged in a boycott of Israel.
16. **Harassment Policy:** Fort Hays State University prohibits sexual harassment, discrimination, and retaliation. The University's applicable policies on sexual harassment, discrimination, and retaliation are available at <https://fhsu.edu/policies/documents/harassment-policy/index.pdf> and include the procedures for submitting a complaint of sexual harassment, discrimination, or retaliation, including an anonymous complaint. Contractor and its employees, officials, agents, or subcontractors shall at all times comply with the University's policies on sexual harassment, discrimination, and retaliation.