

## **SCOPE OF WORK**

### **ABOUT THE UNIVERSITY OF NEW MEXICO**

The University of New Mexico is a nationally preeminent, public research university located in Albuquerque, New Mexico, the state's largest metropolitan area. Founded in 1889 as New Mexico's flagship institution, UNM is now a global community, leading the way in education, innovation, health care and community service. Its distinct programs and faculty attract students from around the world, representing nearly 100 countries and every state in the nation. As one of the first minority-majority universities, UNM represents a cross-section of cultures and backgrounds.

UNM boasts an outstanding faculty, several of whom are members of national academies and serve as expert sources for The New York Times, The New Yorker, The Los Angeles Times, Newsweek, Business Week, the Today Show, CNN, NOVA and National Geographic, among others. Their expertise and dedication make UNM the ideal place to pursue their intellectual passions.

UNM offers more than 200 degree and certificate programs, with top rankings for its degrees in rural medicine, nursing-midwifery, photography, family medicine, and clinical law. In addition to the main campus in Albuquerque, there are branch campuses in Gallup, Los Alamos, Taos, and Valencia County, plus the UNM West campus in Rio Rancho. UNM's Extended Learning programs offer Instructional Television, online and correspondence courses for students who cannot come to main campus or choose to take classes in alternative formats.

Research at UNM injects millions into the New Mexico economy, funds advancements in health care, and augments teaching by giving students valuable hands-on training in state-of-the-art laboratories. The University's Health Sciences Center is the state's largest integrated health care treatment, research and education organization, and University Hospital boasts New Mexico's only Level 1 Trauma Center.

The campus libraries, museums, galleries and performance spaces are rich cultural resources for the state. Home to the Lobos and contenders in the Mountain West Conference, UNM athletics draws fans from all over nation. University Arena, more commonly known as The Pit, has been named as one of the best basketball arenas in the nation.

In 2014, UNM celebrated the 125th anniversary. Once known as the "College on the Mesa," UNM extended its international footprint, and has offices in Mexico and China. Serving as an advocate for international programs on campus, the Global Education Office (GEO) provides services to international students and scholars coming to UNM, coordinates opportunities for UNM students to study overseas, and offers intensive English language programs to students interested in studying in the U.S. It helps to prepare UNM faculty, administrators and students to understand and work effectively in a complex and rapidly changing global community.

Steeped in New Mexico American Indian and Hispanic cultures, shaped by the rugged individualism of the Wild West, and honed by modern influences, UNM offers a truly unique college experience – combining the personalized, intellectually challenging environment of a small liberal arts college with the diversity and flexibility of a large research university. University today has nearly 36,000 students; more than 10,000 faculty and staff; 162,000 living alumni world-wide (98,500 in state), 15 academic units and 5 campuses. UNM is home to the UNM Health Sciences Center, the largest academic health complex in the state. From its beginnings, UNM has attracted teachers and students of uncommon talent and commitment.

### **CURRENT MARKETING AND COMMUNICATION RESOURCES**

UNM's University Communication and Marketing (UCAM) team is made up of 16 professionals. UCAM is the primary source for accurate and current information about the University of New Mexico. The office advances UNM's position as the state's flagship university and a leader in higher education by promoting the University's people, programs, and educational philosophy, and by publicizing its achievements and resources to a wide array of internal and external audiences. Our professional staff works with external news organizations, creates and maintains a strategic web and social media presence, and produces a range of marketing materials and multimedia content to ensure clear, concise communication of ideas and initiatives. UCAM provides leadership in the areas of strategic planning and issues management, strategic communications and message development, marketing and branding initiatives, electronic communications, visual media and design.

## **PURPOSE**

University Communication and Marketing (UCAM) at the University of New Mexico seeks a partnership with a comprehensive, experienced marketing research and creative agency for the purpose of assisting in the development, communication (internal and external) and implementation of a campus-wide integrated marketing and branding initiative. The *objectives* of this initiative are:

- to introduce the campus community to the concepts and benefits of integrated marketing and branding Galvanize the community toward a common identity and sense of purpose by uniting various voices of the university under well-defined core positioning for greater awareness and impact;
- to build a sense of pride and loyalty among students, alumni, faculty, and staff, providing a strong foundation for increased fundraising including grants, private support and public support;
- to build a stronger regional and national identity for UNM and guide efforts to position UNM for greatest impact in key markets;
- to distinguish clearly and concisely what is different and unique about The University of New Mexico;
- to enhance the UNM's reputation and rankings among thought leaders and peer university leadership;
- to build awareness and communicate relevance of UNM's distinctive attributes among internal and external audiences in Albuquerque, New Mexico, the nation and the world
- to position UNM as a first-choice preference among top-quality students, faculty and staff, and convert applicants to enrollments;
- to create, disseminate and maintain a university-wide brand message, brand portfolio, and visual identity to ensure that all entities of the university are shown to be part of the whole;
- and to establish quantitative benchmarks that will guide strategic decisions.

## **SITUATION ANALYSIS**

In 1999 the University of New Mexico launched a marketing campaign with the theme "Great People Doing Great Things", which lasted through 2003. In 2007, UNM launched the "Free-Range Thinking" campaign that ran through 2011, largely through geo-targeted digital advertising. UNM has since not had a comprehensive communication and marketing initiative, largely due to a lack of dedicated annual funding.

The University is now ready to engage in a new branding strategy that better defines where the University is today, as well as allows all of UNM to project an image of "one university." UNM President Robert G. Frank, who took office on June 1, 2012, is engaged, enthusiastic and has an ambitious vision for UNM (UNM2020). Our strategic vision offers us an opportunity to build stronger and more productive relationships between UNM and its constituents and communities.

There are several challenges involved in moving forward with an integrated branding and marketing process, but institutional will is not one of them. There is significant support on campus for an integrated branding and marketing effort, and there is strong desire for cooperation and collaboration among the various campus areas.

Significant on-campus education and outreach will be necessary to ensure that the integrated branding and marketing processes and plans, once completed and introduced, are understood, have wide support and thus have the best chance to succeed.

## **SCOPE OF WORK**

It is the intent of the University of New Mexico to solicit proposals from a marketing research and creative agency with a minimum of five (5) years integrated marketing and branding experience and a demonstrated track record of success in integrated branding and marketing initiatives, to partner on a multi-phased process to complete the Purpose as explained above. Response to the RFP should include a detailed timeline for accomplishing these objectives within the general timeframe outlined below. Specifically the process will include:

### **Phase I: Discovery & Assessment**

*Expected duration: 4-6 weeks*

Information gathered during this phase of the project will inform development of the brand strategic framework and creative execution, and would include:

- Conduct an overall project-planning meeting with UCAM.
- Conduct a comprehensive internal audit of the institution, including individual and focused group interviews with key UNM constituencies, and create a presentation with results and recommendations for consideration in the context of discussing institutional identity and branding. RFP response should include detailed plans for interview process and participants.
- Review existing external assessments to understand target audience perceptions (prospective and current students, parents, college counselors, donors, legislators, local businesses, etc.). Identify issues related to awareness, image, competitive positioning, and academic reputation.
- Assessment and review of current brand assets, including SWOT analysis, distinguishing characteristics, positioning, messaging and creative development, recommendation and deployment of specific research tools and tactics needed to gain additional strategic insights.
- Competitive analysis of peer institutions' brand and market positions.
- Analysis of findings and recommendations for branding and marketing.

### **Phase II: Develop Brand Strategic Framework**

*Expected duration: 4-6 weeks*

This phase will include development of target audience, brand positioning, brand promise, overarching creative concept and communications strategy. Based on research results and information gathered in the discovery phase of the project:

- Prioritize target audiences and conduct an analysis of current versus desired positioning.
- Develop and refine the University of New Mexico's brand portfolio (brand promise, brand attributes, core themes and messages, sub-brands, key messages).
- Test the brand promise and message internally.
- Provide guidance and assistance in implementing an assessment process, to include follow-up research that will compare results to initial benchmarks.
- Develop comprehensive creative brief and roadmap for creative execution.

### **Phase III: Creative Brand Concept Development**

*Expected duration: 2 months*

- Develop at least two brand concepts that will serve as potential directions for voice, look and feel of creative.
- Develop and present mock-ups based on brand concepts.
- Create presentation of selected brand concept.

### **Phase IV: University-wide Brand Rollout**

*Expected duration: 1 month*

Present plans for a campus-wide brand roll-out, as well as a comprehensive marketing and communication plans.

- Plan a major on-campus rollout event.
- Develop a presentation for campus-wide rollout of marketing and branding initiative that will engage the campus community at important points in the process, gain support and buy-in, and create understanding of the process and the value of consistent brand marketing.
- Assist in planning and implementation of an internal and external brand training process and brand guidelines for employees and vendors.

**Phase V: Brand Execution**  
*Expected duration: ongoing*

- Provide full-service marketing and creative support including development / production of television and radio spots, create print and online advertising, and provide media planning.
- The agency creative director / producer should demonstrate ability to provide variation in production output tailored to UNM's budget.

**PERIOD OF PERFORMANCE**

The initial term of the contract(s) awarded as a result of this RFP shall be for a period of four (4) years following the date of the award. The University reserves the option to renew a resultant contract if such renewal is mutually agreed to and found to be in the best interest of the University. Renewal options will be exercised in one year increments and in accordance with 13-1-150 NMSA, 1978.

**SERVICES AGREEMENT**

The successful respondent may be required to enter into the Sample Services Agreement.