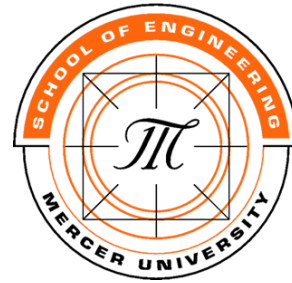


**MUSE Engineering Improvements
Mercer University School of Engineering
Mercer University
Macon, GA 31207**



Date: 22 June 2014

To: TCO 341.3W1 Teams, Summer 2014

From: Dr. Susan Codone, MUSE-EI Subcontract Administrator

Subject: Request for Proposals No. MU-2014-2

INTRODUCTION

MUSE Engineering Improvements (MUSE-EI) invites offerors to submit a proposal to perform one of the projects described under “Scope of Work” in Attachment D in the School of Engineering, Mercer University, Macon, GA. Proposals must be submitted in accordance with the requirements and conditions set forth herein and will be evaluated in a competitive environment.

SOURCE EVALUATION AND SELECTION PROCESS

The proposal evaluation criteria are outlined in Attachment C. Only these criteria will be used in evaluating proposals. Qualified faculty (Dr. Codone) in MUSE-EI shall evaluate proposals. By submission of its proposal, the offeror hereby consents to the disclosure of its proposal contents to such personnel for the purpose of evaluation. There is no commitment made by MUSE-EI to award a contract to any offeror.

CONTRACT AWARD

It is the intent of MUSE-EI to award one fixed-price contract under this RFP. MUSE-EI reserves the right not to make any awards under this solicitation. The award of contracts under this RFP is based on the availability of funds for FY 2014.

CONTRACT DELIVERABLES

The deliverable item of the proposed contract will be the offeror’s described plan for providing the identified services to Mercer University, including schedule and cost. This plan shall be fully described and implementable.

PERIOD OF PERFORMANCE

The period of performance begins upon contract award and shall extend for one year.

PROPOSAL INSTRUCTIONS

An original of each proposal shall be submitted in accordance with the attached Request for Proposal (RFP). The original of the offeror's proposal shall be addressed to:

Dr. Susan Codone, Subcontract Administrator
School of Engineering
Mercer University
Macon, GA 31207
Codone_s@mercer.edu

PROPOSALS WILL BE RECEIVED BY EMAIL UNTIL 5:00 PM LOCAL TIME ON 25 JULY 2014. PROPOSALS RECEIVED AFTER THIS DATE AND TIME SHALL BE RETURNED TO THE OFFEROR.

Offerors intending to submit a proposal shall submit the attached **Notification of Intent** by June 30, 2014 at 7:00pm to MUSE-EI at the above email address. Returning the Notification of Intent will assure that the offeror is entered into the proposal competition and receives all RFP updates.

NOTE: FAILURE TO SUBMIT A NOTIFICATION OF INTENT WITH A STATEMENT OF CAPABILITIES WILL PRECLUDE CONSIDERATION OF YOUR PROPOSAL.

QUESTIONS OR INQUIRIES

Please read the RFP carefully. All questions or inquiries regarding the RFP must be submitted in writing via e-mail to the Subcontract Administrator, Dr. Susan Codone at codone_s@mercer.edu. Replies to questions will be provided via e-mail to all offerors who submit a Notification of Intent.

DISCLAIMER

Neither Mercer University, nor MUSE-EI, nor any of their employees makes any warranty, expressed or implied, or assumes any legal liability or responsibility for accuracy, completeness, or usefulness of any of the information or data attached as appendices or otherwise provided herein as reference material.

CONTENTS OF THE RFP

This RFP consists of this memo and the following attachments:

1. Attachment A, Notification of Intent Form
2. Attachment B, Proposal Preparation
3. Attachment C, Proposal Evaluation Criteria
4. Attachment D, Scope of Work

ATTACHMENT A
NOTIFICATION OF INTENT
RFP NO. MU-2014-2

Please write as a standard business letter.

Date

List Offeror's names: (all team members and email addresses)

Dear Dr. Codone,

Provide a brief description of your chosen project and your proposed plan to accomplish the project.

Please return to: Dr. Susan Codone, Subcontract Administrator
MUSE-EI
Codone_s@mercer.edu
Mercer University
Macon, GA 31207

ATTACHMENT B
PROPOSAL PREPARATION INSTRUCTIONS
RFP NO. MU-2014-2

The offeror's proposal shall describe all the tasks, activities, and plans associated with the project at the School of Engineering, Mercer University. As a minimum, the proposal shall include the following:

1. Letter of Transmittal (*business letter*)
2. Executive Summary (*one page*)
3. Introduction (*one page*)
4. Technical Approach (*your step by step plan – 3-4 pages*)
5. Operations Plan (*management & budget – 3-4 pages*)
6. Conclusion (*one page or less*)

The entire proposal, including diagrams, charts, and appendices, shall be limited to 10-15 pages. Each page shall be formatted to include one-inch margins, single spacing, and 12-point type and include illustrations.

ATTACHMENT C
PROPOSAL EVALUATION CRITERIA
RFP NO. MU-2014-2

The following criteria will be used to evaluate proposals.

1. INTRODUCTION

- ☐ Does the introduction provide background on the problem or opportunity?
- ☐ Is the purpose of the proposal clearly stated?
- ☐ Is the offerer's credibility established?

2. TECHNICAL APPROACH

- ☐ Does the proposal explain specifically and in detail what the offeror's plan will provide and exactly what it will accomplish?
- ☐ Are the objectives and rationale for the proposed solution provided?
- ☐ Are the resources required to implement the proposed solution clearly identified?
- ☐ Is the quality of the proposed equipment and facilities excellent and well documented?
- ☐ Have the offerors clearly stated who will perform the work?
- ☐ What criteria will be used to measure the success of the proposed solution?
- ☐ Are there illustrations to visualize the project?

3. OPERATIONS PLAN

- ☐ Are the methods to implement the plan well designed, with milestones and checkpoints clearly described?
- ☐ Is the budget realistic, complete, and justified?
- ☐ Is the plan for quality control clear and usable?

These evaluation criteria are listed in descending order of importance. Criterion 1 is slightly more important than Criterion 2. Criterion 2 is slightly more important than Criterion 3.

ATTACHMENT D
STATEMENT OF WORK
RFP NO. MU-2014-2

Background

Mercer University is a private educational institution founded in 1833. The second-largest Baptist-affiliated institution in the world, Mercer is the only independent university in the Southeast that combines programs in liberal arts, business, engineering, medicine, theology, pharmacy, and law. Mercer has more than 55,000 alumni who live in all 50 states and in more than 70 countries around the world.

Mercer University School of Engineering (MUSE) aspires to be recognized as the premier teaching institution among all engineering colleges. Towards that goal, MUSE-EI seeks ways to continually improve the environment for teaching and learning. Additionally, MUSE has successfully submitted proposals for changes in the past that have benefited Mercer University's overall educational environment.

Scope of Work

Teams are solicited under the terms and conditions of this RFP to submit a proposal for *one* of the following two projects at the Engineering School.

Proposals will be evaluated as specified in the source evaluation criteria.

Proposals must be submitted as specified in the RFP.

Project

1. ***MUSE Promotional Items***—MUSE plans a major marketing campaign to be launched in 2014 to call attention to and ultimately expand enrollment in the School of Engineering not only within the state but throughout the southeastern and northeastern U.S. MUSE-EI welcomes proposals for developing, marketing, and managing promotional items (for example, license-plate holders, shirts, jackets, mousepads, mugs, and other marketing items) for sale to undergraduate and graduate students, prospective students, parents, alumni, benefactors, and others interested in MUSE. MUSE also requests not only the creation of these and other marketing items, but a specific marketing plan in which the items can be used.
2. ***MUSE Social Media Marketing Plan*** – MUSE manages their website, engineering.mercer.edu, but also would like a comprehensive social media presence, to include but not limited to Facebook, Twitter, and LinkedIn. MUSE requests creation of a plan, specific information about platforms to be used, and a tentative six month content calendar for kickoff and maintenance (including potential content) to begin in January 2015 and conclude in June, covering the second major recruitment season of the academic year. MUSE also requests recommendations for personnel to manage such a presence, to include student volunteers or others.

3. ***MUSE Freshmen Retention Plan*** – MUSE expects a large freshmen class to enter in the fall of 2014 and requests a comprehensive plan to offer these students additional services to help them complete their freshmen year and return for their sophomore year. Traditional obstacles include entry-level courses in math and science, adjustments to the class times and the typical academic day/week in college, learning to work in teams on semester-long projects, and learning about the profession of engineering and its specialties. MUSE requests a plan in which experienced students and others can assist freshmen to surpass these obstacles. Such a plan should include specific strategies and timelines along with expected goals for retention (such as 80% of the freshmen class will return in the fall of 2016, etc).