



To: Karen Walls

From: Jamie Loftin, Committee Chair

Date: March 18, 2016

Re: Global Campus Communications/Marketing RFP R590105

Dear Karen,

The evaluation committee has completed the review and evaluation of proposals for Communications/Marketing Services under RFP R590105. Proposals were received from the following vendors:

1. Blackboard
2. Bernstein-Rein Advertising Agency
3. Educational Marketing Group
4. BGAD Group

The evaluation committee independently reviewed the submitted proposals and completed individual scoring sheets for each vendor. The top three vendors (Blackboard, Educational Marketing Group, and Bernstein-Rein Advertising Agency) were invited to present via Skype. The interviews were conducted on March 8, 2016, with all committee members present or participating via phone. Following the presentations, the committee discussed the presentations and developed some final questions to submit back to the vendors. References were checked, and each committee member was asked to independently rank the top three vendors.

**The committee recommends the award of Communications/Marketing Services – RFP R590105 to the Educational Marketing Group.** Evaluations forms and supporting documentation have been forwarded to your office.

The committee wishes to thank each respondent for their interest in doing business with the University of Arkansas and for their efforts in responding to this RFP.

Thank you for your assistance with this RFP process.

Best regards,

Jamie Loftin  
Assistant Vice Provost for Distance Education Administration

**Global Campus Communications/Marketing Services**

**RFP R590105**

**Initial Individual Scoring (Pre-Demo)**

	<b>Educational Marketing Group</b>	<b>Blackboard</b>	<b>Bernstein-Rein</b>	<b>BG AD Group*</b>
<b>Criteria A: Services Defined - 30 pts.</b>				
Reyes	30	30	30	20
Judges	18	20	15	10
Murphy	30	29	28	15
Ridley	29	28	30	25
Smith	25	30	20	0
Loftin	29	28	28	17
<b>Criteria B: Offeror Qualifications - 30 pts.</b>				
Reyes	30	25	20	15
Judges	20	15	15	5
Murphy	29	30	28	10
Ridley	30	28	29	26
Smith	25	25	20	0
Loftin	27	27	22	16
<b>Criteria C: Cost - 20 pts.</b>				
Reyes	10	15	15	5
Judges	15	5	15	10
Murphy	3	15	14	20
Ridley	14	18	16	20
Smith	10	20	10	10
Loftin	15	10	15	12
<b>Criteria D: Evidence of Successful Performance - 20 pts.</b>				
Reyes	15	15	5	5
Judges	15	10	10	5
Murphy	19	20	18	5
Ridley	19	20	18	16
Smith	20	15	10	0
Loftin	19	16	10	7
<b>Total Points</b>	<b>496</b>	<b>494</b>	<b>441</b>	<b>274</b>

\*BG AD Group was not asked to present a demo due to a significantly lower score than the other vendors.

**Global Campus Communications/Marketing Services**  
**RFP R590105**  
**Final Ranking (Post-Demo)**

		<b>Educational</b>		
		<b>Marketing Group</b>	<b>Blackboard</b>	<b>Bernstein-Rein</b>
Reyes	tie for 1	1	1	3
Judges		1	2	3
Murphy		1	2	3
Ridley		1	2	3
Smith		1	2	3
Loftin		1	2	3
<b>Average Ranking</b>		<b>1</b>	<b>1.83</b>	<b>3</b>

Ranking scores are 1, 2, and 3, with 1 as the best score.

