

COMMONWEALTH OF VIRGINIA

STANDARD CONTRACT

Contract Number: VTS-1844-2023

This contract entered into this 24 day of August 2022 by Kim Catley DBA Kim Catley Communications hereinafter called the "Contractor" and Commonwealth of Virginia, Virginia Polytechnic Institute and State University called "Virginia Tech."

WITNESSETH that the Contractor and Virginia Tech, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

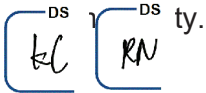
SCOPE OF CONTRACT: The Contractor shall provide Writing and Editorial Services to Virginia Tech as set forth in the Contract Documents.

PERIOD OF CONTRACT: From September 1, 2022 through August 31, 2025 with options for (2) two (3) three-year renewals.

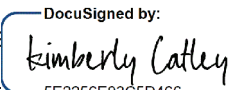
COMPENSATION AND METHOD OF PAYMENT: The Contractor shall be paid by Virginia Tech in accordance with the Contract Documents.

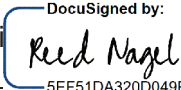
CONTRACT DOCUMENTS: The Contract Documents shall consist of this signed contract, Request for Proposal (RFP) number 5671412202 dated June 1<sup>st</sup>, 2022, together with Addendum Number 1 To RFP dated June 17<sup>th</sup> 2022, the proposal submitted by the Contractor dated June 30<sup>th</sup>, 2022 and the negotiation summary, all of which Contract Documents are incorporated herein.

ELECTRONIC TRANSACTIONS: If this paragraph is initialed by both parties, to the fullest extent permitted by Code of Virginia, Title 59.1, Chapter 42.1, the parties do hereby expressly authorize and consent to the use of electronic signatures as an additional method of signing and/or initialing this contract and agree electronic signatures (for example, the delivery of a PDF copy of the signature of either party via facsimile or electronic mail or signing electronically by utilizing an electronic signature service) are the same as manual executed handwritten signatures for the purposes of validity, enforceability and

  
(Initials)

In WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

Contractor  
By:   
5E2256E03C5D466...  
(Signature)  
Kimberly Catley Owner  
Name and Title

Virginia  
By:   
5EF51DA320D049B...  
Reed Nagel  
Associate Director for Goods and Services



Request for Proposal #5671412202

For

Writing and Editorial Services

June 1<sup>st</sup>, 2022

**Note: This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, sexual orientation, gender identity, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.**

RFP # 5671412202, Writing and Editorial Services

**INCLUDE THIS PAGE WITH YOUR PROPOSAL, SIGNATURE AT SUBMISSION IS REQUIRED**

**DUE DATE:** Proposals will be received until **June 30<sup>th</sup>, 2022 at 3:00 PM**. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

**INQUIRIES:** All inquiries for information regarding this solicitation should be directed to Angela Caldwell, Phone: (540) 231- 1269 e-mail: [acaldwell@vt.edu](mailto:acaldwell@vt.edu). All inquiries will be answered in the form of an addendum. Inquiries must be submitted by (2:00 PM) on (June 15<sup>th</sup>, 2022). Inquiries must be submitted to the procurement officer identified in this solicitation.

**PROPOSAL SUBMISSION:**

**Proposals may NOT be hand delivered to the Procurement Office.**

Virginia Tech has partnered with Bonfire Interactive to create a new procurement portal that will allow you to access business opportunities and submit bids and proposals to Virginia Tech digitally.

**Proposals must be submitted electronically at:**

<https://procurement-vt.bonfirehub.com/>.

Vendors are requested to visit the new Procurement Portal then follow the link to the Bonfire vendor registration page to register your company. Registration is easy and free. If you have any challenges with the registration process, please contact Bonfire Interactive Support at [support@gobonfire.com](mailto:support@gobonfire.com).

**It is encouraged for all vendors to register prior to the proposal submission deadline to avoid late submissions.** Log into your Bonfire Vendor account in order to access the opportunity and begin preparing your submission. Upon completion you will be directed to your Submission Receipt. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time.

For a quick tutorial on how to upload a submittal, visit: [https://support.gobonfire.com/hc/en-us/articles/360011034814-Creating-and-Uploading-a-Submission-for-Vendors-?\\_ga=2.42375717.1472165071.1588110542-997330893.1585332052](https://support.gobonfire.com/hc/en-us/articles/360011034814-Creating-and-Uploading-a-Submission-for-Vendors-?_ga=2.42375717.1472165071.1588110542-997330893.1585332052)

Hard copy or email proposals will not be accepted. Late proposals will not be accepted, nor will additional time be granted to any individual Vendor.

**Attachments must be smaller than 1000MB in order to be received by the University.**

*In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.*

AUTHORIZED SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

03/28/2022

**[INCLUDE THIS PAGE]**

I. PURPOSE:

The purpose of this Request for Proposal (RFP) is to solicit proposals to establish a contract or contracts through competitive negotiations for Writing and Editorial Services by Virginia Polytechnic Institute and State University (Virginia Tech), an agency of the Commonwealth of Virginia.

Virginia Tech's colleges and units are often in need of Writing and Editorial services to meet communications objectives on a variety of platforms. To extend its resources, Virginia Tech seeks vendors to enter into a general contract to provide high-quality services to Virginia Tech entities on an as-needed basis.

II. SMALL, WOMAN-OWNED AND MINORITY (SWAM) BUSINESS PARTICIPATION:

The mission of the Virginia Tech supplier opportunity program is to foster inclusion in the university supply chain and accelerate economic growth in our local communities through the engagement and empowerment of high quality and cost competitive small, minority-owned, women-owned, and local suppliers. Virginia Tech encourages prime suppliers, contractors, and service providers to facilitate the participation of small businesses, and businesses owned by women and minorities through partnerships, joint ventures, subcontracts, and other inclusive and innovative relationships.

For more information, please visit: <https://www.sbsd.virginia.gov/>

III. CONTRACT PERIOD:

The term of this contract is for three (3) year(s), or as negotiated. There will be an option for (2) two, three (3) year renewals, or as negotiated.

IV. EVA BUSINESS-TO-GOVERNMENT ELECTRONIC PROCUREMENT SYSTEM:

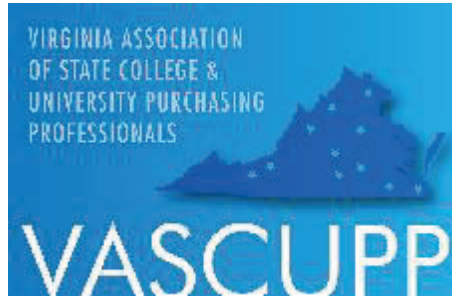
The eVA Internet electronic procurement solution streamlines and automates government purchasing activities within the Commonwealth of Virginia. Virginia Tech, and other state agencies and institutions, have been directed by the Governor to maximize the use of this system in the procurement of goods and services. *We are, therefore, requesting that your firm register as a vendor within the eVA system.*

There are transaction fees involved with the use of eVA. These fees must be considered in the provision of quotes, bids and price proposals offered to Virginia Tech. Failure to register within the eVA system may result in the quote, bid or proposal from your firm being rejected and the award made to another vendor who is registered in the eVA system.

Registration in the eVA system is accomplished on-line. Your firm must provide the necessary information. Please visit the eVA website portal at <http://www.eva.virginia.gov/pages/eva-registration-buyer-vendor.htm> and **register both with eVA and Ariba**. *This process needs to be completed before Virginia Tech can issue your firm a Purchase Order or contract.* If your firm conducts business from multiple geographic locations, please register these locations in your initial registration.

For registration and technical assistance, reference the eVA website at: <https://eva.virginia.gov/>, or call 866-289-7367 or 804-371-2525.

V. CONTRACT PARTICIPATION:



It is the intent of this solicitation and resulting contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or Virginia Tech's affiliated corporations and/or partnerships may access any resulting contract if authorized by the contractor.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor, the resultant contract may be extended to the entities indicated above to purchase at contract prices in accordance with contract terms. The Contractor shall notify Virginia Tech in writing of any such entities accessing the contract, if requested. No modification of this contract or execution of a separate contract is required to participate. The Contractor will provide semi-annual usage reports for all entities accessing the Contract, as requested. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract to include contractual disputes, invoicing and payments without direct administration from Virginia Tech. Virginia Tech shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that Virginia Tech is not responsible for the acts or omissions of any entity, and will not be considered in default of the contract no matter the circumstances.

Use of this contract does not preclude any participating entity from using other contracts or competitive processes as the need may be.

VI. STATEMENT OF NEEDS/SCOPE OF WORK:

- A. The contractor shall provide all labor, materials, tools, equipment and supervision needed to provide writing and/or editorial services for various Virginia Tech projects and shall render one or more of the following services for any given project.

Please provide a detailed response to each item below. Offerors are encouraged to provide a proposal for the services in their entirety or for the services in which they are qualified to provide.

1. Produce high-quality written content or edited content for use in recruitment, alumni engagement, fundraising, athletics, academic, educational publications or other program materials. May require one or more of the following:
  - a. Describe in detail your ability to provide news, features, scripts, ads, and/or professional writing (letters, white papers, annual reports, etc.).
  - b. Describe your prior experience with reporting techniques to include interviewing and background research. Include specific examples of your experiences with individuals from a broad range of backgrounds.

- c. Describe your ability to write about complex subjects in a manner that ensures that a broad readership will be able to understand and engage with the content.
  - d. Describe your ability to edit written materials to comply with AP style and [university style](#), while maintaining the voice of the writer and demonstrating clear, concise and well-structured content.
  - e. Describe your ability to copyedit and edit materials written by others in a way that improves the content, complies with AP and [university style](#), and meets client objectives.
  - f. Describe your ability to act as a publications or managing editor for a campus periodical.
2. Produce high-quality written content for use on digital platforms:
- a. Describe your ability to create original content or edit for use on the web, in emails, or on various social media platforms.
  - b. Describe your ability to provide/experience with creating simple visuals such as photos or simple graphics to enhance engagement with text on digital platforms.
  - c. Describe your ability to copyedit and edit materials in order to improve content, comply with AP style and university style for digital platforms, and meet client objectives.
- B. Provide a list of the equipment your firm will use to service the requirements of the contract to include computer platform, iOS or Android, word processing software, and any other equipment specific to the assignment.
- C. Describe your ability to adhere to required deadlines, to include how materials will be shared, i.e. will all communications be electronic, or will your firm be available for on-site updates/meetings.
- D. Describe your availability for short-turnaround rush projects and/or projects that may require your involvement over a longer period of time.
- E. Describe your ability to comply with and meet the following requirement: Contractor shall abide by Virginia Tech brand guidelines and follow directions from university staff. This may include a detailed approval process that could result in changes in direction/rewrites to meet the needs of the project and its stakeholders, with Virginia Tech retaining the right to edit and use the material in any way it deems appropriate.
- F. Contractor shall agree all submissions will be factually accurate, original, not previously published, nor infringe any copyright or trademark rights and that Virginia Tech will own all right, title and interest and all publication and archival rights to all submitted work in all languages for use on the website, in publications, or in any present or future medium. Describe your company's plan to take care of any/all copyright procurement and confirm that all content shall be owned by the university and shall retain all rights associated with the completed material.
- G. Describe your project management approach for writing/editing projects and how you will meet the required specifications, objectives, and time-frame.
- H. Provide various samples of your writing/editing that showcase your quality of work, complement your clients' existing branded materials, and demonstrate your ability to meet the needs of this RFP. Samples can be provided via a link to a website or on a flash drive/CD or DVD submitted with the proposal.

- I. Provide a pricing schedule detailing hourly rates that clearly lists all services that could be provided and their associated prices per hour required.

Description	Rate/Hour
Writing Services	
Editorial Services	

- J. Identify any VASCUPP schools for which you have done business. A list of VASCUPP schools can be found at this link: <https://vascupp.org/index.php>

VII. PROPOSAL PREPARATION AND SUBMISSION:

A. Specific Requirements

Proposals should be as thorough and detailed as possible so that Virginia Tech may properly evaluate your capabilities to provide the required goods or services. Offerors are required to submit the following information/items as a complete proposal:

1. Plan and methodology for providing the goods/services as described in Section VI of the RFP.
2. A written statement to include but not limited to the expertise, qualifications and experience of the firm and resumes of specific personnel to be assigned to perform the work. Include three (3) references from organizations where you have performed this type of work.
3. A pricing schedule detailing the prices associated with the goods/services to be performed. Please include hourly rates and overtime rates. Identify any upcharge to be applied to services if applicable.
4. Provide completed samples of your work to serve as examples of the quality of services that your company can provide and so VT can ascertain their suitability for the intended purpose.
5. Participation of Small, Women-owned and Minority-owned Business (SWAM) Business:

If your business cannot be classified as SWaM, describe your plan for utilizing SWaM subcontractors if awarded a contract. Describe your ability to provide reporting on SWaM subcontracting spend when requested. If your firm or any business that you plan to subcontract with can be classified as SWaM, but has not been certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), it is expected that the certification process will be initiated no later than the time of the award. If your firm is currently certified, you agree to maintain your certification for the life of the contract. For assistance with SWaM certification, visit the SBSD website at <http://www.sbsd.virginia.gov/>

6. The return of the General Information Form and addenda, if any, signed and filled out as required.



## B. General Requirements

1. RFP Response: In order to be considered for selection, Offerors shall submit a complete response to this RFP to include;

- a. **One (1) electronic document** in WORD format or searchable PDF of the entire proposal as one document, INCLUDING ALL ATTACHMENTS must be uploaded through the Bonfire online submission portal. Refer to page 2 for instructions.

Any proprietary information should be clearly marked in accordance with 2.d. below.

- b. Should the proposal contain **proprietary information**, provide **one (1) redacted electronic copy** of the proposal and attachments **with proprietary portions removed or blacked out**. This redacted copy should follow the same upload procedures as described on Page 1 of this RFP. This redacted copy should be clearly marked "*Redacted Copy*" within the name of the document. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable. Virginia Tech shall not be responsible for the Contractor's failure to exclude proprietary information from this redacted copy.

No other distribution of the proposals shall be made by the Offeror.

2. Proposal Preparation:

- a. Proposals shall be signed by an authorized representative of the Offeror. All information requested should be submitted. Failure to submit all information requested may result in Virginia Tech requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by Virginia Tech at its discretion. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
- b. Proposals should be prepared simply and economically providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.
- c. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, subletter, and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and subletter should be repeated at the top of the next page. The proposal should contain a table of contents which cross references the RFP requirements. Information which the offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.
- d. Ownership of all data, material and documentation originated and prepared for Virginia Tech pursuant to the RFP shall belong exclusively to Virginia Tech and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade



secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act. However, to prevent disclosure the Offeror must invoke the protections of Section 2.2-4342F of the Code of Virginia, in writing, either before or at the time the data or other materials is submitted. The written request must specifically identify the data or other materials to be protected and state the reasons why protection is necessary. –The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and may result in rejection of the proposal.

3. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to Virginia Tech.—This will provide an opportunity for the Offeror to clarify or elaborate on the proposal but will in no way change the original proposal. Virginia Tech will schedule the time and location of these presentations. Oral presentations are an option of Virginia Tech and may not be conducted. Therefore, proposals should be complete.

## VIII. SELECTION CRITERIA AND AWARD:

### A. Selection Criteria

Proposals will be evaluated by Virginia Tech using the following:

<u>Criteria</u>	<u>Maximum Point Value</u>
1. Quality of products/services offered and suitability for the intended purposes	30
2. Qualifications and experiences of Offeror in providing the goods/services	25
3. Specific plans or methodology to be used to provide the Services	20
4. Cost (or Price)	15
5. Participation of Small, Women-Owned and Minority (SWAM) Business	10
Total	100

### B. Award

Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposal, including price, if so stated in the Request for Proposal. Negotiations shall then be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, Virginia Tech shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Virginia Tech may cancel this Request for Proposal or reject proposals at any time prior to an award. Should Virginia Tech determine in writing and in its sole discretion that only one offeror has made the best proposal, a contract may be negotiated

and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of this solicitation and the Contractor's proposal as negotiated.

Virginia Tech reserves the right to award multiple contracts as a result of this solicitation.

IX. INVOICES:

Invoices for goods or services provided under any contract resulting from this solicitation shall be submitted by email to [vtinvoices@vt.edu](mailto:vtinvoices@vt.edu) or by mail to:

Virginia Polytechnic Institute and State University (Virginia Tech)  
Accounts Payable  
North End Center, Suite 3300  
300 Turner Street NW  
Blacksburg, Virginia 24061

X. METHOD OF PAYMENT:

Virginia Tech will authorize payment to the contractor as negotiated in any resulting contract from the aforementioned Request for Proposal.

Payment can be expedited through the use of the Wells One AP Control Payment System. Virginia Tech strongly encourages participation in this program. For more information on this program please refer to Virginia Tech's Procurement website: <http://www.procurement.vt.edu/vendor/wellsone.html> or contact the procurement officer identified in the RFP.

XI. ADDENDUM:

Any **ADDENDUM** issued for this solicitation may be accessed at <http://www.apps.vpfin.vt.edu/html.docs/bids.php>. Since a paper copy of the addendum will not be mailed to you, we encourage you to check the web site regularly.

XII. COMMUNICATIONS:

Communications regarding this solicitation shall be formal from the date of issue, until either a Contractor has been selected or the Procurement Department rejects all proposals. Formal communications will be directed to the procurement officer listed on this solicitation. Informal communications, including but not limited to request for information, comments or speculations regarding this solicitation to any University employee other than a Procurement Department representative may result in the offending Offeror's proposal being rejected.

XIII. CONTROLLING VERSION OF SOLICITATION:

The posted version of the solicitation and any addenda issued by Virginia Tech Procurement Services is the mandatory controlling version of the document. Any modification of/or additions to the solicitation by the Offeror shall not modify the official version of the solicitation issued by Virginia Tech Procurement Services. Such modifications or additions to the solicitation by the Offeror may be cause for rejection of the proposal; however, Virginia Tech reserves the right to decide, on a case by case basis, in its sole discretion, whether to reject such a proposal.

XIV. TERMS AND CONDITIONS:

This solicitation and any resulting contract/purchase order shall be governed by the attached terms and conditions, see Attachment A.

XV. CONTRACT ADMINISTRATION:

- A. The individual user departments at Virginia Tech shall be identified as the Contract Administrators and shall use all powers under the contract to enforce its faithful performance.
- B. The Contract Administrators in each user departments shall determine the amount, quantity, acceptability, fitness of all aspects of the services and shall decide all other questions in connection with the services. Contract Administrators, or designees, shall not have authority to approve changes in the services which alter the concept or which call for an extension of time for this contract. Any modifications made must be authorized by the Virginia Tech Procurement Department through a written amendment to the contract.

XVI. ATTACHMENTS:

Attachment A - Terms and Conditions

**ATTACHMENT A**  
**TERMS AND CONDITIONS**

**RFP GENERAL TERMS AND CONDITIONS**

See:

[https://www.procurement.vt.edu/content/dam/procurement\\_vt\\_edu/docs/terms/GTC\\_RFP\\_02182022.pdf](https://www.procurement.vt.edu/content/dam/procurement_vt_edu/docs/terms/GTC_RFP_02182022.pdf)

**ADDITIONAL TERMS AND CONDITIONS**

1. **ADDITIONAL GOODS AND SERVICES:** The University may acquire other goods or services that the supplier provides other than those specifically solicited. The University reserves the right, subject to mutual agreement, for the Contractor to provide additional goods and/or services under the same pricing, terms and conditions and to make modifications or enhancements to the existing goods and services. Such additional goods and services may include other products, components, accessories, subsystems, or related services newly introduced during the term of the Agreement.
2. **AUDIT:** The Contractor hereby agrees to retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Virginia Tech, its authorized agents, and/or the State auditors shall have full access and the right to examine any of said materials during said period.
3. **AVAILABILITY OF FUNDS:** It is understood and agreed between the parties herein that Virginia Tech shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.
4. **CANCELLATION OF CONTRACT:** Virginia Tech reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
5. **CONTRACT DOCUMENTS:** The contract entered into by the parties shall consist of the Request for Proposal including all modifications thereof, the proposal submitted by the Contractor, the written results of negotiations, the Commonwealth Standard Contract Form, all of which shall be referred to collectively as the Contract Documents.
6. **IDENTIFICATION OF PROPOSAL EMAIL:** Virginia Tech will only be accepting electronic submission of proposals. All submissions must be submitted to <https://procurement-vt.bonfirehub.com/>. Upon completion you will be directed to your Submission Receipt. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time. **Attachments must be smaller than 1000MB in order to be received by the University.** Proposals may **NOT** be hand delivered to the Procurement Office.
7. **NOTICES:** Any notices to be given by either party to the other pursuant to any contract resulting from this solicitation shall be in writing via email.
8. **SEVERAL LIABILITY:** Virginia Tech will be severally liable to the extent of its purchases made against any contract resulting from this solicitation. Applicable entities described herein will be severally liable to the extent of their purchases made against any contract resulting from this solicitation.

**9. CLOUD OR WEB HOSTED SOFTWARE SOLUTIONS:** For agreements involving Cloud-based Web-hosted software/applications refer to link for additional terms and conditions: [http://www.ita.vt.edu/purchasing/VT\\_Cloud\\_Data\\_Protection\\_Addendum\\_final03102017.pdf](http://www.ita.vt.edu/purchasing/VT_Cloud_Data_Protection_Addendum_final03102017.pdf)

**10. ADVERTISING:** In the event a contract is awarded for supplies, equipment, or services resulting from this solicitation, no indication of such sales or services to Virginia Tech will be used in product literature or advertising. The contractor shall not state in any of the advertising or product literature that the Commonwealth of Virginia or any agency or institution of the Commonwealth has purchased or uses its products or services.

**11. CRIMINAL CONVICTION CHECKS:** All criminal conviction checks must be concluded prior to the Contractor's employees gaining access to the Virginia Tech Campus. Employees who have separated employment from Contractor shall undergo another background check prior to re-gaining access to the Virginia Tech campus. Contractor shall ensure subcontractors conduct similar background checks. Virginia Tech reserves the right to audit a contractor's background check process at any time. All employees have a duty to self-disclose any criminal conviction(s) occurring while assigned to the Virginia Tech campus. Such disclosure shall be made to Contractor, which in turn shall notify the designated Virginia Tech contract administrator within 5 days. If at any time during the term of the contract Virginia Tech discovers an employee has a conviction which raises concerns about university buildings, property, systems, or security, the contractor shall remove that employee's access to the Virginia Tech campus, unless Virginia Tech consents to such access in writing. Failure to comply with the terms of this provision may result in the termination of the contract.

**12. INSURANCE:**

By signing and submitting a Proposal/Bid under this solicitation, the offeror/bidder certifies that if awarded the contract, it will have the following insurance coverages at the time the work commences. Additionally, it will maintain these during the entire term of the contract and that all insurance coverages will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

During the period of the contract, Virginia Tech reserves the right to require the contractor to furnish certificates of insurance for the coverage required.

**INSURANCE COVERAGES AND LIMITS REQUIRED:**

- A. Worker's Compensation - Statutory requirements and benefits.
- B. Employers Liability - \$100,000.00
- C. General Liability - \$2,000,000.00 combined single limit. Virginia Tech and the Commonwealth of Virginia shall be named as an additional insured with respect to goods/services being procured. This coverage is to include Premises/Operations Liability, Products and Completed Operations Coverage, Independent Contractor's Liability, Owner's and Contractor's Protective Liability and Personal Injury Liability.
- D. Automobile Liability - \$500,000.00
- E. Builders Risk – For all renovation and new construction projects under \$100,000 Virginia Tech will provide All Risk – Builders Risk Insurance. For all renovation contracts, and new construction from \$100,000 up to \$500,000 the contractor will be required to provide All Risk – Builders Risk Insurance in the amount of the contract and name Virginia Tech as additional insured. All insurance verifications of insurance will be through a valid insurance certificate.

F. The contractor agrees to be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from the payment of all sums of money by reason of any claim against them arising out of any and all occurrences resulting in bodily or mental injury or property damage that may happen to occur in connection with and during the performance of the contract, including but not limited to claims under the Worker's Compensation Act. The contractor agrees that it will, at all times, after the completion of the work, be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from all liabilities resulting from bodily or

mental injury or property damage directly or indirectly arising out of the performance or nonperformance of the contract.

- 13. LICENSE TO USE VIRGINIA TECH LICENSED INDICIA:** By signing and submitting this Proposal/Bid, the offeror/bidder agrees that if it is awarded a purchase order/contract as a result of this solicitation, it will follow the procedures outlined by Virginia Tech’s Licensing and Trademarks Administration to become a licensed vendor authorized to use Virginia Tech licensed trademarks indicia identified in the solicitation and to follow all procedures for submitting artwork for product for approval prior to producing any product with Virginia Tech indicia. As a licensed vendor, the offeror/bidder will be required to pay the university’s standard royalty rate for similarly licensed vendors. *More information on the licensing process and application can be found at: <http://clc.com/Licensing-Info.aspx>.*
- 14. ORDERS:** Applicable departments, institutions, agencies and Public Bodies of the Commonwealth of Virginia may order by issuing a purchase order against any contract resulting from this solicitation.
- 15. OWNERSHIP OF PRINTED MATERIALS:** All artwork, camera-ready copy, negatives, dies, photos, and similar materials used to produce this printing job shall become the property of Virginia Tech. IN ADDITION, the contractor shall provide all digital files needed for printing, archived on readable CD/s. All such items and materials shall be delivered to Virginia Tech in usable condition after completion of the work, and prior to submission of the invoice for payment.
- 16. PRIME CONTRACTOR RESPONSIBILITIES:** The contractor shall be responsible for completely supervising and directing the work under this contract and all subcontractors that he may utilize, using his best skill and attention. Subcontractors who perform work under this contract shall be responsible to the prime Contractor. The contractor agrees that he is as fully responsible for the acts and omissions of his subcontractors and of persons employed by them as he is for the acts and omissions of his own employees.
- 17. REFERENCES:** Offerors/Bidders shall provide a list of at least three (3) references where similar goods and/or services have been provided. Each reference shall include the name of the organization, the complete mailing address, the name of the contact person and telephone number.

ORGANIZATION CONTACT PERSON	ADDRESS	TELEPHONE
--------------------------------	---------	-----------

1.	_____	_____
	_____	_____
2.	_____	_____
	_____	_____
3.	_____	_____
	_____	_____

- 18. RENEWAL OF CONTRACT:** This contract may be renewed by Virginia Tech upon the written agreement of both parties for (2) two, three-year renewals, under the terms of the current contract, and at a reasonable time (approximately 90 days) prior to the expiration.



- 19. SAFETY:** The contractor bears sole responsibility for the safety of its employees. The contractor shall take all steps necessary to establish, administer, and enforce safety rules that meet the regulatory requirements of the Virginia Department of Labor and Industry (VDLI) and the Occupational Safety and Health Administration (OSHA). The contractor shall take steps as necessary to protect the safety and health of university employees, students, and visitors during the performance of their work. In addition, the contractor must also provide the university with a written safety program that it intends to follow in pursuing work under this contract. By entering into a contract with Virginia Tech, the contractor and its subcontractors agree to abide by the requirements described in Safety Requirements for Contractors and Subcontractors located on Virginia Tech's Environmental, Health and Safety Services (EHSS) web site at this URL [http://www.ehss.vt.edu/programs/contractor\\_safety.php](http://www.ehss.vt.edu/programs/contractor_safety.php). A copy of the publication may also be obtained by contacting EHSS at 540/231- 5985. No work under this contract will be permitted until the university is assured that the contractor has an adequate safety program in effect.
- 20. SPECIAL OR PROMOTIONAL DISCOUNTS:** The Contractor shall extend any special promotional sale prices or discounts immediately to Virginia Tech during the term of the contract. Such notice shall also advise the duration of the specific sale or discount price.
- 21. SIDEWALK POLICY:** Driving on sidewalks is allowed when there is no other way to get a needed vehicle to a designated place or building on campus. The vehicle operator shall be made aware that extreme caution shall be used to operate the vehicle in a way that will not be a hazard or hindrance to pedestrians using the walk. The contractor shall be responsible for any damage to turf and anything that is located adjacent to the walk. Parking an unattended vehicle on a sidewalk is strictly prohibited by State Law. The contractor is allowed to park a vehicle on a sidewalk if there is no other way to perform necessary work. The procedure to obtain a permit to operate a vehicle on sidewalks is the same as for the turf as outlined in Turf Policy. Any vehicle parked illegally on sidewalks shall be subject to ticketing, fines and towing if necessary.
- 22. SUBCONTRACTS:** No portion of the work shall be subcontracted without prior written consent of Virginia Tech. In the event that the contractor desires to subcontract some part of the work specified herein, the contractor shall furnish Virginia Tech the names, qualifications and experience of their proposed subcontractors. The contractor shall, however, remain fully liable and responsible for the work to be done by his subcontractor(s) and shall assure compliance with all requirements of the contract.
- 23. TURF POLICY:** Parking or driving on campus turf or sidewalk is strictly prohibited, except as specifically directed or otherwise allowed by the Physical Plant Grounds Department. In this case, a turf permit must be obtained from Virginia Tech Parking Services and displayed by the vehicle. Turf parking is not allowed under the canopy of any tree on campus. Any vehicle parked illegally on turf or sidewalks shall be subject to ticketing and fines.
- 24. WORK SITE DAMAGES:** Any damage to existing utilities, equipment or finished surfaces resulting from the performance of this contract shall be repaired to the Owner's satisfaction at the contractor's expense.



## ADDENDUM # 1 TO RFP # 5671412202

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (Virginia Tech)  
Procurement Department (MC 0333)  
North End Center, Suite 2100  
300 Turner Street NW  
Blacksburg, Virginia 24061

DATE <b>June 17, 2022</b>	ORIGINAL DUE DATE AND HOUR <b>June 30, 2022 @ 3:00 PM</b>
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ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Angela Caldwell, Buyer  
E-MAIL ADDRESS: [acaldwell@vt.edu](mailto:acaldwell@vt.edu) TELEPHONE NUMBER (540) 231-1269  
FAX NUMBER (540) 231-9628 AFTER HOUR MESSAGES (540) 231-6221

### Editorial and Writing Services

A. The following questions have arisen as a result of this solicitation. Please see answers below in red:

1. Could you provide the name of any incumbent vendors for this work or similar work?  
*Virginia Tech answer – Hoffman Editorial Services*
2. Are there any lessons learned or challenges experienced in similar work that Virginia Tech hopes to address with this solicitation?  
*Virginia Tech answer – None*
3. Does VA Tech have any existing copyright accounts for its publications and if so, would the vendor submit copyrights via an already established log-in? If not, does VA Tech expect the vendor to establish a copyright account in VA Tech's name?  
*Virginia Tech answer – No. Virginia Tech will handle any copyrighting or trademarking procedures. The work completed by the vendor must be original. If work produced contains copyrighted or trademarked material that was gathered by the vendor, for example a photo or artwork, the vendor must receive permission on behalf of Virginia Tech in order to use said material in work produced for Virginia Tech.*
4. Will VA Tech expect the vendor to submit copyrights for all new publications the vendor has supplied? Will VA Tech expect the vendor to pay the copyright fees and be reimbursed or will VA Tech pay the fees directly to the Copyright Office?  
*Virginia Tech answer - No. Virginia Tech will handle any copyrighting or trademarking procedures. The work completed by the vendor must be original. If work produced contains copyrighted or trademarked material that was gathered by the vendor, for example a photo or artwork, the vendor must receive permission on behalf of Virginia Tech in order to use said material in work produced for Virginia Tech.*
5. Is there a typical review/feedback process for written materials produced by vendors that you could share? It would be helpful to be able to factor in a review chain timeline.  
*Virginia Tech answer – The feedback process will vary based on the project.*
6. What is the estimated budget for this contract?  
*Virginia Tech answer – No amount of business is guaranteed to any firm awarded a contract. This will be as needed contract.*

7. Page 5 of the RFP requests that the Contractor “describe [their] ability to act as a publications or managing editor for a campus periodical.” Can you please provide more information on the Contractor’s role and responsibilities in managing a campus periodical? For example, would this include soliciting content, managing the production schedule and process, and/or managing the contributors, or would this be more purely focused on writing and editing?  
*Virginia Tech answer – The role of managing editor would include but is not limited to supervising the content creation process from writing through editing and publishing. Specific duties would be negotiable on a project basis.*
8. Would you please elaborate on the volume and frequency of writing and editorial work desired from the Contractor (ex. How many hours per week or pieces of content produced per week)?  
*Virginia Tech answer – No amount of business is guaranteed to any firm awarded a contract. This will be as needed contract*
9. Can you please provide the name of the previous contractor that worked on this project?  
*Virginia Tech answer- Hoffman Editorial Services*
10. Can you please provide an estimated project start date for this RFP?  
*Virginia Tech answer – Virginia Tech intends to have contracts awarded as soon as possible.*
11. Per the insurance requirements on page 12, can you please confirm the “Builder’s Risk” is not applicable (and therefore not required) for this RFP?  
*Virginia Tech answer – To be discussed during negotiations.*
12. Is there an overarching strategic goal to the Writing and Editorial Services requested?  
*Virginia Tech answer - No there is not an overarching strategic goal these services are needed for the University.*
13. Will there be one point of contact to lead each request/ project or will it be a different contact for each project?  
*Virginia Tech answer - Individual departments will contact the awarded firms when services are needed.*
14. What type of billing is Virginia Tech expecting, a monthly retainer or hourly rate?  
*Virginia Tech answer – Hourly*
15. What is the anticipated time frame given to the contractor to complete "short-turnaround rush projects" as described in Section VI Part B Line D?  
*Virginia Tech answer - Short turn around will be discussed between departments and the awarded vendors and a schedule will be mutually agreed upon.*
16. Page 4 states, “Offerors are encouraged to provide a proposal for the services in their entirety or for the services in which they are qualified to provide.” Does this mean that an offeror should indicate if there is an item in the scope of work that they cannot provide and that this will not preclude the offeror from award?  
*Virginia Tech answer - Yes, please be sure your proposal addresses all aspects of the RFP that your firm is able to complete. If you are unable to perform an item in the scope of the work you will not be precluded from any potential award*
17. The RFP requests that offerors “describe your ability to act as a publications or managing editor (page 5).” Could more detail be provided regarding this part of the scope of work? Depending on the responsibilities, this could be a full-time or near full-time job. More specifically:
  - What is the job description of the publications or managing editor?
  - Will the publications or managing editor have daily responsibilities?*Virginia Tech answer - The role of managing editor would include but is not limited to supervising the content creation process from writing through editing and publishing. Specific duties would be negotiable on a project basis.*

18. How will projects be assigned to the Contractor? Are there any penalties if the Contractor is not able to accept an assignment?

*Virginia Tech answer - Dept will have the liberty to choose which firm they want to work with on a project. There will be no penalty for not being able to accept work.*

19. Pg. 5, (E) states, "Contractor shall abide by Virginia Tech brand guidelines and follow directions from university staff." Who will the Contractor report to, and will this be consistent across all projects?

*Virginia Tech answer – The contractor would report to the project lead. This will vary based on the project. Please see attached link for Virginia Tech brand standards.*

*<https://brand.vt.edu>*

B. All other terms, conditions and descriptions remain the same.

C. The due date and hour remains at 3:00 PM on June 30, 2022.

I acknowledge that I have read and understand this addendum in its entirety.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

KIM CATLEY

540-556-1494 // kim@kimcatley.com  
kimcatley.com

Proposal to Virginia Tech  
for writing and editorial services

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## About Kim Catley

I have more than 15 years of experience in communications, editorial strategy, and content development for higher education. I spent more than a decade in the central communications offices at Virginia Commonwealth University and the University of Richmond. Most recently, I was the associate director of print and digital content for VCUarts. In 2021, I launched an independent communications business providing writing and editorial services to a variety of institutions, including Fordham University, Macalester College, Texas Tech University Health Sciences Center, the University of Richmond, the U.S. Naval Academy, VCU, and Williams College. My resume is attached on page 8 of this proposal and can be found at [kimcatley.com/about-kim](http://kimcatley.com/about-kim).

## Section A: Statement of Needs/Scope of Work

1. Produce high-quality written content or edited content for use in recruitment, alumni engagement, fundraising, athletics, academic, educational publications or other program materials.

I regularly contribute high-quality written news and feature stories for university websites and magazines, and in support of fundraising and admissions materials. I have experience identifying and writing stories that authentically align with key institutional message points.

I am adept at interviewing subjects on a variety of topics, from inspiring personal stories to in-depth research, in order to draw out compelling narratives. Some of my recent work has explored the legal implications of corruption surrounding major sporting events, novel discoveries in neuroscience, the passage of the Reconstruction Amendments, and profiles of first-generation college students—all of which required supplemental research, both in advance and following interviews. When the subject matter is complex, I am able to approach the material in a way that is accessible and engaging for a wide variety of readers.

I also write compelling profiles that connect with readers on a personal level. I recently received first place in the 2021 VPA Communications Contest for a suite of magazine features that included a profile of an interracial, inter-abled couple who are successful YouTube influencers; a feature about the importance of leaning into difficult emotions; and a news story about the Great Resignation. The judges noted the “heart and soul” present in the selections, and the balance of personal experiences.

While magazine and web features have been a central element of my editorial experience, I am a cross-functional writer who has experience writing for capital campaigns and fundraising case statements, admissions and recruitment materials, email campaigns, website content, and annual reports. I have also captured the voice of campus administrators in order to draft speeches, video scripts, letters, and presentations.

Finally, I have experience overseeing the content development and project management for campus publications. At the University of Richmond, I served as editor of the law school alumni magazine and as section editor for the university’s alumni magazine. At VCUarts, I managed the production process for the school’s

annual magazine and the undergraduate viewbook, as well as the monthly e-newsletter. For all of these projects, I was responsible for developing a content outline, writing and assigning stories, managing staff and freelance writers, creating and managing the project schedule, and collaborating with photographers, designers, and guest artists to develop a visual strategy.

In both my in-house and freelance roles, I have had to comply with both AP Style and university-specific style guides. At VCU and Richmond, I regularly reviewed and copyedited materials as part of a formal proofing process, and as a member of the magazine team. Working as a freelance writer has further solidified those strengths, as I often have to balance a variety of style guidelines and AP Style exceptions for different clients. I have also been contracted by clients for proofreading, and to provide deeper editorial feedback to strengthen the narrative and improve readability.

## 2. Produce high-quality written content for use on digital platforms

At the University of Richmond, I oversaw web feature writing—a core element of the university's story-driven website. In my role, I identified stories that aligned with institutional messages and priorities; ensured balanced representation across a variety of parameters; interviewed subjects and wrote stories about a wide range of topics; and trained other content creators on the university's storytelling strategy. I also edited materials from other writers, both in the communications office and across campus, offering feedback on clarity, style, and strategy.

At VCUarts, I not only wrote web stories, but managed a content team with a writer, photographer/videographer, and social media strategist. I implemented a weekly content meeting to discuss current strategies and priorities, and review assignments. I also established a centralized editorial calendar to support planning and project management. With a small team, I prioritized the use of stories across platforms. For instance, a web story might appear in the monthly e-newsletter, additional images shared on social media, or the story might be repackaged in a larger magazine feature.

I have also drafted website copy, including writing original content and repackaging existing text as part of website redesign projects at VCU and the University of Richmond.

I have some experience working with existing visual templates to create lead story images and simple graphics using Photoshop and Canva.

- B. Provide a list of the equipment your firm will use to service the requirements of the contract to include computer platform, iOS or Android, word processing software, and any other equipment specific to the assignment.

I use a Mac computer and iPhone, as well as Word, Google Docs, and Adobe Acrobat. I personally use Asana for project management, but am familiar with other platforms and have been added to clients' systems. I also have a DSLR camera and have some experience providing supplementary photography.

- C. Describe your ability to adhere to required deadlines, to include how materials will be shared, i.e. will all communications be electronic, or will your firm be available for on-site updates/meetings.

I am accustomed to balancing a variety of deadlines as both an in-house communications staff writer and a freelancer. If a delay is expected due to circumstances beyond my control—such as difficulty reaching an interview subject—I communicate those issues as soon as possible in order to work with clients on a solution.

As I am located in Richmond, communication will generally be electronic. I am available by phone, email, or various video conferencing platforms. I have several clients who request regular check-ins, which have been successfully held over Zoom. However, if an on-site meeting is critical to a project, I can be available for travel (I'm originally from the area and my family would be happy for the visit).

- D. Describe your availability for short-turnaround rush projects and/or projects that may require your involvement over a longer period of time.

While it depends on my existing project load, I have typically been able to support rush projects. More often, I am involved in long-term projects, working both independently and as an imbedded team member with regular check-in meetings.

- E. Describe your ability to comply with and meet the following requirement: Contractor shall abide by Virginia Tech brand guidelines and follow directions from university staff. This may include a detailed approval process that could result in changes in direction/rewrites to meet the needs of the project and its stakeholders, with Virginia Tech retaining the right to edit and use the material in any way it deems appropriate.

I am familiar with university brand and style guidelines, and have drafted several style guidelines in the past. I always make a point to request those at the outset of a project, or when working with a new client.

I am also experienced with multi-step review processes and several layers of institutional approval. I am comfortable receiving feedback and rewrites, and work to meet the vision and expectations of the final approver. I am familiar with university editorial processes that may reuse, repackage, and edit stories and am aware that Virginia Tech may edit and repurpose my work in the future.



- F. Contractor shall agree all submissions will be factually accurate, original, not previously published, nor infringe any copyright or trademark rights and that Virginia Tech will own all right, title and interest and all publication and archival rights to all submitted work in all languages for use on the website, in publications, or in any present or future medium. Describe your company's plan to take care of any/all copyright procurement and confirm that all content shall be owned by the university and shall retain all rights associated with the completed material.

I always provide original, factually accurate work and understand that Virginia Tech will retain ownership of that work. If the submitted work contains copyrighted material, I will work with Virginia Tech on any internal requirements and will secure permission to use the material on behalf of the institution.

- G. Describe your project management approach for writing/editing projects and how you will meet the required specifications, objectives, and time-frame.

I have 15 years of experience managing university communications projects, ranging from small postcard campaigns that are completed in a matter of days or weeks to complex publications that require several months and involve multiple internal and external team members. At the start of any project, I will work with my primary contact and/or the Virginia Tech team members to identify the project timeline, milestones and review points, and potential delays. From there, I can develop a project schedule to share with the team, or follow a provided schedule including regular check-ins if needed.

When drafting a schedule, I prioritize securing raw materials and interviews up front, allowing time to communicate any challenges with clients. Whenever possible, I also build additional time into my project schedules to account for unexpected delays beyond my control, such as stakeholder feedback that takes longer than expected.

I use several tools to support project management and movement, including Asana (or other project management software used by the client), Google docs for collaborative editing, Toggl for time tracking, Calendly for meeting and interview scheduling, and Slack for team communication.

- H. Provide various samples of your writing/editing that showcase your quality of work, complement your clients' existing branded materials, and demonstrate your ability to meet the needs of this RFP. Samples can be provided via a link to a website or on a flash drive/CD or DVD submitted with the proposal.

### Portfolio

[www.kimcatley.com](http://www.kimcatley.com)

#### Recent magazine and web features

*The Making of a More Perfect Union*

Richmond Law magazine feature on the Reconstruction Amendments

<https://lawmagazine.richmond.edu/features/article/-/21040/the-making-of-a-more-perfect-union.html>

*They Were First*

Mac Today magazine feature showcasing the stories of first-generation students and Macalester College's efforts toward inclusivity

<https://www.macalester.edu/news/2021/11/they-were-first/>

*Friendships that help healing*

Williams Today web feature story about how an alumnus' traumatic brain injury inspired his doctoral research

<https://today.williams.edu/stories/friendships-that-help-healing/>

*50 years of Title IX and women's sports*

UR Now web feature about the influence of Title IX on sports at the University of Richmond

<https://urnow.richmond.edu/features/article/-/21637/50-years-of-title-ix-and-womens-sports.html>

*A night at the opera*

VCU News photo essay offering a glimpse behind-the-scenes at the production process for the annual opera.

This story also appear in Studio magazine, and involved ongoing coordination with the staff photographer

<https://vcu.exposure.co/a-night-at-the-opera>

#### Other work

*2020-21 VCU annual report*

For this story-driven annual report, I was given a content outline and some raw materials. I interviewed additional subjects and drafted three to four supporting stories per section. The stories supported key messages and outcomes from the 2020-21 academic year. In addition, I provided some coordination for scheduling photo shoots for the website and video shoots for a corresponding State of the University presentation.

Annual report website: <https://annualreports.vcu.edu/university/index.html>

### *Fordham University admission emails*

In this project for Fordham University, I followed a pre-existing email template and key message points to draft a series of 20 emails targeting different groups of prospective undergraduates. I was given recordings of focus group interviews with alumni and current students and asked to select a sequence of quotes that highlighted different facets of the Fordham experience, and featured a representative mix of students and academic areas. I also drafted supporting marketing language and facts and stats.

Three sample emails are attached on page 12 of this proposal.

### *VCUarts viewbook*

When I first arrived at VCUarts, I was tasked with cutting the school's viewbook in half – both in size and in cost– without losing impact. I worked with the admissions staff, 16 department chairs and the dean's office staff to reduce the text for each academic department. I also worked with the staff photographer to identify a signature photo for each department and arranged a series of photoshoots with department staff and students. I then worked with the design team to redesign the pages to emphasize full-bleed, high-impact photography.

Moving forward, I developed an annual review schedule that took advantage of lulls in the academic year to ensure all stakeholders had time to weigh in and provide feedback on editorial and photography.

VCUarts viewbook: [https://arts.vcu.edu/wp-content/uploads/2021/09/2022\\_Viewbook\\_Digital\\_Spreads.pdf](https://arts.vcu.edu/wp-content/uploads/2021/09/2022_Viewbook_Digital_Spreads.pdf)

### *Studio magazine*

When I arrived at VCUarts, the communications office sought to redesign Studio magazine, shifting from a newsletter feel to an arts magazine. I worked with the design team and a guest artist to reimagine the design while implementing a more traditional magazine approach with clear sections and feature stories. Due to limited staff resources, I also aimed to implement a digital first approach that repurposed and repackaged some web content from the year, while also creating some original content specifically for the Studio audience. I developed a content outline and secured approval from the dean's office; drafted the majority of the content; managed in-house and external writers; edited provided content for clarity, readability, and style; and managed the review process, securing feedback from a number of school stakeholders. I then refined and repeated this production process annually, including an original design and a featured guest artist.

2021 Studio magazine: [https://issuu.com/vcuarts/docs/2021\\_studio\\_singlepages](https://issuu.com/vcuarts/docs/2021_studio_singlepages)

2020 Studio magazine: [https://issuu.com/vcuarts/docs/2020\\_studio\\_digital](https://issuu.com/vcuarts/docs/2020_studio_digital)

- I. Provide a pricing schedule detailing hourly rates that clearly lists all services that could be provided and their associated prices per hour required.

Description	Rate/hour
Writing services, including two rounds of revisions	For magazine and web features, I typically bill at \$1/word. My hourly rate would be \$75.
Editing services: proofreading	\$30/hour
Editing services: copyediting	\$45/hour
Publications management	For publications management, I would prefer to discuss a flat project rate based on a more detailed scope of work. However, this proposal would be based on an hourly rate of \$75-100.

- J. Identify any VASCUPP schools for which you have done business.

Virginia Commonwealth University

Participation of Small, Women-owned and Minority-owned Business (SWaM)

Kim Catley Communications is a sole proprietor, woman-owned business. I have initiated the process for certification and expect to have that in place, and will maintain that certification.

References

[Redacted]  
[Redacted]  
[Redacted] *University of Richmond Magazine*  
[Redacted]  
[Redacted]

[Redacted]  
[Redacted]  
[Redacted]

[Redacted]  
[Redacted]

[Redacted]  
[Redacted] Capstone Communications  
[Redacted]  
[Redacted]

[Redacted]  
[Redacted]  
[Redacted]

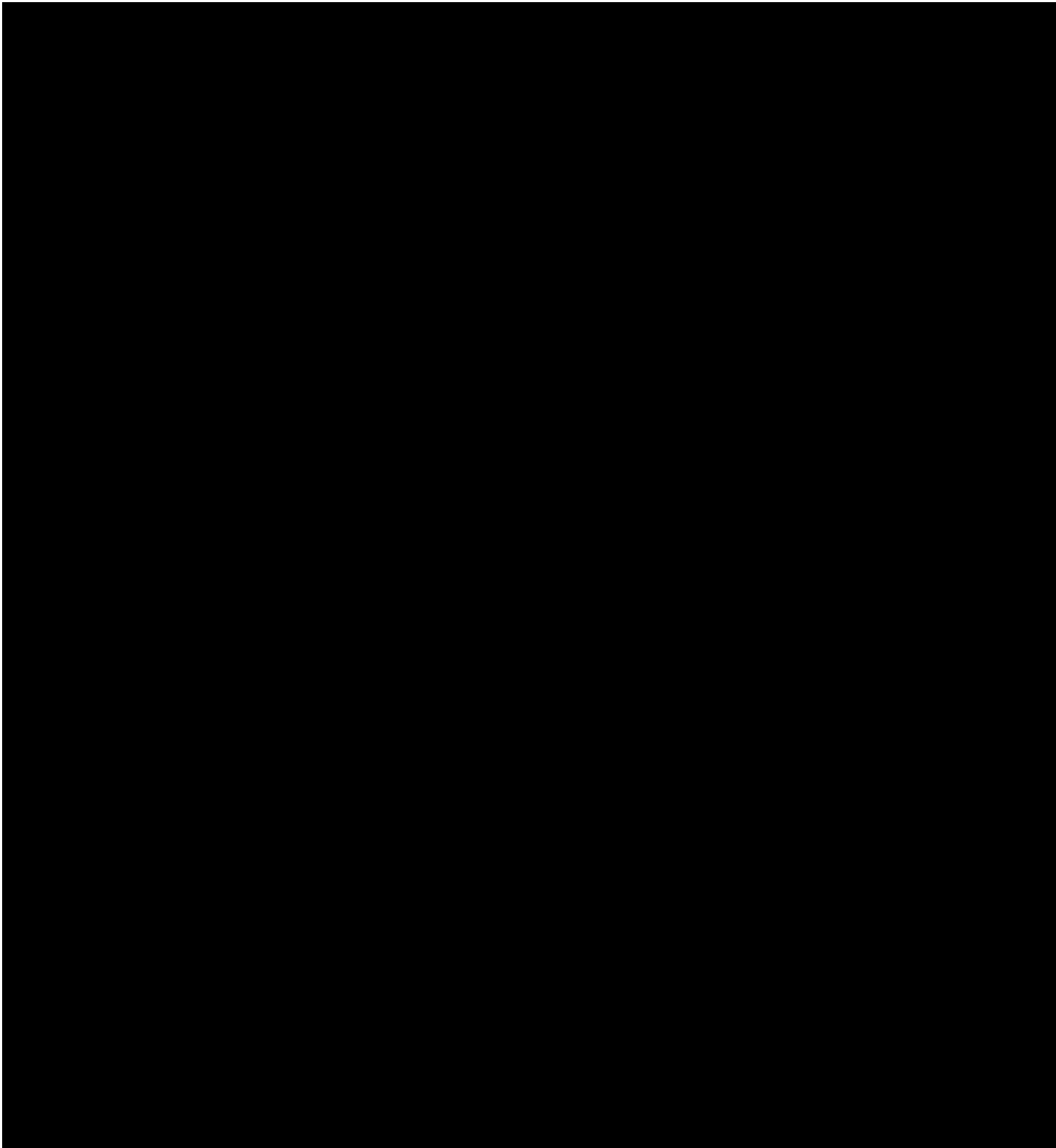
[Redacted]  
[Redacted] Inde Communications  
[Redacted]  
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[Redacted]

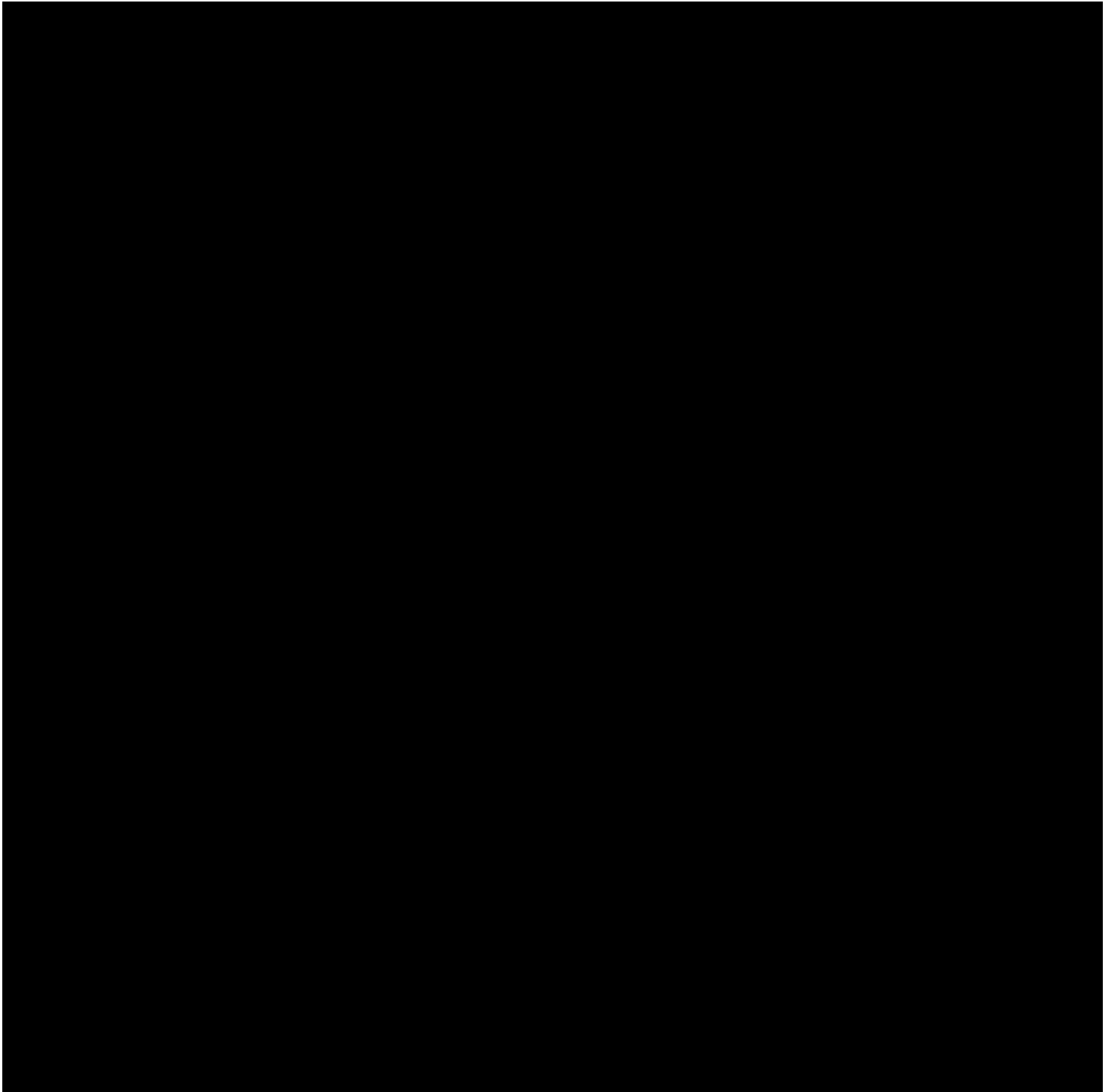
Resume

KIM CATLEY









## Fordham University admission emails

### FORDHAM *first person* Stories from Fordham College at Lincoln Center



“  
*I'm taking a new internship-style course called *Preparing for Industrial Careers in Mathematics*. We're partnered with a company as consultants to solve **real problems**. If we come up with good solutions, the company will implement them. It gives us experience that a lot of companies want. Going into my first technical internship, I can have consulting experience **on my resume**.*”

—Rishabh, '23  
Mathematics

### From Classes to Careers

Sometimes you take a class or pursue an academic program and realize it's the start of your career path. At Fordham College at Lincoln Center, that's pretty common. Our classes and programs will help you explore your passions, find new ones, and prepare for your first job—and beyond.

**70+**

*Community Engaged Learning classes connect students with local organizations working to solve societal problems and promote the common good*

**91%**

*of the Class of 2021 was employed, continuing their education, engaged in public service, or pursuing other meaningful endeavors within six months of graduation*

**220+**

*student clubs and organizations across our campuses*

**For people with questing imaginations and big plans:  
Welcome home.**

**Join us**

FORDHAM *first person* Stories from Gabelli at Rose Hill



“ One thing that stood out about Fordham was **the location**. I’m from Mumbai, which is the financial hub of my country, and it’s really fast-paced. I wanted something like that. In New York City, you’re surrounded by people who are **motivated and driven**, and that’s also what I find in Fordham’s community. That motivates me and instills a **sense of confidence**.

—Krishnaa, '25  
Finance

**Welcome to the city that has it all.**

Fordham’s NYC location means you’ll have unparalleled access to technology, business, media, and the arts. Our 85-acre Rose Hill campus is as idyllic as it gets, with Gothic architecture and tree-lined walkways, at the heart of a diverse Bronx community that helps drive innovation in a city at the center of it all.

**2,300+**

*Students with strong ambitions and an even stronger ethical backbone*

**81%**

*Fordham students who complete at least one internship before graduation*

**3,500+**

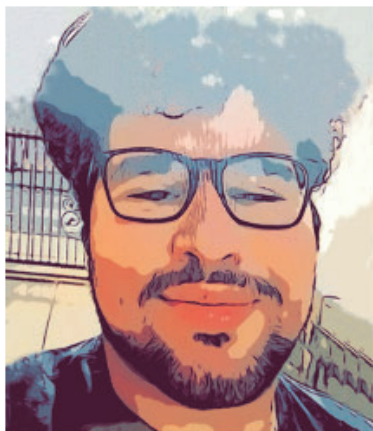
*Partner organizations in Fordham’s internship program*

**For people with questing imaginations and big plans:**

**Welcome home.**

**Explore next steps**

FORDHAM *first person* Stories from Gabelli at Lincoln Center



“  
*My interests changed from investment banking to real estate, so I reached out to alumni on LinkedIn. They took the time to give me **guidance and resources** or to connect me with a colleague. **You don't get that experience elsewhere**, of someone who can literally put themselves in your shoes, understand where you're from, and help you **get where you want to be.***

—Hussein, '23  
Global Business with a  
Concentration in Global Finance and  
Business Economics

### Our alumni are your superfans.

They'll answer your cold emails, offer real-world-tested advice and mentoring, help you get internships, and promote you in their networks. After all, you're a member of the Ram-ily.

**200,000+**

*Active and loyal Fordham alumni around the world*

**1,450+**

*Mentoring connections made between students and alumni so far this academic year*

**91%**

*of the Class of 2021 was employed, continuing their education, engaged in public service, or pursuing other meaningful endeavors within six months of graduation*

For people with questing imaginations and big plans:  
Welcome home.

[Explore next steps](#)



Attachment: Signed RFP

RFP # 5671412202, Writing and Editorial Services

**INCLUDE THIS PAGE WITH YOUR PROPOSAL, SIGNATURE AT SUBMISSION IS REQUIRED**

**DUE DATE:** Proposals will be received until **June 30<sup>th</sup>, 2022 at 3:00 PM**. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

**INQUIRIES:** All inquiries for information regarding this solicitation should be directed to Angela Caldwell, Phone: (540) 231- 1269 e-mail: [acaldwell@vt.edu](mailto:acaldwell@vt.edu). All inquiries will be answered in the form of an addendum. Inquiries must be submitted by (2:00 PM) on (June 15<sup>th</sup>, 2022). Inquiries must be submitted to the procurement officer identified in this solicitation.

**PROPOSAL SUBMISSION:**  
**Proposals may NOT be hand delivered to the Procurement Office.**

Virginia Tech has partnered with Bonfire Interactive to create a new procurement portal that will allow you to access business opportunities and submit bids and proposals to Virginia Tech digitally.

**Proposals must be submitted electronically at:**  
<https://procurement-vt.bonfirehub.com/>.

Vendors are requested to visit the new Procurement Portal then follow the link to the Bonfire vendor registration page to register your company. Registration is easy and free. If you have any challenges with the registration process, please contact Bonfire Interactive Support at [support@gobonfire.com](mailto:support@gobonfire.com) .


**It is encouraged for all vendors to register prior to the proposal submission deadline to avoid late submissions.** Log into your Bonfire Vendor account in order to access the opportunity and begin preparing your submission. Upon completion you will be directed to your Submission Receipt. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time.

For a quick tutorial on how to upload a submittal, visit: [https://support.gobonfire.com/hc/en-us/articles/360011034814-Creating-and-Uploading-a-Submission-for-Vendors-?\\_ga=2.42375717.1472165071.1588110542-997330893.1585332052](https://support.gobonfire.com/hc/en-us/articles/360011034814-Creating-and-Uploading-a-Submission-for-Vendors-?_ga=2.42375717.1472165071.1588110542-997330893.1585332052)

Hard copy or email proposals will not be accepted. Late proposals will not be accepted, nor will additional time be granted to any individual Vendor.

**Attachments must be smaller than 1000MB in order to be received by the University.**

*In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.*

AUTHORIZED SIGNATURE:  Date: 6/30/22

03/28/2022

**[INCLUDE THIS PAGE]**

Attachment: Signed addendum

18. How will projects be assigned to the Contractor? Are there any penalties if the Contractor is not able to accept an assignment?

*Virginia Tech answer - Dept will have the liberty to choose which firm they want to work with on a project. There will be no penalty for not being able to accept work.*

19. Pg. 5, (E) states, "Contractor shall abide by Virginia Tech brand guidelines and follow directions from university staff." Who will the Contractor report to, and will this be consistent across all projects?

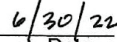
*Virginia Tech answer - The contractor would report to the project lead. This will vary based on the project. Please see attached link for Virginia Tech brand standards.*  
<https://brand.vt.edu>

B. All other terms, conditions and descriptions remain the same.

C. The due date and hour remains at 3:00 PM on June 30, 2022.

I acknowledge that I have read and understand this addendum in its entirety.

  
\_\_\_\_\_  
Signature

  
\_\_\_\_\_  
Date

Revised 10/19/21

## Negotiation Questions

1. Virginia Tech Question: What is your process for managing deadlines if/when a project's parameters change after work has been initiated?

Kim Catley Communications answer-

I begin with a conversation with my contacts to discuss the change in parameters and ensure I have an understanding of the changes and confirm I have the resources I need to proceed. If the project can still be completed on schedule, I will confirm that and move forward. If the change in scope would require additional time, I would discuss the time I need to reasonably complete the work within the new parameters and determine whether there is any flexibility on the client's end. I'm generally able to reach an agreement that meets my client's deadline needs while still ensuring I have the time to produce quality work.

From there, if I'm in a project management role, I ensure all schedules are updated and communicate changes with other team members as needed.

I am happy to discuss this process if further detail is needed.

2. Virginia Tech Question: Once a project is at the approval stage, if significant changes become necessary how do you manage your schedule to ensure final deadlines are met?

Kim Catley Communications answer –

For writing projects, I account for at least one round of revisions once a draft has been submitted. I build this time into my own workload to ensure I have the space to work on revisions, and communicate with the client about when to expect their feedback. Once feedback is received, I complete an initial review within 24 hours to identify if I have the materials and information necessary to make the revisions, or if follow-up interviews or meetings are necessary. I then provide a timeline for revisions that fall within the overall project deadline, or discuss adjustments to the project timeline if necessary. For the average magazine or web feature, revisions can generally be completed in two to five days, depending on complexity.

I am happy to discuss this process if further detail is needed.

3. Virginia Tech Question: What is your communication process if a final deadline becomes difficult to meet?

Kim Catley Communications answer –

Whenever possible, I begin projects by collecting all external materials—such as interviews, research, client background and kick-off meetings, etc.—as soon as possible. This allows me to identify potential delays early in the project and discuss with my client. For instance, if a story source is not responding, does my client have a direct relationship with the source and would they be able to reach out on my behalf? Or, if I'm having trouble locating background materials for website copy, can they be found somewhere else?

If a delay develops later in the process and I'm concerned about my ability to meet a deadline, I immediately reach out to my client to discuss if there is any flexibility



within the deadline. For instance, I recently had a story where the key source was not able to meet until three days before the deadline. Then, he contracted Covid and we tentatively rescheduled for the following day. I let my client know the day of the cancellation that I was concerned we might not be able to meet in time. We extended the deadline by two days, just in case; however, he was able to meet the next day and I was able to meet the original deadline, as planned.

4. Virginia Tech Question: As part of Virginia Tech standard procedures, all awarded contracts will be publicly posted on an online contracts portal. Is there any information included that would be used to identify or harm a person's identity, finances or personal information? If so, please provide a redacted copy of your proposal.

Kim Catley Communications answer -  
No.

5. Virginia Tech Question: Are there any additional financial or value-added incentives you would like to offer at this time? (i.e. signing bonus, scholarships, academic or athletic program support, etc.?)

Kim Catley Communications answer –  
No.

6. Virginia Tech Question: Are there any additional forms or documents that you will require to be incorporated into the contract documents? If so, please submit.

Kim Catley Communications answer –  
No.

7. Virginia Tech Question: Does your company agree to provide monthly invoices with payment due thirty (30) days after receipt of invoice or goods/services, whichever is later?

Kim Catley Communications answer –  
Yes.

8. Virginia Tech Question: Do you agree that you will be performing services as an Independent Contractor, Company, Corporation or other business entity and are not an employee of Virginia Tech or any other Commonwealth Entity?

Kim Catley Communications answer –  
Yes.

9. Virginia Tech Question: Do you further agree that Virginia Tech will not withhold any income taxes from its payments to contractors nor will it provide any employment benefits to the contractor or contractor's employees?

Kim Catley Communications answer –  
Yes.

10. Virginia Tech Question: End of Contract Service Transition Expectations: If or when a transition of service to another provider is required (end of contract life or otherwise), the university would require the incumbent firm to cooperative fully in a successful transition of services. Explain any requirements your firm might have in preparing for such a transition of services. Additionally, please indicate your willingness to establish a transition plan alongside the new provider of service which may include but not be limited to sharing important data and/or existing service information via a cooperative knowledge transfer process.

Kim Catley Communications answer –

I'm happy to assist with any future transition needs and typically store my project files in a way that simplifies this process.

For collaborative projects, I often use file sharing services, such as Google Drive and Dropbox, and give clients access all project-related files. For magazine and web feature writing, I store all interviews, transcripts, source material, and draft versions locally and can provide those files if needed. Other projects that don't need collaborative file sharing are stored locally and files could be provided upon request.

If any files were restricted or confidential, I would discuss with my client before I proceed with sharing with another external vendor.

11. Virginia Tech Question: Do you agree that the initial contract period shall be three (3) years?

Kim Catley Communications answer –

Yes.

12. Virginia Tech Question: Upon completion of the initial contract period, does your company agree that the contract may be renewed by Virginia Tech upon written agreement of both parties for two (2) three-year periods, under the terms of the current contact?

Kim Catley Communications answer –

Yes.

13. Virginia Tech Question: If awarded a contract, are you willing to hold prices firm for the initial contract period?

Kim Catley Communications answer –

Yes.

14. Virginia Tech Question: While other factors such as the methodology, quality of service and prior experience are considered during the selection process, the evaluation of price, including the annual maintenance fee, is a key element of the evaluation. With this in mind, please provide your company's most competitive price structure.

Kim Catley Communications answer –

Description	Rate/hour
Feature writing, including two rounds of revisions	<p>\$75/hour Alternative for feature writing: \$1/word</p> <p>A typical 1,000-word story would take between 10-15 hours to complete, including revisions.</p>
Writing services: web content, email	<p>\$50-60/hour</p> <p>Hourly rate will depend on complexity of writing needed, such as rewriting existing content or providing original writing.</p>
Editing services: copyediting	<p>\$45/hour</p> <p>Copyediting a typical 2,000-word magazine feature would take 2-5 hours, depending on the complexity of the feedback required.</p>
Editing services: proofreading	<p>\$30/hour</p> <p>Proofreading a typical 2,000-word magazine feature would take 1-2 hours.</p>
Publications management	<p>\$75-100/hour</p> <p>To serve as a managing editor or project manager for a publications project, I would need to discuss a more detailed scope of work. I could then determine the complexity of my role, provide a more specific hourly rate, and estimate my hours for the project. I would also be happy to discuss a flat project rate.</p>

15. Virginia Tech Question: Will your company agree to participate in the Wells One AP Control Payment System?

Kim Catley Communications answer -  
No.

16. Virginia Tech Question: Please describe your quickest turn-around time if emergency services are needed.

Kim Catley Communications answer –

My rush turnaround time depends on the scope of work and my current workload. However, I can generally meet the following, assuming I have immediate access to all necessary materials:

- Proofreading – 24 hours
- Copyediting – 1-2 days
- Feature writing – 2 days (If interviews are required, that may extend this timeline depending on the source's availability. If a story is a repackaging of existing materials or a short Q&A, I may be able to complete in 24 hours.)
- Email writing – 1-2 days
- Web content writing (Approximately 1-5 standalone pages) – 1-2 days

17. Virginia Tech Question: Are you willing to contact departments on a monthly basis to address service issues?

Kim Catley Communications answer –  
Yes.

18. Virginia Tech Question: Will you be able to handle increased volumes of business and/or provide service to additional departments during the course of the contract?

Kim Catley Communications answer –  
Yes.

19. Virginia Tech Question: How soon after contract award can you begin providing services?

Kim Catley Communications answer –  
I am currently on parental leave. I am expecting to begin reaching out to clients and discussing potential new work in late August, around the start of the academic year. I plan to be fully available for work by mid-September. I would be available on the same timeline for Virginia Tech.

20. Virginia Tech Question: Are you registered with and willing to participate in the eVA internet procurement solution described in the terms and conditions of the RFP?

Kim Catley Communications answer –  
Yes.

21. Virginia Tech Question: Do you acknowledge, agree and understand that Virginia Tech cannot guarantee a minimum amount of business if a contract is awarded to your company?

Kim Catley Communications answer –  
Yes.

22. Virginia Tech Question: Are the prices for all goods/services listed in your proposal inclusive of all applicable eVA system transaction fees?

Kim Catley Communications answer –  
Yes.

23. Virginia Tech Question: Does the vendor acknowledge, agree, and understand that the terms and conditions of the RFP # 5671412202 shall govern the contract if a contract is awarded to your company?

Kim Catley Communications answer –  
Yes.

24. Virginia Tech Question: Do you agree to become a certified SWaM vendor with the Virginia Department of Small Business and Supplier Diversity and maintain that certification throughout the term of this contract?

Kim Catley Communications answer -  
I have started my SWaM vendor registration, but have reached out to SBSD with a few questions about supporting documents. As soon as I confirm my documentation, I will submit my registration and will maintain my certification throughout the contract.

25. Virginia Tech Question: If awarded a contract, do you agree to limit price increases to no more than the increase in the Consumer Price Index, CPI-W, All Items category for the latest twelve (12) months for which statistics are available at the time of renewal or 3 percent, whichever is less?

Kim Catley Communications answer- Yes.