

Social Media Marketing

The university is seeking an experienced, results-based partner to assist in its recruitment and re-enrollment of previously engaged students.

Open	6/30/2026 8:00 AM CDT	Type	Request for Proposal
Close	8/6/2026 11:00 AM CDT	Number	2026-UWSTO-01259-RFP
		Currency	US Dollar

Contacts

Brandee Drinken

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Commodity Codes

Commodity Code	Description
32	Higher Education

Description

DESCRIPTION

NO PUBLIC OPENING

The University of Wisconsin, hereinafter referred to as the "University", through its Purchasing Services Department, hereinafter referred to as "Purchasing", on behalf of UW-STout, hereinafter referred to as "Department", requests proposals for the purchase of services to recruit and re-enroll previously engaged students. See the Terms and Requirements document in the **BUYER ATTACHMENTS** tab for specific proposal information.

The BUYER for this Procurement is Brandee Drinken, brandee.drinken@uwss.wisconsin.edu

All questions related to this RFP must be submitted through the ShopUW+ Sourcing Event Module, hereinafter referred to as "Sourcing Module", by the Q&A Submission date, July 16, 2023 by 11:00 AM CDT.

If a Proposer discovers any significant ambiguity, error, conflict, discrepancy, omissions, or other deficiency in this RFP, they have five (5) business days after the RFP issue date and time to notify the BUYER and request modification or clarification through the Sourcing Module.

If a Proposer fails to notify Purchasing of an error in the RFP document which is known to the Proposer, or which must have reasonably been known to the Proposer, then the Proposer shall submit a response at the Proposer's risk and if awarded a contract, shall not be entitled to additional compensation or time by reason of the error or its later correction.

Any revisions or additions to this RFP will be posted through the Sourcing Module and a link to the Sourcing Module will be provided on VendorNet: [VendorNet Home \(wi.gov\)](https://www.wisconsin.gov/vendornet)

Any contact with University employees concerning this RFP is prohibited from issue date until the award is released, except as authorized by the BUYER. Contacting anyone other than the BUYER may disqualify your submission.

PREPARING AND SUBMITTING A PROPOSAL

The University is accepting electronic responses via the Sourcing Module. Required materials must be received by the due date and time listed. Proposals cannot be submitted once the event has closed in the Portal. **Proposers should allow ample time to enter their response in the ShopUW+ Sourcing Event Module.**

IMPORTANT

To respond to this event, proposers must have an online profile with JAGGAER. If you or your organization does not have an established profile with JAGGAER, register using this link: [Supplier Login or Join JAGGAER Supplier Network \(scquest.com\)](#)

For more information and supplier resources, please visit the ShopUW+ Essentials website here: [ShopUW+ Essentials – UW System Purchasing and Payables System – UW–Madison \(wisc.edu\)](#)

Failure of the proposer to allow enough time to register appropriately and/or meet required steps will NOT be considered an extenuating circumstance. It is the proposer's sole responsibility to familiarize themselves with the electronic proposal platform and the electronic proposal submission requirements.

For all technical issues or password resets for your supplier portal login for ShopUW+, the University of Wisconsin's Procurement System, please reach out to the Jaggaer Supplier Support team at 1-800-233-1121 Option 2 or submit a support ticket via the Supplier Support page here: [Supplier Support Information | JAGGAER](#)

When all responses to event sections have been entered and saved, you must confirm your submission and click the **submit button** to send your response to the University. All Proposals MUST be submitted by 2:00 PM Central Time on the stated due date. The email address provided in your organization's profile should receive an email confirmation message that your proposal has been submitted. Late proposals will not be accepted.

The University is not liable for any cost incurred by proposers in replying to this RFP.

Prerequisites

There are no Prerequisites added to this event.

Buyer Attachments

1. [2026-UWSTO-01259-RFP Social Media Marketing.docx](#)
2. [Attachment A Cost Sheet - 2026-UWSTO-01259-RFP Social Media Marketing.xlsx](#)
3. [DOA-3054StandardTermsandConditionsRFB-RFP.doc](#)
4. [FOR+SERVICES+ONLY+-+DOA-3681+SupplementalStandardT&Cs.doc](#)

Group 1.1: :Required Information and Forms**Instructions:**

- 1.1.1 Proposer must complete the Vendor Information Form attached here as a requirement of the proposal. ★
- 1.1.2 Proposers must supply a client list of three (3) firms to which similar items/services have been provided to a comparable sized institution or company during the past three (3) years. If contacted, information received from those clients will be used to determine whether proposer can reasonably meet contract requirements and specifications. Client references may be used in the award consideration. Completed form must be attached. ★
- 1.1.3 Pursuant to Public Law 95-507, indicate which of the following classifications apply to your organization. All vendors are considered Large Business unless otherwise indicated. (Check ✓ all that apply.) See website for more information: www.sba.gov/ ★
- 1.1.4 In accordance with Wisconsin Statutes 560.035, 560.0335 and 560.036, indicate below if you are a Wisconsin certified Minority Business Enterprise (MBE), Work Center (WC), Disabled Veteran-Owned Business (DVB) or Woman-Owned Business Enterprise (WBE) See websites for more information: <https://wisdp.wi.gov/Home.aspx> or <http://stateuseprogram.wi.gov/section.asp?linkid=1424&locid=65>. ★

Group 2.1: Supplier Acknowledgements/Certifications**Instructions:**

- 2.1.1 The DOA Standard Terms & Conditions (DOA-3054) have been provided in the Buyer Attachments to this solicitation. Does the bidder fully accept, without modification, the standard terms and conditions? ★
- 2.1.2 Please attach a WORD document indicating requested modification(s). ★
- 2.1.3 The Terms and Requirements for this solicitation have been provided in the Buyer Attachments. Does the proposer fully accept, without modification, the Terms and Requirements? ★
- 2.1.4 Please attach a WORD document indicating requested modification(s). ★
- 2.1.5 Any information contained in the Proposer's response that is proprietary must be detailed separately on form DOA-3027. Marking of the entire response as proprietary will neither be accepted nor honored. The University cannot guarantee that all such material noted remains confidential, particularly if it becomes a significant consideration in contract award. Information will only be kept confidential to the extent allowed by State of Wisconsin Public Disclosure Law (refer to Standard Terms and Conditions, Section 27.0). Does your organization have any proprietary information they wish to list on form DOA-3027? ★
- 2.1.6 Complete DOA form 3027 and upload/submit with your bid response. ★
- 2.1.7 Federal Executive Order (E.O.) 12549 "Debarment" requires that all contractors receiving individual awards, using federal funds, and all sub recipients certify that the organization and its principals are not debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency from doing business with the Federal Government. Do you certify that your organization and its principals are not debarred? Information on debarment is available at the following websites: <https://www.sam.gov/SAM/> and <https://acquisition.gov/far/index.html> see section 52.209-6. ★
- 2.1.8 By submitting a proposal, the proposer certifies that no relationship exists between the proposer and the University that interferes with fair competition or is a Conflict of Interest, and no relationship exists between such proposer and another person or firm that constitutes a Conflict of Interest. Further, proposer certifies that no employee of the University whose duties relate to this request for proposal assisted the proposer in preparing the proposal in any way other than in his or her official capacity and scope of employment. ★
- 2.1.9 U.W. System campuses, State of Wisconsin agencies and Wisconsin municipalities, may desire to purchase from this contract. A Wisconsin municipality is defined by Wisconsin Statute 16.70(8) to include counties, cities, villages, towns, school boards, sewage, drainage, vocational, technical and adult education districts, and other bodies with the power to award public contracts. Do you agree to extending the contract to other University of Wisconsin campuses, State of WI agencies and Wisconsin Municipalities? ★
- 2.1.10 If your organization will allow other U.W. System campuses, State of Wisconsin agencies or Wisconsin municipalities to use the resulting contract, please indicate if there will be other charges added and what those charges will be. ★

2.1.11	As an authorized representative of the responding organization, I hereby certify that we are submitting a response that meets the requirements as specified in this proposal.	★
Group 3.1:	Specifications & Bid Response	
Instructions:	Instructions: Specifications are outlined in the solicitation document provided in the BUYER ATTACHMENTS section. Complete the fields below as specified and provide completed documents to the correct locations. UW Specifications may not be revised without an official written amendment issued by Purchasing.	
3.1.1	Do you certify that your organization meets the requirements as outlined in the Terms and Requirements Form in the BUYER ATTACHMENTS?	★
3.1.2	Please upload your completed response to Section 3.7 of the REQUIREMENTS AND SPECIFICATIONS (Assigned Point Values for UW-Stout Social Media Marketing) in an attachment, which should, in a detailed explicit manner, describe your organization's ability to meet and effectively deliver the requirements of this solicitation. NOTE: The file upload will require bidder to enter a title for the document. Follow the provided naming convention below: Supplier Name_Proposal Response.	★
3.1.3	Please submit your completed Cost Proposal Form (Attachment A) for this event per the detailed specifications. This pricing must exactly match your submissions elsewhere in this event. NOTE: The file upload will require bidder to enter a title for the document. Follow the provided naming convention below: Supplier Name_Cost Proposal Form.	★
Group 3.2:	Purchased Services - USA Requirement	
Instructions:	Answer "Yes" or "No" to each question below. A "No" answer may disqualify bid response.	
3.2.1	Do you as a company meet the statement from 3.2 under Requirements and Specifications within the Bid Document	★
Group 3.3:	FERPA - UW institutions are subject to legal obligations with respect to privacy of student info	
Instructions:	The vendor must acknowledge that the UW institution data may include personally identifiable student education records ("Education Records"), as defined by the Family Educational Rights and Privacy Act.	
3.3.1	To the extent that UW institutional includes Education Records, the vendor must acknowledge and agree that (i) the vendor shall be deemed to be a "University Official" with respect to the vendor's use and handling of Education Records; (ii) the vendor shall be under the institution's direct control with respect to use and maintenance the handling of Education Records; and (iii) without limiting any other provision the agreement, the vendor may not disclose the information to any third party without the prior written consent of the student as required by FERPA. The vendor shall also take any action reasonably requested by the institution to adhere to its obligations under FERPA or otherwise protect the privacy and confidentiality of Education Records.	★
Group 3.4:	HECVAT (Higher Education Community Vendor Assessment Toolkit)	
Instructions:	Answer "Yes" or "No" to each question below. A "No" answer may disqualify bid response.	
3.4.1	Does your complete solution as proposed meet all University of Wisconsin Information series 1000 Security Policy requirements?	★
3.4.2	Submit a full Higher Education Community Vendor Assessment Tool (HECVAT) 3.0 or higher	★
Group 3.5:	Accessibility of Web Content and Mobile Applications	
Instructions:	Answer "Yes" or "No" to each question below. A "No" answer may disqualify bid response.	
3.5.1	Does your entire solution as proposed comply with WCAG 2.1 Level AA accessibility Standards?	★
3.5.2	Submit a completed Voluntary Product Accessibility Template (VPAT)	★
Group 3.6:	You must provide the following services and have done so for the past two(2) years	
Instructions:	Answer "Yes" or "No" to each question below. A "No" answer may disqualify bid response.	
3.6.1	Does your firm have experience supporting higher education social media or enrollment marketing initiatives?	★
3.6.2	Does your firm clearly define and provide a transparent fee structure for all proposed services?	★
3.6.3	Does your firm have the ability to launch services within 30 days of contract execution?	★
3.6.4	Does your firm support campaign launches on a rolling basis without requiring alignment with academic terms or semester start dates?	★

3.6.5	Does your firm develop and execute strategic, comprehensive marketing campaigns aligned with institutional goals, messaging and brand standards?	★
3.6.6	Does your firm provide in-house creative production?	★
3.6.7	Does your firm develop platform-specific strategies and creative assets tailored to individual social media platforms?	★
3.6.8	Does your firm support integrated campaigns across multiple channels (i.e. web, email, social media, and digital advertising)?	★
3.6.9	Does your firm develop audience-specific messaging informed by research, surveys, behavioral insights and/or campaign data?	★
3.6.10	Does your firm provide campaign performance and ROI tracking throughout all stages of campaign execution?	★
3.6.11	Does your firm ensure all communications and campaign assets are optimized for mobile devices?	★
3.6.12	Does your firm maintain consistent file formats for required data uploads and downloads throughout the contract period?	★
3.6.13	Does your firm support secure data transfer methods, including SFTP or equivalent?	★
3.6.14	Does your platform support API and/or file-based integration?	★

There are no Items added to this event.

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