



**UIDP, INC. REQUEST FOR INFORMATION
HBCU President Perspectives E-Magazine
As of July 25, 2022**

I – INTRODUCTION

UIDP, Inc. desires to contract with an independent media/communication firm or individual to develop an electronic publication that will feature the 11 High Research Activity (R2) designated HBCUs. The publication will highlight the research capacity and research strategic goals and focus areas of the universities as presented through the voice of the institution's president/chief executive. Firms responding to this RFI are asked to provide a price quote, at least two previous work samples of content similar in scope of this effort, and a statement of work, including a timeline for submission.

II – BACKGROUND

Companies are interested in deepening engagement with historically black colleges and universities (HBCUs) in areas that support business goals and result in positive outcomes for the HBCUs. An increasing number of companies wish to pursue collaborative research partnerships with HBCUs in addition to talent recruitment efforts. However, HBCUs face a unique set of challenges to identify partnerships and collaboration opportunities that best align with their goals and resource capacity capabilities (e.g., faculty research areas and availability, lab facilities, etc.). As a result, companies that have robust research collaborations with larger universities struggle to effectively identify capabilities and aligned research goals, a necessary step to partner with HBCUs. The purpose of this project is to conduct market research with HBCUs and produce engaging information content, with an aim to provide industry (and other interested parties) with the necessary contextual and research capability information to support fruitful HBCU research collaborations or partnerships.

III – OBJECTIVE

UIDP seeks to provide information to its members and other interested parties on the research focus areas of the university while showcasing the universities for potential research partnership opportunities.

IV – SCOPE OF SERVICES

The selected firm will work on behalf of UIDP to provide the following services.

- A. Perform data gathering and research via interviews with administrative staff and faculty at the 11 R2 HBCUs. UIDP will aid in the introduction of university contacts as required.

- B. Utilize data gathered to develop and prepare 11 articles, each of about 600-800 words in length, as well as standard information for a table (categories may include centers of excellence, key faculty information, current areas of faculty research, etc.).



V - PROJECT DELIVERABLES

The selected contractor will be required to provide the following information in the performance of the contract:

- A. Audio recordings of all university interviews
- B. Submission of at least 1 draft for review and feedback of each university article prior to final article completion and two rounds of edits
- C. 10 articles that are ready for publication. Word Length is limited to 600-800 words. Article format must meet UIDP Style guide requirements, delivered in Microsoft Word format (no layout required).
- D. Market information gathered on each HBCU's research strengths, delivered in Excel.

NOTE: The contractor will be provided details about photography expectations to communicate to the interviewees but will not be responsible for taking photographs. Publication layout is not included as part of this RFI.

VI - PERFORMANCE STANDARDS

The following performance standards will be met:

- A. The services to be performed by the contractor shall be completed by Wednesday, November 30, 2022.
- B. All services of the contractor will begin when an agreement is signed.
- C. Periodic progress reports and writing drafts provided by the contractor will be made to assure that significant progress is maintained throughout the contract period.
- D. The contractor shall perform any additional tasks that may reasonably relate to the project.
- E. We seek all-inclusive, flat rate proposals from proposers. The selected contractor will not request fees or expenses in addition to the contract amount, regardless of the actual time spent or other expenses incurred in preparing the publications.

VII. REQUEST FOR INFORMATION

To receive full consideration, email proposal to info@uidp.net by 5 p.m. on Monday, August 15, 2022.



VIII. TIMELINE

UIDP has set an aggressive timeline to complete this project.

- A. Monday, August 15, 2022 Responses due
- B. Tuesday, August 16, 2022 Submission review commences
- C. Thursday, August 18, 2022 Leading submitters contacted with follow-up as needed
- D. Friday, August 26, 2022 Final selection

IX. REVIEW CRITERIA

- A. Preference will be given to firms owned by graduates of Historically Black Colleges and University (HBCU).
- B. Previous work examples, pricing, and proposed work plan will all be considered.