

Westfield State University

RFP 2018-007

Strategic Marketing Consultant Services

Vendors		The Advisory Board	Ruffalo Noel Sentz	Lisa Malina DeHoff LLC
W9 T&C, NI, TX Addendum 1		✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓
		Comments	Comments	Comments
Marketing Campaign to Prospective student & inquiry pool	40%	35 Good	35 Good	35 Good
Review of Marketing Campaign to applied, accepts & deposit pools	20%	18 Good Strategy lots of experience	20 lots of detail and experience in mcr	18
Institutional Image brand & competitor analysis	20%	10 not as strong as RNL	20 Strong customer comp. and market research	18 Average approach Good Sample
In-House capability vs outsourcing	10%	5 No promising capabilities	10 all in house	0 Combined bid w/ 3 vendors
Cost of Proposed Scope of work	10%	0 Way out of line w/ budget no	10 Slightly over but in line	2 out of line for both searches
<b>Total for Written Proposal 100 Points</b>		68	95	73
<b>TOTAL COST OF PROPOSAL</b>	\$	\$366,331.	Opt: \$144,000 B \$114,750.	Fr: \$144,000 Sr: \$73,000.

Note: Procurement must receive and approve of your bid recommendation prior to bid award.

TO: Procurement Officer

From: Daniel Forster

Recommended Action: Ruffalo Noel Sentz

Signature: Daniel Forster Daniel Forster

Bids Opened by: [Signature] Witnessed by: [Signature]

WESTFIELD STATE UNIVERSITY ADMINISTRATIVE SERVICES

OCT 11 2017

RECEIVED

Date & Time 09-28-17