

COMMONWEALTH OF VIRGINIA

STANDARD CONTRACT

Contract Number: VTS-1845-2023

This contract entered into this 24 day of September 2022 by Nancy S Moseley 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:

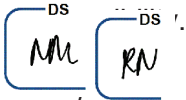
SCOPE OF CONTRACT: The Contractor shall provide Writing and Editorial Services to Virginia Tech as set forth in the Contract Documents.

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

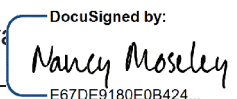
COMPENSATION AND METHOD OF PAYMENT: The Contractor shall be paid by Virginia Tech in accordance with the Contract Documents.

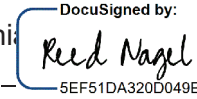
CONTRACT DOCUMENTS: The Contract Documents shall consist of this signed contract, Request for Proposal (RFP) number 5671412202 dated June 1st, 2022, together with Addendum Number 1 To RFP dated June 17th, 2022, the proposal submitted by the Contractor dated June 30th, 2022 and the negotiation summary, 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: 
E67DE9180E0B424...
Nancy Moseley contractor
Name and Title

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



Request for Proposal #5671412202

For

Writing and Editorial Services

June 1st, 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 30th, 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. All inquiries will be answered in the form of an addendum. Inquiries must be submitted by (2:00 PM) on (June 15th, 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 .

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

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 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

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

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
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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. 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 June 17, 2022	ORIGINAL DUE DATE AND HOUR June 30, 2022 @ 3:00 PM
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ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Angela Caldwell, Buyer
E-MAIL ADDRESS: 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

**Nancy S. Moseley
PROPOSAL**

**Writing and Editorial Services
RFP # 5671412202**

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VIA1a *Describe in detail your ability to provide news, features, scripts, ads, and/or professional writing (letters, white papers, annual reports, etc.)*

I have written, edited, proofread and created content since the beginning of my professional career. The scope of my work has been broad, and I have learned with each opportunity to first have a full understanding of the intended audience and, second, the platform through which they will be reached.

I started out in print advertising and marketing for a high-end real estate firm in Atlanta, Georgia. I wrote display ads for local and national publications as well as collateral like newsletters, postcards, brochures, press releases, annual reports and event programs. I worked one-on-one with real estate agents to expertly craft marketing campaigns for multi-million-dollar homes.

From the in-house marketing department, I transitioned smoothly into an agency setting. I started out as a traffic coordinator, managing simultaneous projects between multiple departments in an extremely time-sensitive environment. After a few months, I was promoted to copywriter, working closely with account managers, other copywriters and art directors to produce comprehensive campaigns for existing clients and new client RFPs.

After working primarily on print platforms, I moved into an online environment in the early 2000s as a writer and editor for AOL CityGuide. After spending several years writing and editing original content and managing a team of remote freelance writers, I moved into an operations position and later sales development because I wanted to learn how to package and organize online content for sale. Working on both creative and sales teams at AOL over a ten-year span gave me an invaluable perspective on how the end user consumes information and how best to tailor original creative content to meet sales objectives.

After leaving AOL, I partnered with a former colleague to become the exclusive contractor for his presentation storytelling and design business. We have clients spanning the globe and have built a thriving company helping businesses say what they intend in clear, understandable, attractive and compelling ways. My main role is as account/project manager, but I am often tasked with helping clients hone and streamline their message. This includes editing down existing copy and working with clients to ascertain what text should be kept on the slide, what text could be represented with graphic elements instead or what text should be moved to the notes section of a presentation to become talking points only.

Since 2017, I have been a freelance writer for "New River Valley Magazine." I regularly pitch article ideas that get selected and write at least two articles per issue, each with a required word count. I have interviewed dozens of individuals over the years, which is something I truly enjoy. It is a pleasure and a beloved opportunity to connect with someone who is excited to discuss a specific expertise or passion.

In 2020, Radford University hired me to proofread their 2019-2020 annual report and in 2021, I proofread both the summer and fall issues of "Radford," the university's magazine. I followed AP style alongside a specific, detailed Radford University style guide.

VIA1a (continued)

I believe that all writing essentially tells a story, and the most important part of any story is to capture and keep the attention of the targeted audience and, if desired, inspire them to action like clicking a link or donating funds. Likewise, a good writer is able to make minute adjustments in style and approach to solve for both the client's goals and the interest of the audience.

VIA1b *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.*

As a freelancer writer I have conducted many interviews, primarily and preferably in person. I typically research the subject matter and individual prior to the interview, then I write questions to help guide the interview. I use a very basic handheld recorder, so I am free to truly connect with the subject. I like to let the conversation take on a natural back and forth conversational flow instead of focusing my attention on my laptop while taking notes. This method, I have found, helps ease the sometimes-intimidating air of an official interview.

I always conclude interviews with a request to contact the individual (via their preferred method) should I have any follow-up questions, which often arise as I conduct more research and work through writing the final piece.

The following are examples of the variety of individuals I have interviewed over the years: the lead singer of a popular Jimmy Buffet cover band alongside his publicist, a former NFL football player turned marketing executive, an underwater cave diver, a 70-year-old window cleaner who attended the Christiansburg Institute, a registered polysomnography technologist, a kidney donor alongside her recipient (many tears!), a therapy dog trainer, a national historical park head park ranger, a Civil War museum curator and The Naked Cowboy of New York's Times Square.

As a writer and producer for a documentary film, I conducted off-camera interviews while my interview subject was being filmed. I learned quickly how to stay connected to the individual with non-verbal cues, like sharing encouraging facial expressions, nodding my head and maintaining strong eye contact.

For "New River Valley Magazine," I wrote an article on Standards of Learning (SOL) testing in the public school system and immediately found out, when I could only find one retired teacher willing to talk to me, that I was covering a sensitive topic. That teacher wished to remain anonymous, and a lot of my research pointed me in dichotomous directions depending on the consulted source. In the end I considered my audience and decided the article should not take a side or have an opinion.

Similarly challenging, for a "Radford" article, I interviewed a senior faculty fellow from a university in Mississippi who was also a major donor to Radford University. My point-of-contact alerted me to the sensitive nature of the piece and the subject's concern of coming across as having conflicting loyalties. I worked at length with the university and the professor to assure my

VIA1b (continued)

article would adequately cover her wonderful contribution while not calling unnecessary attention to current employer. After our interview she emailed me the following feedback: "I so enjoyed our "conversational" interview yesterday. Thanks for the structure and your generous way of making me comfortable in a somewhat awkward design of the current situation."

VIA1c *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.*

When breaking down complex subjects, I like to start by simply organizing the content in visually smaller forms, for example, using smaller paragraphs. Sometimes the use of bolded headlines or subheadings throughout a piece gives the audience an initial understanding of what is to come and leaves less for them to figure out on their own.

Additionally, if the subject calls for it, I will order information sequentially, from beginning to end, using fewer creative liberties or playfulness of language.

In few circumstances I have found that writing in a more conversational tone is helpful when trying to connect a generalized audience with a specific, perhaps confusing, subject. I use this approach to mimic what a casual conversation on the subject might sound like.

If applicable (and interesting), I also like to provide a history of the subject matter. For example, while not terribly complex, I once wrote an article on hammocks and opened with how the "suspended beds" were first used and when. Sometimes explaining the history of a subject helps clarify the present.

Most recently, I completed an article for "New River Valley Magazine" entitled "The ABCs of CBD." I pitched the idea to the editor because I believe that the public has very little understanding of the new, and complicated, retail world of cannabis products. The resulting article was a concise list of cannabis terms, their definitions, how each term is relevant to the others. I closed with a brief summation of what consumers can expect next out of the industry.

Lastly, with complicated subjects, I sometimes employ - though still careful not to overuse - a question and answer format. For example: "So why should we care how many milligrams of THC is in one edible brownie?" "Because a single serving of THC is around 10 milligrams. It is important to know how to read serving size labels and do your own calculations before chowing down. One brownie may have 50 mg of THC. Which is a lot."

VIA1d *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.*

I have worked extensively with AP style in my proofreading work for Radford University. The university also provided me with their own style guide, so I have experience consulting and using two sets of guidelines. I would expect to be given access to all applicable Virginia Tech style guides to accompany my proofreading and editing work.

To be a good editor, one must first be a good writer, to have a foundational understanding that how a sentence is written is directly related to how it should be read.

If I don't understand a sentence or paragraph the way it is written, I assume that I am probably not alone. I will make minor adjustments or suggestions to help clarify or simplify the point, without sacrificing the original meaning. As a writer myself, I can [usually] interpret the intended tone of a sentence. Getting "hung up" on sentence is often a simple matter of using the same words just reordering them. I like to avoid introducing new words whenever possible.

As an editor, I respect that I am manipulating another writer's content and that the writer was selected with intention. Just because it may not be written the same way I would write it, does not make it wrong. It is important to read and reread both the original sentence and the edited sentence to assure the point, and author's voice, is intact.

In 2020, Caitlyn Skaggs (reference #1) hired me to edit her autobiography book proposal. This work is a perfect example of being tasked with editing content while not affecting or changing the author's voice. We shared a Google doc and had a very detailed and candid back and forth online dialogue. I edited for both grammatical and punctuation integrity and for content structure, organization and clarity. She is currently finalizing a publishing contract.

VIA1e *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.*

At the onset of a new project, I like to have an initial conversation with the client to obtain a comprehensive understanding of their objective(s). Are they simply looking for a "second set of eyes" to proofread for grammatical or punctuation errors? Or do they need more extensive editing work that results in manipulating the content's organization, structure and tone? What are the specific deliverables and what is the turnaround? This will affect how I approach and price a project.

Like my answer in **VIA1d**, "improving the content" can often be as simple as using the same words or sentences, just in a different order. However, if I find the same point can be made using fewer words, without sacrificing tone or feeling, I will edit the content accordingly. Unless it's a radio or podcast ad that benefits from repeating a phone number or website multiple times, it is

VIA1e (continued)

usually best to convey the message in fewer words, with emphasis on choosing the best words for the job.

Knowing how to edit a piece also comes back to knowing your audience. Does the targeted audience already have a general understanding of the content? Or will they benefit from more explanation?

In my writing and proofreading work with Radford University, their specific style guide took precedent over AP style. Therefore, I have experience referencing two style guides.

VIA1f *Describe your ability to act as a publications or managing editor for a campus periodical.*

One of my earliest roles was managing editor of a hard cover coffee-table book publication. I set the production timeline for multiple photographers, author submissions, graphic designers and printers to work backward from a targeted publication date. Once all elements were submitted and finalized, I proofread the entire book throughout each stage of printing to assure nothing changed in the process. Additionally, I managed copyright licensing and all public relations and sales efforts.

As with any print publication that involves multiple contributing departments, if one deadline is missed, a snowball effect usually results. Being able to calmly and confidently adjust on-the-fly to find a balance that is both reasonably flexible and respectful of deadlines is imperative to assure the integrity of the project and positive attitudes of the contributors. When I was an agency traffic coordinator, I found that my colleagues responded best when I was transparent regarding the status of any given project.

As managing editor or publications lead, I would create a master timeline, for all applicable deliverables, working backward from a print date. I like to regularly check in with all contributors throughout the process, to assure deadlines are on track or, if they aren't, proactively enact necessary adjustments. It is often a precarious juggling act, but I find joy in the challenge and the unique opportunity to align work alongside varying talent.

I enjoy work that involves pulling multiple elements together for a finished product. It's, candidly, fun, to lead a creative team working together toward the same goal. And, however simple and perhaps cliché, I always love to hold the finished printed piece in my hands.

VIA2a *Describe your ability to create original content or edit for use on the web, in emails, or on various social media platforms.*

As an employee of AOL for ten years, with positions ranging from creative to sales, I have comprehensive experience creating and selling content for online environments. With

VIA2a (continued)

consideration for the platform and the audience, brevity is crucial for content consumed on desktop or handheld electronic devices.

I was an AOL CityGuide editor and program manager for six years. I created both original content and edited submissions from freelancers. I learned that writing for the web is quite different than writing for print. Like advertising copy, copy for consumption on electronic devices should be concise, but powerful enough to solicit clicks, while still providing enough information that the user is clear on what they are clicking to receive.

For Downtown Blacksburg, Inc. I interviewed local businesses and wrote blog posts for their website. Blog posts are like traditional articles, so therefore I treated them as such. I approached blog writing in the same manor I would a magazine article.

I feel the hyperlink and landing page header text should be the same, or very similar, so the connection is seamless. It's important to avoid losing a user because they are unsure if they landed on the right page. Similarly, it's easy to lose a consumer if too much scrolling is required to locate pertinent content. As much as possible, relevant information (the time-tested standards of who, what, when, where and why) should appear "above the fold" of a web page.

Thanks to social media, each individual person has the tools to develop and consciously craft their own "brand" for public consumption. Therefore, social media content requires a more personal, less professional approach. Social media content should be clever, brief and friendly. It is, without a doubt, a powerful advertising tool, reaching keenly perceptive audiences.

VIA2b *Describe your ability to provide/experience with creating simple visuals such as photos or simple graphics to enhance engagement with text on digital platforms.*

When I worked at the advertising agency, my creative director always ended brainstorm sessions by emphasizing, "Word and pictures!" He meant, in order to create the best campaign, the two elements should always work together, not independently.

As an editor for AOL CityGuide, I was responsible for finding, clearing use parameters and resizing photography to align with bar, restaurant and event listings. The art should always complement the content by using simple caption and headline writing to connect the two. Art should not distract or confuse the consumer by being drastically different than the subject matter. If relevant art is not easy to find, it is probably best not to use any.

Like my point regarding web copywriting in **VIA2a**, I also feel that artwork should match from hyperlink to landing page, if the layout allows, so the user clearly understands they landed on the intended page.

Additionally, I have experience using websites like Shutterstock or Getty Images to find appropriate graphics or royalty free photography when original photography is not available.

VIA2c *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.*

Please reference my answer for **VIA1e**. This question specifically references university style for digital platforms. At the onset of any project, for a digital platform or otherwise, I would expect to have access to all applicable university style guides. Again, with an understanding that university style guidelines often take priority over AP style in specific instances.

VIB *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.*

macOS Big Sur (v. 11.4), Apple iPhone 12 (iOS 15.5), Microsoft Office Suite (Excel, OneNote, Outlook, PowerPoint, Teams, Word), Cloud based Adobe programs (Photoshop, Illustrator, InDesign, Acrobat), Canon printer and scanner

VIC *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.*

Materials will be shared within the required project deadline via the method preferred by the client. For example, I can submit materials via email if there are only a few deliverables. Or I can utilize a DropBox link or Flash drive if there are multiple, "heavier" files. I will always save out work using the preferred naming convention in the requested size and file type.

I am a Blacksburg resident and available for any required on-site meetings. I am also willing to travel if requested.

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

I am a self-employed contractor and do not rely on other professionals to complete a project. For this reason, I am extremely flexible and can easily adjust my availability according to changing client needs and project timelines. Because I work from home, I do not limit my work to standard business hours. I am available to work nights and weekends if needed. I also like to regularly check in with stakeholders to communicate progress and the status of project cost(s), so there are no over or under surprises regarding budget.

VIE *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 have experience with multiple points-of-contacts or project stakeholders and understand that any project is subject to changes in direction while in process. Sometimes it takes a "first pass" at content creation to understand in which direction you wish to proceed. I would expect to be provided with a comprehensive Virginia Tech style guide that details all brand guidelines. If I have questions, no matter how insignificant, I will seek answers from university staff before proceeding.

It is also helpful to have a general understanding of stakeholder hierarchy, in the event that creative direction is coming from multiple sources.

VIF *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 understand that I will not own the rights to the original content that I create. Per the RFP addendum dated 06/17/2022, it is my understanding that I will not be required to submit copyrights.

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

I would like to start with a project "kick-off" meeting, either in person or over the phone (or Zoom) in order to understand all relevant aspects of the project: deadline, client, audience, purpose, platform, etc. This initial meeting should conclude with both parties (vendor and project lead) in agreement on all project variables with emphasis on immediate next steps.

I prefer to have a single point-of-contact or project lead for any questions that arise for the duration of the project; however, I also understand that multiple stakeholders often need to be consulted to produce answers.

Referring to my answer in **VID**, I like to provide semi-regular status checks along with a running time count for budgeting. For example, I like to alert project leads if I'm having a difficult time reaching or scheduling an interview, to be proactive in the event a "plan B" interview subject needs to be considered.

Status and budget checks are typically a simple, quick email.

VIII *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.*



Included in DropBox Folder:

Cover Letter 2022

Resume 2022

"New River Valley Magazine" Articles:

"Joba Design Acquires Blue Mobius"

"Pencil's Down"

"Radford" Article:

"The Community's College"

"The Mango" Article:

"All in the Family"

Dexx Samples:

This portfolio provides an example of the type of projects I manage as the exclusive contractor for the marketing support and presentation design business (Dexx). In most of these examples I proofread the final slides and made minor copyediting changes to streamline the content. I did not create any of the showcased graphics.

"Radford" magazine proofreading:

This provides an example of my proofreading work for Radford University. In order to open and read my notes (the little yellow squares), you will need to download the file out of DropBox.

Two examples of Press Releases

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

Writing Services (development of any original content): \$40/hour

Editing Services (copyediting existing copy for structure, flow, grammatical and punctuation integrity, often resulting in content manipulation of reorganization): \$35/hour

Proofreading Services (proofreading existing copy for grammatical integrity, clarity and punctuation): \$30/hour

VII (continued)

Hourly rates remain the same for night, weekend, holiday and overtime work. I am also willing to quote flat project rates.

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

Radford University

VIIA1 Plan and methodology for providing the goods/services as described in Section VI of the RFP

Since I am a "stand alone" contractor, my plan is simple, and my methodology, flexible. I am available to begin a contract immediately and have the first kick-off meeting at the onset of the first available project. I am a local resident of Blacksburg, so my preference would be to meet in person, especially for projects with many stakeholders; however, I have also started many projects with an email exchange only.

Again, I am flexible, reasonable and perceptive and I speak up when I have questions or, perhaps, suggestions. I work competently and efficiently requiring little management. I believe you will find benefit in working with a local, independent, seasoned freelance writer and editor.

VIIA2 *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.*

For Resume & Cover Letter:

[Redacted]

References:

Caitlyn Skaggs

[Redacted]

Joanne Anderson

[Redacted]

VIIA2 (continued)

Michael Belz



VIIA3 *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.*

Please reference answer in **VII**

VIIA4 *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.*



VIIA5 *Participation of Small, Women-owned and Minority-owned Business (SWAM) Business*

I am a female and have been a self-employed contractor for approximately 11 years; however, I am not officially certified as a SWAM with the Commonwealth of Virginia. I am willing to become certified if it is requirement upon receiving this award.

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?

Nancy Moseley answer- Because I am independent contractor, my process for addressing shifting timelines relies only my own ability to manage and adjust my current workload accordingly. While I have a significant amount of career experience working in conditions that often result in shifting deadlines, my current commitments (predominantly Dexx and the New River Valley Magazine - please reference my RFP response and my resume for details) have regimented timelines and deadlines that are known in advance. This allows me the flexibility to react in congruence with changing project parameters.

Communication is imperative. I would want to have a clear understanding of the updated parameters and discuss openly and candidly both the new expectations and my availability to meet them. This conversation can be as simple as an email or phone call, or I am always happy to meet in person if the changes warrant more brainstorming or detailed discussions. I do not overpromise or underdeliver and because I do not otherwise have a full-time job, I am able to adjust "on-the-fly." My work for Virginia Tech would become a top priority.

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?

Nancy Moseley answer- Similar to my answer above, as an independent contractor my schedule is entirely in my control and adjusting for additional changes requires only my ability to self-manage. With a tenured career of negotiating "last-minute" edits, I have come to fully expect them in most all projects.

Again, I would want to have a forthcoming conversation outlining the specific changes and my availability to make them within deadline parameters. Depending on how complicated the edits, an explanation of changes can take place over email or, if helpful, I am local and available for in-person meetings. My current responsibilities are predictable which affords me the ability to evaluate changes quickly and efficiently and to communicate any concerns or questions immediately.

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

Nancy Moseley answer- If it becomes apparent during a project that the final deadline will be difficult to meet, I will immediately send a note to my point-of-contact(s). I will cite my specific challenge and ask how much, if any, flexibility the deadline has. Depending on the issue at hand, I will ask for help if I deem it applicable and potentially beneficial. For example, assistance getting in contact with an interview subject. I understand that when meeting a deadline is in jeopardy, the sooner I communicate my status, the better, to allow for more attention on a workable solution.

Surprises are sometimes unavoidable, but over the years I have become a good judge of roughly how long it takes me to complete certain tasks. I am a big proponent of the more communication the better, and, again, I am not averse to asking for help.

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.

Nancy Moseley 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.?)

Nancy Moseley answer- No, I do not have any additional financial or value-added incentives to offer at this time. However, I am willing to offer writing and editorial services for all university departments, both academic and athletic, as well as campuses in the United States and abroad.

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.

Nancy Moseley 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?

Nancy Moseley answer- Yes, I agree.

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?

Nancy Moseley answer- Yes, I agree.

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?

Nancy Moseley answer- Yes, I agree.

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 cooperate 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.

Nancy Moseley answer- In the event a transition of service to another provider is needed, I am fully willing and prepared to meet with the subsequent provider to assure a seamless and efficient sharing of knowledge and transition of work. I am happy to meet in the method preferred by the vendor (in-person, Zoom, email, phone call) to set up a mutually agreed upon transition schedule and plan. I will share all pertinent information and data related to the existing service in whatever format is preferred by the provider. Additionally, I will be available for any follow-up questions post-transition.

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

Nancy Moseley answer- Yes, I agree.

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 contract?

Nancy Moseley answer- Yes, I agree.

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

Nancy Moseley answer- Yes, I agree.

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.

Nancy Moseley answer- My hourly rates are as follows (also listed in my RFP response):

Writing Services (development of original content): \$40/hour

Editing Services (copyediting existing copy for structure, flow, grammatical and punctuation integrity, often resulting in content manipulation or reorganization): \$35/hour

Proofreading Services (proofreading existing copy for grammatical integrity, clarity and punctuation): \$30/hour

Hourly rates remain the same for night, weekend, holiday and overtime work. I am also willing to quote flat project rates if desired.

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

Nancy Moseley answer- Yes, I agree.

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

Nancy Moseley answer- My answer largely depends on the scope of the requested service, which is a project-by-project determination. If the ask is relatively minor (simple edits, short advertising copy, proofreading one article), my quickest turn-around could be same-day or, at the most, two days.

However, if the ask is similar to a feature article requiring an interview to complete, my quickest turn-around would realistically stretch to 3-5 business days. Understanding this question specifies "emergency" services, I would expect such requests to be the exception, not the norm.

It is challenging to give a definitive answer given the breadth of potential service requests, but I respect the precarious nature of emergency asks and will immediately confirm my ability to perform, or not perform, such services within university expectations.

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

Nancy Moseley 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?

Nancy Moseley answer- Yes.

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

Nancy Moseley answer- Immediately.

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?

Nancy Moseley answer- Yes, I am currently registered as a vendor on the eVA website.

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?

Nancy Moseley 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?

Nancy Moseley 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?

Nancy Moseley 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?

Nancy Moseley answer- Yes, I agree.

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?

Nancy Moseley answer- Yes.