



# TEXAS HIGHER EDUCATION COORDINATING BOARD

## REQUEST FOR PROPOSAL Addendum #1

### My Texas Future (MTF)- Outreach and Engagement No. 781-4-02342

The Texas Higher Education Coordinating Board (THECB) is issuing the following addendum to RFP 781-4-02342.

Please note a correction under the Evaluation Criteria Table. Qualification has a weight of 25%.

Evaluation Criteria Table	
Criterion	Weight
<b>Strength of Proposal (50%):</b> <ul style="list-style-type: none"><li>• Proposal addresses Scope of Work Section 3.0, including all subsections;</li><li>• Proposal demonstrates an understanding of and capability to provide and support marketing of a digital product to a demographically diverse audience of both high school students and their parents/ guardians; and</li><li>• Proposal demonstrates understanding of and capability to develop multimedia marketing and advertising assets, distribute those assets across a diverse, audience-aligned set of channels, optimize campaign performance with agility, and reports on campaign performance to clients.</li></ul>	20%  15%  15%
<b>Qualifications (25%):</b> <ul style="list-style-type: none"><li>• Examples of past multi-channel marketing campaigns demonstrate the ability to complete a project of comparable scope and complexity;</li><li>• Experienced team and ability to complete specified scope of work, as evidenced by staff profiles and expertise; and</li><li>• References demonstrate strength of past work.</li></ul>	25%
<b>Experience (5%)</b>	5%

Awarded Respondent's years of experience in the industry providing services like those described in the Section 3.0 Scope of Work	
<b>Timeline (10%):</b> • Project plan provides an acceptable and reasonable timeline for development and execution in order to launch go-to-market campaign in time for the new academic year.	10%
<b>Price (10%)</b>	10%
<b>Total</b>	<b>100%</b>