

**ARCHITECTURAL/ENGINEERING/CONSULTANT SERVICES**

**SELECTION COMMITTEE A/E/CS/SC**

*Thursday, July 26, 2007*

**MINUTES**

University of Rhode Island (URI): (10:29 a.m.)

RFP #7003476 – University-Wide Branding Campaign  
Voting Members: L. DeQuattro, J. Higgins, L. Acciaro  
**Cost: \$196,911**

L. Acciaro, R. Dholakia, and B. Gil represented the University. L. Acciaro noted that this project is a part of the University's strategic plan to recruit students and quality faculty and staff. The purpose of the RFP was to solicit a firm to assist the University in developing a brand platform to distinguish the University in their marketplace (regional and national). The firm will also assist in developing an integrated marketing communications plan. Seven firms responded to the RFP; four firms were requested to make presentations. She further stated that some of this work has been done in-house; i.e., on-line and telephone surveying.

Dr. Dholakia added that the President named a Steering Committee comprised of staff, faculty, alumni, and administration. The scoring of the proposals was done by a technical review subcommittee that was created from this group. The members of the subcommittee were very impressed by the presentation made by the recommended firm, FORGE Worldwide, and were unanimous in their decision.

Mr. DeQuattro asked if any of the firms had done branding projects for other universities. Dr. Dholakia answered yes, and that each respondent was requested to demonstrate their involvement and success in recent branding projects in the academic sector. L. Acciaro added that FORGE Worldwide had the most extensive experience in branding for an overall institution with complex sub-brands. This firm was also very detailed and clear about their deliverables.

Mr. DeQuattro asked the representatives to discuss the cost proposals. Although the budgeted amount of \$350,000 was not a part of the RFP, the vendors did ask for the budgeted amount and were given that information. Dr. Dholakia explained that this is a three-tier project approach and each vendor provided cost information in a slightly different format. Cost was given 15 points in the evaluation.

Recommendation: Upon a motion made by Mr. DeQuattro, seconded by Mr. Higgins and unanimously approved by the Committee, the Architectural/ Engineering/ Consultant Services Selection Committee (A/E/CS/SC) accepts the recommendation of the University of Rhode Island's Technical Review Subcommittee, as approved by the Vice President for Administration, and sends forward to the Director of Administration for her consideration the single name of FORGE Worldwide, the most responsive and responsible of the 7 firms that responded to the RFP. (10:43 a.m.)

Supporting documentation is on file at the Division of Purchases.