



Procurement
300 Turner Street NW
North End Center, Ste 2100
Blacksburg, Virginia 24061
P: (540) 231-6221 F: (540) 231-9628
www.procurement.vt.edu

June 10, 2024

Grayston Group Advertising
Doug Geiling
55 Merritt Blvd
Trumbull, CT 06611

Dear Doug:

Subject: Contract Renewal Letter

Virginia Tech Contract #: VTS-753-2018
Commodity/Service: Advertising Services
Renewal Period: November 18, 2024 - November 17, 2025
Renewal #: (1) one-year renewal

In accordance with the renewal provision of the original contract, the university would like to renew the contract for an additional term. Please advise concerning your intention by signing in the appropriate space below. A signed copy of this letter should be received in Procurement by June 17, 2024.

If allowed by the contract, price adjustments must be requested at the time of renewal in accordance with the contract documents. Price adjustments are not automatic or retroactive and are only implemented upon request by the vendor at the time of renewal.

In addition, review the attached form which shows your company information as listed in the university's vendor database. If any of this information has changed, make corrections directly on the form, and return with this letter. It is essential this information be accurate for payments to be processed in a timely manner.

Virginia Tech recommends that our vendors utilize the Wells One AP Control Payment System for payment of all invoices and strongly encourages all vendors under contract with the university to participate in this program. If your firm is not enrolled in the program, refer to our website: <http://www.procurement.vt.edu/Vendor/WellsOne.html> or contact me directly for more information.

Sincerely,

Angela Caldwell

Telephone: (540) 231-1269

Graystone Group Advertising **agrees** to renew the contract under the terms and conditions of the subject contract.

Authorized Signature:

Date: June 11, 2024

Name:

J. Douglass Geiling
(please print)

Title: Executive Vice President & General Manager

We currently participate in the Wells One Program. X

We would like to participate in the Wells One Program _____

AC/

Approved:

4560F5F337E04D0...
Mary W. Helmick
Director of Procurement
6/17/2024

Date:



Procurement

300 Turner Street NW
North End Center, Ste 2100
Blacksburg, Virginia 24061
P: (540) 231-6221 F: (540) 231-9628
www.procurement.vt.edu

June 6, 2023

Graystone Group Advertising
Doug Geiling
2710 North Ave Ste 200
Bridgeport, CT 06604

Dear Doug,

Subject: Contract Renewal Letter

Virginia Tech Contract #: VTS-753-2018
Commodity/Service: Advertising Services
Renewal Period: 11/18/23 - 11/17/24
Renewal #: (2 of 5) one-year renewals

In accordance with the renewal provision of the original contract, the university would like to renew the contract for an additional term. Please advise concerning your intention by signing in the appropriate space below. A signed copy of this letter should be received in Procurement by 7/25/23.

If allowed by the contract, price adjustments must be requested at the time of renewal in accordance with the contract documents. Price adjustments are not automatic or retroactive and are only implemented upon request by the vendor at the time of renewal.

In addition, review the attached form which shows your company information as listed in the university's vendor database. If any of this information has changed, make corrections directly on the form, and return with this letter. It is essential this information be accurate for payments to be processed in a timely manner.

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Sincerely,

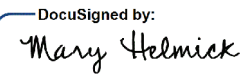
Chad Dalton
Procurement Contract Support Specialist
(540) 231-9129

Graystone Group Advertising **agrees** to renew the contract under the terms and conditions of the subject contract.

Authorized Signature:  _____ Date: 6/6/2023
Name: Doug Geiling _____ Title: Executive Vice President & General Manager
(please print)

We currently participate in the Wells One Program:

We would like to participate in the Wells One Program: _____

Approved:  _____
5943314F5CD3478...
Director of Procurement

Date: 6/9/2023



Procurement
300 Turner Street NW
North End Center, Ste 2100
Blacksburg, Virginia 24061
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www.procurement.vt.edu

July 26, 2022

Graystone Group Advertising
Attn: Doug Geiling
55 Merritt Blvd
Trumbull, CT 06611

Dear Mr. Geling:

Subject: Contract Renewal Letter

Virginia Tech Contract #: VTS-753-2018
Commodity/Service: Advertising Services
Renewal Period: November 18, 2022 - November 17, 2023
Renewal #: (1) one-year renewal

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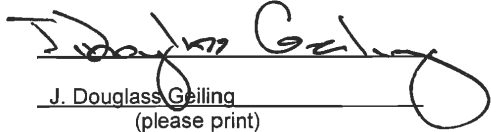
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Sincerely,
Angela Caldwell
VCO Buyer

Telephone: (540) 231-1269

Graystone Group Advertising **agrees** to renew the contract under the terms and conditions of the subject contract.

Authorized Signature:  Date: July 26, 2022
Name: J. Douglass Geiling Title: Executive Vice President / General Manager
(please print)

We currently participate in the Wells One Program. _____

We would like to participate in the Wells One Program XX

PQ/

Approved:

DocuSigned by:

Mary W. Heirnck
5943314F5CD3478...
Director of Procurement
7/26/2022

Date:



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July 26, 2022

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Trumbull, CT 06611

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Sincerely,
Angela Caldwell
VCO Buyer

Telephone: (540) 231-1269

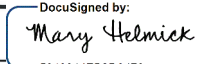
Graystone Group Advertising **agrees** to renew the contract under the terms and conditions of the subject contract.

Authorized Signature:  Date: July 26, 2022
Name: J. Douglas Geiling Title: Executive Vice President / General Manager
(please print)

We currently participate in the Wells One Program.

We would like to participate in the Wells One Program XX

PQ/ _____

Approved: 
Mary W. Helmick
Director of Procurement
7/26/2022

Date: _____

COMMONWEALTH OF VIRGINIA

STANDARD CONTRACT

Contract Number: VTS-753-2018

This contract entered into this 15th day of November 2017 by GBSA, Inc. DBA Graystone Group Advertising 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:

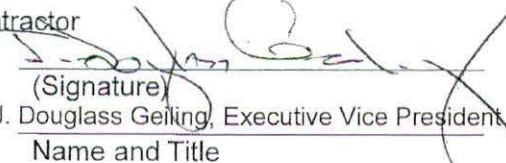
SCOPE OF CONTRACT: The Contractor shall provide the Advertising Services to Virginia Tech as set forth in the Contract Documents.

PERIOD OF CONTRACT: From November 18, 2017 through November 17, 2022 with Five(5) One(1) 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 0046724 dated September 27, 2016, together with Addendum Number 1 To RFP dated October 4, 2016, Addendum Number 2 To RFP dated October 17, 2016, the proposal submitted by the Contractor dated October 18, 2016 and the Contractor's letters dated February 6, 2017, July 11, 2017 and November 1, 2017 , all of which Contract Documents are incorporated herein.

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

Contractor
By: 
(Signature)
J. Douglass Geiling, Executive Vice President
Name and Title

Virginia Tech
By: 
Mary W. Helmick
Director of Procurement



Request for Proposal #0046724

For

Title

Advertising Services

Date

September 27, 2016

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, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

RFP 0046724
GENERAL INFORMATION FORM

QUESTIONS: All inquiries for information regarding this solicitation should be directed to:
Robert Snuffer Phone: (540) 231-5557 e-mail: bsnuffer@vt.edu

DUE DATE: Proposals will be received until October 20, 2016 at 3:00 PM. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

ADDRESS: Proposals should be mailed or hand delivered to: Virginia Polytechnic Institute and State University (Virginia Tech), Procurement Department (MC 0333) North End Center, Suite 2100, 300 Turner Street NW, Blacksburg, Virginia 24061. Reference the due date and hour, and RFP Number in the lower left corner of the return envelope or package.

Please note that USPS is delivered to a central location and is not delivered directly to Procurement. Allow extra time if sending proposal via USPS. It is the vendor's responsibility to ensure proposals are received in the Procurement office at the appropriate date and time for consideration.

TYPE OF BUSINESS: (Please check all applicable classifications). If your classification is certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), provide your certification number: _____. For assistance with SWaM certification, visit the SBSBD website at <http://www.dmbv.virginia.gov/>.

_____ **Large**

_____ **Small business** – An independently owned and operated business which, together with affiliates, has 250 or fewer employees or average annual gross receipts of \$10 million or less averaged over the previous three years. Commonwealth of Virginia Department of Small Business and Supplier Diversity (VASBSD) certified women-owned and minority-owned business shall also be considered small business when they have received DMBE small business certification.

_____ **Women-owned business** – A business concern that is at least 51% owned by one or more women who are U. S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with the United States immigration law, and both the management and daily business operations are controlled by one or more women who are U. S. citizens or legal resident aliens.

_____ **Minority-owned business** – A business concern that is at least 51% owned by one or more minority individuals (see Section 2.2-1401, Code of Virginia) or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals and both the management and daily business operations are controlled by one or more minority individuals.

COMPANY INFORMATION/SIGNATURE: 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.

FULL LEGAL NAME (PRINT) (Company name as it appears with your Federal Taxpayer Number)		FEDERAL TAXPAYER NUMBER (ID#)	
BUSINESS NAME/DBA NAME/TA NAME (If different than the Full Legal Name)		BILLING NAME (Company name as it appears on your invoice)	
PURCHASE ORDER ADDRESS		PAYMENT ADDRESS	
CONTACT NAME/TITLE (PRINT)			E-MAIL ADDRESS
TELEPHONE NUMBER	TOLL FREE TELEPHONE NUMBER	FAX NUMBER TO RECEIVE E-PROCUREMENT ORDERS	

Is any member of the firm an employee of the Commonwealth of Virginia who has a personal interest in this contract pursuant to the Code of Virginia, 2.2 – 3102 - 3112
 YES _____ NO _____

SIGNATURE _____
 (IN INK)

Date:

07/01/2016

I. PURPOSE:

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

II. CONTRACT PERIOD:

The term of this contract is for Five year(s), or as negotiated. There will be an option for Five-One year renewals, or as negotiated.

III. BACKGROUND:

Virginia Tech departments place advertisements in various publications for employee recruitment, to advertise department-sponsored programs and events, and to market their department in general. Some of the university's high volume advertisers include the Northern Virginia Center, Department of Human Resources, University Relations and Athletics Department.

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

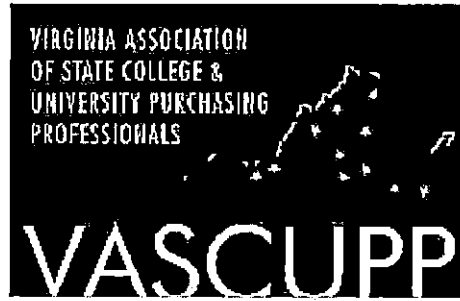
The eVA Internet electronic procurement solution streamlines and automates government purchasing activities within the Commonwealth of Virginia. Virginia Tech, and other state agencies and institutions, have been directed by the Governor to maximize the use of this system in the procurement of goods 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: <http://www.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. 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. 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:

- A. Virginia Tech needs the services of a contractor that can design university-branded creative; recommend print, digital, and other ad placements tailored to campaigns and budgets; follow university protocol for approval processes; make placements with media outlets on behalf of the university; and then invoice the university for the advertising placements. Advertising volume is heavy and time-sensitive, so services must be provided with quick turnaround and excellent customer service.

VII. PROPOSAL PREPARATION AND SUBMISSION:

A. General Requirements

1. RFP Response: In order to be considered for selection, Offerors must submit a complete response to this RFP. One **original and Seven copies** of each proposal must be submitted to:

Virginia Polytechnic Institute and State University (Virginia Tech)
Procurement Department (MC 0333)
North End Center, Suite 2100
300 Turner Street NW
Blacksburg, Virginia 24061

Reference the Due Date and Hour, and RFP Number in the lower left hand corner of the return envelope or package.

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. Each copy of the proposal should be bound in a single volume where practical. All documentation submitted with the proposal should be bound in that single volume.
- e. 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.

B. 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. Quality of products/services offered and suitability for the intended purposes.
2. Qualifications and experience of Offeror in providing the goods/services. Provide (4) recent references, either educational or governmental, for whom you have provided the type of services described herein. Include the date(s) the services were furnished, the client name, address and the name and phone number of the individual Virginia Tech has your permission to contact. Include references similar to size and scope of Virginia Tech if possible.
3. Plan for providing services to Virginia Tech, including, but not limited to:
 - A. A description of the services you able to provide to Virginia Tech (i.e. layout/design, media placement, media consulting, etc.)
 - B. Discuss media outlets in which you are able to place advertisements.
 - C. Use of media for display and recruiting advertising.
 - D. Detailed explanation of media placement process if Virginia Tech wants to utilize your services, including any electronic or online processing.
 - E. Plan for billing and willingness to pay for media placed on behalf of the university, and then invoicing the university.
 - F. Ability to negotiate discounted rates with newspapers, magazines, web based sources, media outlets, etc. for Virginia Tech.
 - G. Accessibility to real time data metrics.
 - H. Diversity programming and advertising options.
4. Cost (or price. Pricing for all services offered per Attachment C.
5. Participation of Small, Women-owned and Minority-owned Business (SWAM) Business:

If your business can not 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 SBSB website at <http://www.dmbc.virginia.gov/>.

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

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	20
2. Qualifications and experiences of Offeror in providing the goods/services	20
3. Specific plans or methodology to be used to provide the Services	20
4. Cost (or Price)	30
5. Participation of Small, Women-Owned and Minority (SWAM) Business	10

Total	100

B. Award (Single)

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. See Attachment B for sample contract form.

IX. INQUIRIES:

All inquiries concerning this solicitation should be submitted in writing via email, citing the particular RFP section and paragraph number. All inquiries will be answered in the form of an addendum. Inquiries must be submitted by 5:00PM on September 20, 2016. Inquiries must be submitted to the procurement officer identified in this solicitation.

X. INVOICES:

Invoices for goods or services provided under any contract resulting from this solicitation shall be submitted to:

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

XI. 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 issuing RFP identified in the RFP.

XII. ADDENDUM:

Any **ADDENDUM** issued for this solicitation may be accessed at <http://www.procurement.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.

XIII. CONTRACT ADMINISTRATION:

- A. Curtis Mabry, Director of Recruitment, Department of Human Resources at Virginia Tech or his designee, shall be identified as the Contract Administrator and shall use all powers under the contract to enforce its faithful performance.
- B. The Contract Administrator, or his designee, shall determine the amount, quantity, acceptability, fitness of all aspects of the services and shall decide all other questions in connection with the services. The Contract Administrator, or his designee, 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.

XIV. 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.

XV. CONTROLLING VERSION OF SOLICITATION:

The PDF 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.

XVI. TERMS AND CONDITIONS:

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

XVII. ATTACHMENTS:

Attachment A - Terms and Conditions
Attachment B - Sample of Standard Contract Form
Attachment C - Examples/Pricing
Attachment D - Samples

ATTACHMENT A

TERMS AND CONDITIONS

RFP GENERAL TERMS AND CONDITIONS

http://www.procurement.vt.edu/html.docs/terms/GTC_RFP_01012016.pdf

ADDITIONAL TERMS AND CONDITIONS A-H apply to and will be used on all contracts.

- A. ADDITIONAL GOODS AND SERVICES:** The University may acquire other goods or services that the supplier provides 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.
- B. 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.
- C. 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.
- D. 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.
- E. 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.
- F. IDENTIFICATION OF BID/PROPOSAL ENVELOPE:** The signed bid or proposal should be returned in a separate envelope or package and identified as follows:

From: _____

Name of Bidder or Offeror	Due Date	Time Due
Street or Box No.	Solicitation Number	
City, State, Zip Code	Solicitation Title	

Name of Procurement Officer: _____

The envelope should be addressed to:

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

The offeror takes the risk that if the envelope is not marked as described above, it may be inadvertently opened and the information compromised, which may cause the proposal to be disqualified. Bids or Proposals may be hand delivered to the designated location in the office issuing the solicitation. No other correspondence or other bids/proposals should be placed in the envelope.

- G. NOTICES:** Any notices to be given by either party to the other pursuant to any contract resulting from this solicitation shall be in writing, hand delivered or mailed to the address of the respective party at the following address

If to Contractor: Address Shown On RFP Cover Page
Attention: Name Of Person Signing RFP

If to Virginia Tech:

Virginia Polytechnic Institute and State University (Virginia Tech)
Attn: Robert B. Snuffer, Buyer Senior/Contracts Officer
Procurement Department (MC 0333)
North End Center, Suite 2100
300 Turner Street NW
Blacksburg, Virginia 24061

and

Virginia Polytechnic Institute and State University (Virginia Tech)
Attn: Curtis Mabry, Director of Recruitment
Department of Human Resources
North End Center, Suite 2300 MC 0318
300 Turner Street NW
Blacksburg, Virginia 24061

- H. 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.

SPECIAL TERMS AND CONDITIONS

1. INSURANCE:

By signing and submitting a bid under this solicitation, the 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 - \$500,000.00 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

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.

ATTACHMENT B

SAMPLE CONTRACT FORM

Standard Contract form for reference only
Offerors do not need to fill in this form

COMMONWEALTH OF VIRGINIA
STANDARD CONTRACT

Contract Number: _____

This contract entered into this ____ day of _____, 20____, by _____, 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, agrees as follows:

SCOPE OF CONTRACT: The Contractor shall provide the _____ to Virginia Tech as set forth in the Contract Documents.

PERIOD OF CONTRACT:

From _____ through _____.

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

CONTRACT DOCUMENT: The Contract Documents shall consist of this signed contract, Request For Proposal Number _____ dated _____, together with all written modifications thereof and the proposal submitted by the Contractor dated _____ and the Contractor's letter dated _____, all of which Contract Documents are incorporated herein.

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

Contractor:

Virginia Tech

By: _____

By: _____

Title: _____

Title: _____

Attachment C

Examples/Pricing

Application of pricing proposed per VII.B.3. to Attachment D Samples for evaluation of offeror's pricing. Assume creative work is required for each sample, and that ads are for a placement campaign. Please provide detailed pricing and show computations for the campaigns below:

A. Sample 1 (Facilities): Contract Bid

Example Requested- Request for Proposals for service contract of elevator maintenance.

B. Sample 2 (HR): Advertisement of Job Opening

Example Requested- Vice President of Research is looking to hire 2 Business Managers within their Sponsored Programs Department. One of the hires will be in our National Capital Region (Greater Washington DC) and one in Blacksburg Virginia (Main Campus). Both of these positions have an Affirmative Action goal for Minorities. Please recommend advertising options.

C. Sample 3 (Athletics): Upcoming Event or Fan Appreciation Event

Example Requested- Women's Softball is having a fan appreciation event at their next home game, April 18th at 6:00 pm. There are foam softball giveaways for the first 100 fans. Please recommend and design an ad on how you would advertise in all media sources.

D. Sample 4- Virginia Tech would like to place a 3x5 print display ad with the

Chronical of Higher Education newsletter. The link to posting is- <https://listings.jobs.vt.edu/postings/67954> Please provide design and pricing.

- E. Sample 5- Using the example about Women's Softball in (c) please create an online ad specifically for the Roanoke Times. Please provide design and pricing.
- F. Sample 6- A Virginia Tech department would like to place an ad with Diverse Issues Online to advertise a job posting. The link to the posting is <https://listings.jobs.vt.edu/postings/67954> Please provide design and pricing.

ADDENDUM # One (1) TO RFP # 0046724

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 October 4, 2016	ORIGINAL DUE DATE AND HOUR October 20, 2016
-----------------------------	--

ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Robert Snuffer, CPPB, CUPO , Contracts Officer/Buyer Senior E-MAIL ADDRESS: bsnuffer@vt.edu TELEPHONE NUMBER (540) 231-5557 FAX NUMBER (540) 231-9628 AFTER HOUR MESSAGES (540) 231-6221
--

Advertising Services

- 1 Section IX. Inquiries: Change Deadline for submission from: 5:00 PM on September 20, 2016, to: 5:00 PM on October 14, 2016
- 2 All other terms, conditions and descriptions remain the same.
- 3 The due date and hour remains October 20, 2016 at 3:00 PM

FULL LEGAL NAME (PRINT) (Company name as it appears with your Federal Taxpayer Number)		FEDERAL TAXPAYER NUMBER (ID#)	
BUSINESS NAME/DBA NAME/TA NAME (If different than the Full Legal Name)		FEDERAL TAXPAYER NUMBER (If different than ID# above)	
BILLING NAME (Company name as it appears on your invoice)		FEDERAL TAXPAYER NUMBER (If different than ID# above)	
PURCHASE ORDER ADDRESS		PAYMENT ADDRESS	
CONTACT NAME/TITLE (PRINT)		SIGNATURE (IN INK)	DATE
E-MAIL ADDRESS	TELEPHONE NUMBER	TOLL FREE TELEPHONE NUMBER	FAX NUMBER TO RECEIVE E-PROCUREMENT ORDERS

ADDENDUM # Two (2) TO RFP # 0046724

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	ORIGINAL DUE DATE AND HOUR
October 17, 2016	October 20, 2016, 3:00 PM

ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Robert Snuffer, CPPB, CUPO , Contracts Officer/Buyer Senior E-MAIL ADDRESS: bsnuffer@vt.edu TELEPHONE NUMBER (540) 231-5557 FAX NUMBER (540) 231-9628 AFTER HOUR MESSAGES (540) 231-6221
--

Advertising Services

- 1 The due date and hour are changed from October 20, 2016 3PM to October 24, 2016 at 3PM due to the University closing on October 20, 2016 at 2PM
- 2 All other terms, conditions and descriptions remain the same.
- 3 The due date and hour has changed to October 24, 2016 at 3:00 PM

FULL LEGAL NAME (PRINT) (Company name as it appears with your Federal Taxpayer Number)	FEDERAL TAXPAYER NUMBER (ID#)		
BUSINESS NAME/DBA NAME/TA NAME (If different than the Full Legal Name)	FEDERAL TAXPAYER NUMBER (If different than ID# above)		
BILLING NAME (Company name as it appears on your invoice)	FEDERAL TAXPAYER NUMBER (If different than ID# above)		
PURCHASE ORDER ADDRESS	PAYMENT ADDRESS		
CONTACT NAME/TITLE (PRINT)	SIGNATURE (IN INK)	DATE	
E-MAIL ADDRESS	TELEPHONE NUMBER	TOLL FREE TELEPHONE NUMBER	FAX NUMBER TO RECEIVE E-PROCUREMENT ORDERS

Request for Proposal # 0046724
for
Advertising Services

Original Copy



Submitted by
GBSA, Inc

dba

Graystone Group Advertising

GRAYSTONEGROUP

A D V E R T I S I N G

Virginia Polytechnic Institute and State University

Request for Proposal #0046724: Advertising Services

Bid From: **Graystone Group Advertising**

TABLE OF CONTENTS

Page 1	Quality of Products & Services with Graystone Overview
Pages 2 – 4	Qualifications & Experience
Page 5	References
Pages 6 – 11	Plan for Providing Services A. Description B. Media Outlets C. Placement Process D. Electronic Processing Option E. Billing F. Rate Negotiation G. Data Metrics H. Diversity Planning
Pages 12 – 19	Cost Price Examples
Page 20	General Information Form
Page 21	eVA Verification
Pages 22 – 28	Supporting Attachments D. Five Year Virginia Tech Spending Recap E. e-Marketing Example F. Sample Diversity Plan G. ATS Processing Example H. E-Z-Trak to Monitor Applicant Flow I. Data Metrics Example J. WellsOne Payment Verification
Page 29	SWAM Update
Page 29	Closing Remarks

GRAYSTONEGROUP

A D V E R T I S I N G

Request for Proposal # 0046724

Graystone Group Advertising Corporate Overview

Question # 1:

Quality of Products & Services Offered and Suitability for the Intended Purpose:

Since 1987, **Graystone Group** has been providing the highest quality recruitment advertising services focused on the specialized needs of the academic community. With more than 600 clients **Graystone** is the industry leader and the preeminent leader with the experience, knowledge and resources to help with every recruitment need ranging from:

- On-Line Posting
- Traditional Print Placement
- Programs to reach Passive job Seekers
- Diversity Programs
- Media Consultation & Planning
- Electronic request processes to coordinate with your ATS
- Analytics / Data Metrics
- Social Media Options
- Training
- Reporting

Our vast knowledge of recruitment sources is available for every request to help clients target specific disciplines, help with hard-to-fill positions and to expand your recruitment to a diverse group of candidates. **Important to Note:** Media consultation is available at no charge.

GRAYSTONEGROUP

A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

Question # 2:

2. Qualifications & Experience

Qualifications

Graystone Group manages every step in the recruitment advertising process from consultation, to budgeting to ad placement to billing. We offer "One-Stop", full service options designed to save time.

With human and technical resources located in a single location in Connecticut we manage operational resources in an environment where all communication can be easily managed to insure the workflow and continuity needed to support the diverse needs of our clients.

Our internal technology includes a proprietary traffic management system that creates customized billing and reporting tailored to the decentralized needs of our clients. We have the ability to coordinate with major ATS providers and to provide analytics on response and metrics on job site performance.

Most of our transactions are completed within 24 hours from request to placement. However, in a fast paced environment where business can be conducted in a "Click", we continue to provide a dedicated service team to every client. At Graystone we place a great emphasis on client service and a knowledgeable representative is involved with every request and is always available to discuss, recommend and answer your questions.

Experience

Graystone Group provides access to every media source requested by **Virginia Tech**. If a media source accepts job postings we can manage the placement. Media sources utilized include a full range of industry and discipline media along with diversity sources and local, regional and national newspapers.

GRAYSTONEGROUP

A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

Total Graystone Knowledge Combined with Resources:

- Last year we managed 17,360 individual client requests.
 - Placed 42,145 ads
 - More than 30,000 jobs were placed online on more than 1,900 sites.
 - 16% of the total ads were placed on diversity sources.
 - 1% of the total ads were placed on Veteran sources.

Experience working with Virginia Tech over the last Fiscal Year

- Last year we placed 274 ads for Virginia Tech
- Total Spending was \$151,592.00
- 137 Jobs were placed in 55 separate media sources
- 6% of the total Virginia Tech ads were placed on diversity sites.
- 41 people at Virginia Tech have worked with Graystone over the Fiscal Year.

Total Graystone over the Last 5 years

- We managed over 76,000 individual client requests.
 - Placed more than 181,000 ads
 - Worked with more than 2,800 media sources.

Experience working with Virginia Tech over the Past 5 Fiscal Years

- Over the past 5 years we placed 1,344 ads for Virginia Tech
- Total Spending was \$787,706.00
- 658 Jobs were placed in 150 separate media sources
- 8% of the total ads were placed on diversity sites.
- 132 people at Virginia Tech have worked with Graystone over the past 5 years

5 year spending recap can be found as Attachment "D" on page 22

Pages have been
redacted for public
version of contract

GRAYSTONEGROUP

A D V E R T I S I N G

for Proposal # 0046724

(Continued)

3. Plan for Providing Services

Graystone Group provides a full range of services and the ability to complete every placement request from **Virginia Tech** quickly and professionally. The process for requesting a quote is easy and available to everyone at the University. We can handle requests via traditional email or with electronic on line processing through the client ATS. A description of our services follows with an explanation:

- **On-Line Posting:**

We currently have over 1,900 online recruitment sources in our database that enables us to quickly provide quotes to **Virginia Tech** that include the length of time a job remains on the site, the cost for a basic posting and guidelines on upgrade enhancements to improve viewership. Quotes for online posting are usually returned the same day and, with quick approval can be live within 24 hours from request to placement.

- **Traditional Print Placement:**

Print advertising support is available for any print source. Print requests can be placed in any print sources including major academic sources, diversity publications, and discipline specific publications along with regional and local newspapers that remain a critical recruitment tool for staff recruitment.

When a print request is received the quote is returned in the pre-approved **Virginia Tech** template and delivered in a pdf format that allows review of the ad exactly as it will appear. Deadline information is included along with cost and other pertinent information such as online specifications that are part of the print placement.

- **Programs to Reach Passive Job Seekers**

Many times the right candidate might not be looking for a job but might respond to the right job. For these situations **Graystone** can suggest e-marketing options as an extension of existing recruitment sources or create a unique stand-alone program to target potential candidates by discipline. An example of an e-marketing program is shown in Attachment "E" on page 23.

GRAYSTONEGROUP

A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

- **Diversity Programs:**

Within the **Graystone** database are nearly 50 diversity media outlets from broad based to discipline specific that provide options for reaching a diverse candidate pool. Along with suggesting diversity options on a job-by-job basis we will also keep **Virginia Tech** aware discounts of pre-paid job packs and/or annual subscriptions for unlimited postings. Our goal is to suggest savings opportunities to help the entire university. Additionally, we continually provide updates on diversity sources for branding/image advertising to reinforce **Virginia Tech's** commitment to diversity hiring and to position the university as an employer of preference with regard to diversity hiring. A sample diversity recruitment plan that includes job postings and image advertising is on Attachment "F" on page 24.

- **Media Consultation & Planning**

Important to keep in mind when evaluating the request process with **Graystone** is our corporate commitment to client service. In today's changing media environment clients are looking for a partner that can provide guidance on media options not simply a means to get things done quickly. **Virginia Tech** can request guidance regarding additional media options and the cost of those options. We encourage clients to take advantage of our resources to help create a broad and diverse candidate pool for every request. If a media plan is needed to help any department or search committee evaluate cost a complete plan showing media options and campaign cost can be developed. There are no additional charges for media consultation and media planning. The only charge is the actual media cost for ads selected and approved for placement.

- **Electronic request processes to coordinate with your ATS**

There are multiple ways to request a quote.

1. Send an email to ads@graystoneadv.com Let us know the media sources needed and attach the job description in a word doc.
2. Send an email to ads@graystoneadv.com Let us know the media sources needed and include a link to the job on your site.
3. Set up a direct electronic feed from your ATS provider that notifies **Graystone** when the job is posted to your site and quotes are needed. For further explanation see Attachment "G" on page 25.

IMPORTANT TO NOTE: No matter what format you use to contact **Graystone**, your requests will be acknowledged within 15 minutes and you are notified if any information is missing.

GRAYSTONEGROUP

A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

- **Analytics/ Data Metrics:**

Graystone offers two separate systems to help clients evaluate performance and ROI.

1. **E-Z-Trak** allows you to monitor applicants responding to your job announcements. By placing a unique code on every recruitment ad (online & print) we can track response sent to your ATS. The process is seamless with no delay or interruption as candidates apply to a position. Results allow you to gather information on which media sources are generating applications to help evaluate ROI. With **E-Z-Trak** you have the ability to compare actual response levels by media source and eliminate self-identification. See Attachment "H" on page 26.
2. **Data Metrics** can be set up by **Graystone** to provide information by job to monitor viewer activity by job by web site. This information provides information regarding how individual sites are attracting candidate interest and how various enhancement tools can impact the viewership generated by job and site. See Attachment "I" on page 27.

- **Social Media Options:**

Graystone offers several tools that use social media as a means to expand the reach of individual jobs.

1. Through the **Graystone Social Media Matrix** clients can reach both passive and active candidates by placing job announcements via LinkedIn Discussion Groups that deliver your jobs to targeted groups within the LinkedIn network along with related groups on both Facebook and Twitter. The process is simple. Based on the target audience for a specific job appropriate LinkedIn Groups are selected. For example, if the recruitment is for a Human Resources position in an academic environment, the demographically appropriate groups on LinkedIn would be:
 - HR Professionals – 284,717 members
 - Higher Education Management – 91,939 members
 - Diversity – A World of Change – 25,318 members

In this example, the placement will be presented to a targeted demographic audience of 401,974 LinkedIn members plus similar groups on Facebook and Twitter. The job announcement is delivered as a 4-Color banner on to the Discussion Group members. When a member views the position, he/she is able to apply directly to the employer – no third party involvement.

GRAYSTONEGROUP

A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

- **Social Media Options: (Continued)**

2. Academic sites such as HigherEdjobs (and others) offer social media upgrades that can be added to a basic job posting to gain distribution through social media groups that follow their site including Twitter, Facebook, and Google+.

- **Training:**

To insure that everyone involved in the recruitment process understands the range of service available as well as the communication and billing process, the **Virginia Tech** account team at **Graystone** provides on-campus training as needed by the University at no charge.

- **Reporting**

To insure that everyone involved in the recruitment process understands the range of service available as well as the communication and billing process, the **Virginia Tech** account team at **Graystone** provides on-campus training as needed by the University at no charge.

- **Ad Request & Placement Process**

Step #1: Requests are sent to **Graystone** via email or through an electronic processing system from the client ATS. Requests should include specific media and additional media suggestions if needed.

Step 2: Quotes are prepared and sent to the client for review. (content is proofed and pricing verification is made prior to sending). If additional media suggestions are needed that can be requested at this step as well.

Step 3: Client gives approval to **Graystone** for the specific placements needed.

Step 4: **Graystone** places the approved ads and makes all payments to the media on behalf of **Virginia Tech** at the time of placement and consolidate the cost for a job on one invoice to be sent to the contact at **Virginia Tech** that made the request. We are set-up to handle decentralized recruiting needs of large institutions like **Virginia Tech** so the invoice will be directed to the person requesting and approving the ad placement (s) and include appropriate back-up to support the invoice

GRAYSTONEGROUP

A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

- **Billing**

Each job receives a separate invoice that summarizes the media placed and all charges for that job. The invoice amount is identical to the amount approved and includes appropriate back-up to support the invoice. The only charge is for the specific ads approved for placement. There are no additional charges. Invoices are sent electronically to the person that approved the placement and can be paid via credit card or University purchase card or by traditional check issuing procedures. NOTE: To expedite payments from **Virginia Tech, Graystone** is enrolled in Wells One AP Control Payment System. See Attachment "J" page 28.

- **Rate Negotiations & Discounts:**

Graystone seeks all available rate discounts and passes the savings from such programs to **Virginia Tech**. For example, we have initiated **Virginia Tech's** participation in the savings agreement available from *The Chronicle of Higher Education*. The savings agreement earns a 10% savings on all display ads placed by the university in *The Chronicle*. **Graystone** passes the savings off-invoice directly to the individual departments requesting placement and we have organized the program to guarantee the discount with no short-fall risk to the University.

To insure **Virginia Tech** receives the most cost effective pricing we regularly review spending by dollar amount as well as volume and search for discount programs based on client usage. If we are able to negotiate additional savings below the published open rate in the form of a volume discount, as we have done for **Virginia Tech** with *The Chronicle of Higher Education*, we work at the discounted rate. All savings are passed on to the client. In cases where a client has a volume discount program in place we work at that same discounted rate.

- **Compensation with regard to Virginia Tech Advertising.** Our source of revenue is the standard 15% agency commission paid by the media to the agency. **Graystone** will reduce our commission to 12.5% for **Virginia Tech**. Discounts are shown on the pricing examples.
- **EVA Fees & Registration:** All cost associated with EVA is paid by **Graystone** and there are no charge backs to **Virginia Tech** for our corporate participation in this program. *(a copy of our Eva information is on page 21).*

GRAYSTONEGROUP

A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

- **Additional Services Provided**

- **Development & Graphic Design:**

- Copy editing and graphic design is provided to help clients create ads with editorial as well as graphic impact. There are no additional charges for editing and/or graphic design.

- **Ad Proofing:**

- As part of the **Graystone** process all ad requests go through a double-proofing process to ensure copy correctness as well as spell checking. Suspect copy is brought to the attention of the client for clarification. Equal opportunity and affirmative action statements are checked to insure that all ads are in compliance with required guidelines. When an Internet link is included in the ad copy to direct readers for additional information the Internet link is checked to insure accuracy and accessibility.

- **Market research and consulting** is available for every request to help clients target minority constituents as well as providing direction on media cost to help make informed recruitment decisions within budget guidelines.

GRAYSTONEGROUP

A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

4. Attachment C: Cost Samples with Pricing

Line Ad in Roanoke Times for Landscape Supervisor

Virginia Tech
LANDSCAPE SUPERVISOR
 (#2815G)

Virginia Tech is the senior land-grant university in the Commonwealth of Virginia and has a combined graduate and undergraduate population of 25,000 students in eight colleges with an annual budget of approximately \$500 million. Virginia Tech provides careers for more than 3,000 non-faculty employees in hundreds of different occupations.

This position manages the Landscape Services for the Grounds Division of Virginia Tech. Supervise the installation and maintenance of the overall university landscape. Develop and implement landscape maint. schedules. Assist the Grounds Director in planning and supervising various landscaping activities. Qualification requirements include exper. w/ turf maint. to include seeding, sodding, pesticide and herbicide application; exper. w/ large-scale landscape installation and maint. from planning to completion; supervisory exper.; able to estimate material and labor costs; familiar w/ arrow removal procedures; exper. w/ word processing and spreadsheets. Horticulture knowledge to include plant identification, plant culture, and plant pest problems. Must be able to communicate effectively, demonstrate competency in working w/a diverse staff, exhibit a strong work ethic, and demonstrate a commitment to service. Preference will be given for a B.S. in Horticulture; certification in pesticide application; exper. supervising employees in landscape installation and maint.
 Salary Range: \$28,292-\$44,171

For a complete listing of current opportunities, visit our web site at www.vt.edu. Please send your application to: Personnel Services, Southgate Center-First Floor, Blacksburg, VA 24081. Refer to the appropriate position number on all documents. Application forms are available from the personnel office, any Virginia Employment Commission office, or may be downloaded from our web site. Individuals desiring assistance or accommodation in the application process should call us by the application deadline 540-231-8331 or 540-231-6258 TDD).

AN EQ/AA EMPLOYER
 COMMITTED TO DIVERSITY.

Sample 1 (Personnel):
Roanoke Times Classified line ad, Sunday
 (based on rates effective 10/01/16)

Number of lines:	91 Total
Roanoke Times	
Virginia Tech Contract	
Sunday Line Rate	
ads from 13-129 lines	\$ 5.91/line
Cost: Va Tech Contract:	\$ 537.81
2.5% Graystone Discount to VT	\$ 13.45
Final Cost to Virginia Tech	\$ 524.36

NO CHARGE for web. The Virginia Tech contract with Roanoke Times includes sweeping the VT employment page.

GRAYSTONEGROUP

A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)


4. Attachment C: Sample 2 (HR) Advertisement of Job Openings

Actual Ad Size 2 columns (3.22") x 6" = 12 Column Inches

Virginia Tech Contract Rate for Roanoke Times \$75.80/Col"

Actual Cost	\$ 909.60
Graystone Discount to Virginia Tech 2.5%	\$ 22.74
Final Cost to Virginia Tech \$849.90	\$ 886.86

(based on rates effective 10/01/16)



*Curious about job opportunities at Virginia Tech?
Confused about how to apply for jobs at Virginia Tech?*

Your questions can be answered at
**The Virginia Tech
Employment
Showcase**

VT
Showcase

*At the Pearisburg Community Center
Thursday, April 27 from 11 a.m. to 7 p.m.*

Diverse job Opportunities in Fields Such as:

- Professional/managerial
- Technical Research
- Clerical/secretarial
- Information/technology
- Service/trades

Application process information sessions begin on the hour starting at 11 a.m. Representatives from Personnel Services at Virginia Tech will give presentations covering application process and job opportunities, and will be available to answer your questions concerning employment.

For more information contact personnel Services at 540-231-9331 or lamille2@vt.edu

Virginia Tech does not discriminate against employees, students, or applicants on the basis of age, color, sex, ability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, or veteran status; or otherwise discriminate against employees or applicants who inquire about, discuss, or disclose their compensation or the compensation of other employees, or applicants; or any other basis protected by law.

NOTE: EOE Statement missing from original content was added by Graystone to make the ad compliant

GRAYSTONEGROUP

A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

4. Attachment C: Sample 2 Vice President of Research

Following is our proposal to target a wide range of candidates using a combination of academic sources (broad based and diverse) to target potential candidates with experience in higher education along with discipline options and social media to reach passive job seekers. As an online only program the campaign can be launched quickly to generate response. The goal is to reach a wide audience that will allow the Search Committee to identify candidates in Washington, D.C and Blacksburg.

BROAD BASED ACADEMIC MEDIA

<u>Media Source</u>	<u>Placement Options</u>	<u>Cost</u>	<u>Recommended Media</u>
<i>The Chronicle of Higher Education</i>	Basic 60 Day Posting	\$320.00	
	<u>Upgrade to Job Posting Plus</u> <i>(Placement on the home page and Rotate at the top of Search results)</i>		\$ 521.00
	<u>Upgrade to e-newsletter</u> <i>(Passive job seeker option that Reaches 185,000 subscriber on Academia Today)</i>		\$ 175.00
<i>Higheredjobs</i> <i>(NOTE: Annual subscribers only pay The upgrade cost of \$275.00)</i>	Basic 60 Day Posting	\$275.00	
	<u>Upgrade to Featured Affirmative Action</u> <i>(Rotate at the top of Search results reach 350,000 opt-ins for AA jobs)</i>		\$ 550.00

TARGETED DISCIPLINE MEDIA

<u>Media Source</u>	<u>Placement Options</u>	<u>Cost</u>	<u>Recommended Media</u>
<i>American Educational Research Association</i> www.aera.net/AboutAERA/tabid/10062/Default.aspx	Basic 30 day posting:	\$200.00	
	<u>Upgrade to Job Posting Plus</u> <i>(Rotate at the top of Search results)</i>		\$ 500.00
<i>Association for Institutional Research</i> www.airweb.org	<u>Basic Posting</u> <i>(No upgrades available)</i>		\$ 50.00
	<u>Basic Posting</u> <i>(No upgrades available)</i>		\$ 50.00
<i>Graystone Social Media Matrix</i>	<u>Targeted LinkedIn Discussion Groups</u> <i>(5 Research focused groups with a total audience of 832,000 on LinkedIn plus similar Facebook and Twitter categories)</i>		\$ 450.00

(continued)

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Request for Proposal # 0046724

(Continued)

4. Attachment C: Sample 2 Vice President of Research

DIVERSITY MEDIA

<u>Media Source</u>	<u>Placement Options</u>	<u>Cost</u>	<u>Recommended Media</u>
<i>Diverse issues in Higher Education Hispanic Outlook in Higher Education</i>	Basic 60 Day Posting	\$310.00	
	Basic 60 Day Posting	\$225.00	
<i>Graystone Diversity Combo</i>	20% Discount when both purchased for the same job		\$ 425.00
<i>Women in Higher Education</i>	Basic Posting <i>(No upgrades available)</i>		\$ 225.00
<i>Center for the Advancement of Hispanics in Science and Engineering</i>	Basic Posting <i>(No upgrades available)</i>		\$ 320.00

CAMPAIGN TOTAL	\$ 3,266.00
Graystone Discount to Virginia Tech 2.5%	\$ 81.65
FINAL COST TO VIRGINIA TECH	\$ 3,184.35

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Request for Proposal # 0046724

(Continued)

Sample 3 (Athletics):
Roanoke Times ROP Sports, Sunday

(based on rates effective 10/01/10)

Ad size:	10 column inches
Roanoke Times, ROP Sports Sunday Open Rate per column inch:	\$ 63.07
Open rate Cost:	\$ 603.70
Contract Rate per column inch:	\$ 58.02
Contract Cost:	\$ 580.20
Discount from Graystone @ 2.5%	\$ 14.50
<u>Final Cost to Virginia Tech</u>	<u>\$ 565.70</u>

VT HOKIE SPORTS
THE OFFICIAL SITE OF THE VIRGINIA TECH

They're waiting for you at

FAN APPRECIATION DAY

WOMEN'S SOFTBALL

Tech Softball Park -- April 18th
Game Time: 6:00pm

FREE Foam Softball for the 1st
100 Fans
Don't be late !!

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A D V E R T I S I N G


Request for Proposal # 0046724

(Continued)

Sample 4: Job listing 67954:
Chronicle of Higher Education
 (based on rates effective 10/01/16)

Ad size: 3 Cols (5") x 5"

Open Rate per column inch:	\$ 168.00
Open rate Cost:	\$ 2,520.00
Virginia Tech 12x Volume Discount Rate per Column Inch	\$ 151.20
Virginia Tech 12x Cost from Graystone	\$ 2,268.00
Discount from Graystone @ 2.5%	\$ 56.70
Final Cost to Virginia Tech	\$ 2,211.30



Department of Hospitality & Tourism Management
Professorship of Hospitality

Virginia Tech, founded in 1872 as a land-grant institution, is currently ranked as a Top 25 Public University by US News & World Report and a Top 25 Public Research University by the National Science Foundation. Through a combination of its three missions of learning, discovery, and engagement, Virginia Tech continually strives to accomplish the charge of its motto: Ut Prosim (That I May Serve). As the Commonwealth's most comprehensive university and its leading research institution, Virginia Tech serves a diverse population of 30,000+ students and 8000+ faculty and staff from over 100 countries, and is engaged in research around the world. Invent the Future at Virginia Tech.

The candidate selected for this position will teach undergraduate, Master's, and Ph.D. courses offered by the Hospitality and Tourism Management Department and advise undergraduate and graduate students. He/she will serve on Department, College, and University committees as well as professional and outreach activities as appropriate to the faculty member's interests and rank. Visit: <http://www.htm.pamplin.vt.edu/> to learn about the Hospitality and Tourism Management Department

Qualification:
 Ph.D. in hospitality and tourism management or a field of business with a specialization in Revenue Management or Hospitality Finance.
 Demonstrated research and teaching excellence in revenue management (or) hospitality finance related areas.
 International reputation for research leadership in revenue management (or) hospitality finance related areas.
 Ability and desire to work effectively in a collegial, dynamic environment.

This position is in support of the Pamplin College of Business Strategic Plan which focuses on three themes: (1) business intelligence, (2) innovation through entrepreneurship, and (3) international business. Beyond the specific areas stipulated above, we encourage candidates, in their letters of application, to articulate specifically how their research will contribute to one or more of these themes.

For the complete job description, information on where to direct inquiries and to apply go to:
<http://listings.jobs.vt.edu>
 Click on Search Jobs
 Enter Posting # TR0160070

Virginia Tech does not discriminate against employees, students, or applicants on the basis of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, or veteran status; or otherwise discriminate against employees or applicants who inquire about, discuss, or disclose their compensation or the compensation of other employees, or applicants; or any other basis protected by law.

For inquiries regarding non-discrimination policies, contact the executive director for Equity and Access at 540-231-2010 or Virginia Tech, North End Center, Suite 2300 (0318), 300 Turner St. NW, Blacksburg, VA 24061.

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A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

Sample 5 Women's Softball

Roanoke Times Digital

(based on rates effective 10/01/16)

Placed in conjunction with the print ad in Sample 3 (page x15)

Sunday ROP Sports, Print ad Cost	\$ 565.70 (From Sample 3, page 15)
Wednesday Weekday pick up	\$ 215.67
Digital Banner Ad Sports 30,000 impressions (run Sunday through Friday)	\$ 282.36 (Banner links to Softball for more information) http://www.hokiesports.com/softball
Design Cost	\$ 0.00
Program Cost	\$1,063.73
Discount from Graystone @ 2.5%	\$ 26.60
Final Cost to Virginia Tech	\$ 1,037.13

Contests Advertise Submit News Customer Care Subscribe eTimes

THE ROANOKE TIMES

roanoke.com

NEWS SPORTS BUSINESS WEATHER LIFE & ENTERTAINMENT OPINION OBITUARIES CLASSIFIEDS JOBS HOMES CAI

FREE Foam Softball for the 1st 100 Fans April 18th

They're Waiting for You at Women's Softball Fan Appreciation Day

Roanoke Gas proposes tap in Montgomery County for Mountain Valley Pipeline

Roanoke Gas now plans to tap into the proposed Mountain Valley Pipeline's supply of natural gas in two locations, with one tap in Montgomery C...

Posted: October 17

Latest Headlines

Moneta man dies in motorcycle crash
Posted: October 17, 2016 - 9:48 am

Flooding, sewage overflows close Virginia oyster grounds
Posted: October 17, 2016 - 7:59 am

Locals awed by World War II relics as history takes flight

Today is the last day to register to vote in Virginia for the November elections

Wallops Island rocket launch rescheduled for Monday evening after malfunctioning gear
Posted: October 17, 2016 - 6:00 am

New state regulations limit pay for caregivers of disabled

Looking Back: News items from The Roanoke Times & World-News from 25, 50, 75 and 100 years ago
Posted: October 17, 2016 - 12:00 am

'Jackie,' Rolling Stone heading to trial over debunked story of rape

On the Record: Government meetings for the week of Oct. 17, 2016

Free Consultation * ~ 100
Wills on W...
THE BEST LAWYER IN AMERICA
Bersch Law Firm
Click Here for more

Daily Deal
Tarauna Campbell - Massage Therapist
Half-Off 60-Minute or 90-Minute Relaxation Mass

Click Weekly

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A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

Sample 6 Diverse Issues Online Job listing 67954:

To maximize exposure and reach the job will be placed on line for 60.	Posting Cost:	\$310.00
Feature Job Enhancement Keeps the job rotating at the top of the job board \$65.00/week. Recommend first 2 weeks.	Cost:	\$130.00
E-Newsletter Enhancement to reach passive job seekers Sent to full subscriber base	Cost:	\$ 60.00
TOTAL	COST:	\$ 500.00
Graystone Discount to Virginia Tech 2.5%		\$ 12.50
FINAL COST TO VIRGINIA TECH		\$ 487.50



[Job Seekers](#)
[Job Seekers Log In](#)
[Post a Resume](#)
[Advanced Job Search](#)
[Tools and Resources](#)

View Job

Share This

This posting cannot receive an online application from your Diverse Jobs account. To apply, follow the employer's instructions within their job description.

Virginia Tech
Location: Blacksburg, VA 24061
 Job Type: Regular
 Job Schedule: Full-time
 Will pay relocation expenses

Document ID: AA415-6171
 Posted on: 10/12/2016

**Department of Hospitality & Tourism Management
 Professorship of Hospitality**

Virginia Tech, founded in 1872 as a land-grant institution, is currently ranked as a Top 25 Public University by US News & World Report and a Top 25 Public Research University by the National Science Foundation. Through a combination of its three missions of learning, discovery, and engagement, Virginia Tech continually strives to accomplish the charge of its motto: Ut Proxim (That I May Serve). As the Commonwealth's most comprehensive university and its leading research institution, Virginia Tech serves a diverse population of 30,000+ students and 8000+ faculty and staff from over 100 countries, and is engaged in research around the world. Invent the Future at Virginia Tech.

The position is at the level of full professor and will begin August 2017. The successful candidate will be expected to teach undergraduate, Masters, and Ph.D. courses offered by the Hospitality and Tourism Management Department as assigned by the Department Head, to pursue a program of research in revenue management (or) hospitality finance related areas leading to research grants and publication in top-tier academic journals in Hospitality and Tourism Management and general business fields, to advise undergraduate and graduate students, and to serve on Department, College, and University committees as well as professional and outreach activities as appropriate to the faculty member's interests and rank.

Requirements:

1. Ph.D. in hospitality and tourism management or a field of business with a specialization in Revenue Management or Hospitality Finance.
2. Appointment at the rank of Full Professor requires demonstrated research and teaching excellence in revenue management (or) hospitality finance related areas.
3. International reputation for research leadership in revenue management (or) hospitality finance related areas; and 4) the ability and desire to work effectively in a collegial, dynamic environment.
4. Professional experience in hospitality management, fit with the HTM and Pamplin visions as articulated below, and engagement with industry and/or professional organizations.

This position is in support of the Pamplin College of Business Strategic Plan which focuses on three themes:

1. Business Intelligence.
2. Innovation through entrepreneurship.
3. International business.

Beyond the specific areas stipulated above, we encourage candidates, in their letters of application, to articulate specifically how their research will contribute to one or more of these themes.

Inquiries can be directed to Dr. Zheng "Phil" Xiang, Search Committee Chair, Hospitality and Tourism Management (0429), Virginia Tech, Blacksburg, VA 24061, via email at philxz@vt.edu with the subject line "HTM revenue management (or) hospitality finance position inquiry" or at (540) 231-3262. Interested applicants should complete an online application at <http://www.jobs.vt.edu>, [in the right column under "Search for an Opportunity" click on the "Instructional & Research Faculty" button, then either scroll down to or search for posting # TR0160070 and attach the following documents: 1) curriculum vita, 2) a statement of teaching philosophy and evidence of teaching success, 3) a statement regarding your research interests and professional goals particularly as they relate to the Department's and Pamplin strategic vision, and 4) names and contact information for three references.

Virginia Tech does not discriminate against employees, students, or applicants on the basis of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, or veteran status; or otherwise discriminate against employees or applicants who inquire about, discuss, or disclose their compensation or the compensation of other employees, or applicants; or any other basis protected by law.

For inquiries regarding non-discrimination policies, contact the executive director for Equity and Access at 540-231-2010 or Virginia Tech, North East Center, Suite 2300 (0318), 300 Turner St. NW, Blacksburg, VA 24061.

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A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

RFP 0046724 GENERAL INFORMATION FORM

TYPE OF BUSINESS: (Please check all applicable classifications). If your classification is certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), provide your certification number: _____. For assistance with SWaM certification, visit the SBSO website at <http://www.dmbv.virginia.gov/>.

Large

Small business – An independently owned and operated business which, together with affiliates, has 250 or fewer employees or average annual gross receipts of \$10 million or less averaged over the previous three years. Commonwealth of Virginia Department of Small Business and Supplier Diversity (VASBSD) certified women-owned and minority-owned business shall also be considered small business when they have received DMBE small business certification.

Women-owned business – A business concern that is at least 51% owned by one or more women who are U. S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with the United States immigration law, and both the management and daily business operations are controlled by one or more women who are U. S. citizens or legal resident aliens.

Minority-owned business – A business concern that is at least 51% owned by one or more minority individuals (see Section 2.2-1401, Code of Virginia) or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals and both the management and daily business operations are controlled by one or more minority individuals.

FULL LEGAL NAME (PRINT) (Company name as it appears with your Federal Taxpayer Number) GBSA, Inc.		FEDERAL TAXPAYER NUMBER (ID#) <div style="background-color: black; width: 100px; height: 15px; margin-top: 5px;"></div>	
BUSINESS NAME/DBA NAME/TA NAME (If different than the Full Legal Name) Graystone Group Advertising		BILLING NAME (Company name as it appears on your invoice) Graystone Group Advertising	
PURCHASE ORDER ADDRESS 2710 North Ave Suite 200 Bridgeport, CT 06605		PAYMENT ADDRESS 2710 North Ave Suite 200 Bridgeport, CT 0605	
CONTACT NAME/TITLE (PRINT) J. Douglass Gelling / Executive Vice President			E-MAIL ADDRESS dgelling@graystoneadv.com
TELEPHONE NUMBER 203.256.0060 x 303	TOLL FREE TELEPHONE NUMBER 800.544.0005	FAX NUMBER TO RECEIVE E-PROCUREMENT ORDERS	FAX #: 203.256.0061

Is any member of the firm an employee of the Commonwealth of Virginia who has a personal interest in this contract pursuant to the Code of Virginia, 2.2 - 3102 - 3112
 YES _____ NO

SIGNATURE: _____
 (IN INK)

Date:
 10/18/16

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A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

eVA VENDOR SELF SERVICE Contact Customer Care for Help 866-289-7367

Home Solicitations & Awards Quick Quotes My Account

- Bidding Opportunities
- Marketing & Research
- My Account
- Notification Settings
- Training
- eVA Billing Portal
- My Account Help
- Change My Password

My Quick Quotes (Graystone Group Advertising-Graystone Group)

You have 0 Quick Quotes in your current request list.

[Go to Quick Quotes](#)

My Solicitations (Graystone Group Advertising-Graystone Group)

My Opportunities My Watch List My Online Responses

- IFB : 0015733 Virginia Tech Magazine * ...closing on 5/24/11 3:00 PM *
- RFP : RFP #123-ABJ Sponsorship, Advertising & Vending Enhancement Program * ...closing on 6/9/11 2:00 PM *
- RFP : GMU-678-11 Creative and Marketing Services * ...closing on 8/15/11 2:00 PM *

[Go to all Solicitations & Awards](#) - searchable listing of all posted Solicitations

My Profile (Graystone Group Advertising-Graystone Group)

User Profile My Company Overview My Locations Update My...

Headquarter Standard Name : **Graystone Group Advertising**
 Headquarters Account Code : **EPVE5785**
 Web Address : **http://www.graystoneadv.com**
 Catalog DUNS # : **195025820**
 Headquarters TIN : **061422266**

[View My Profile details](#)

Graystone Group pays all fees and registration cost associated with our participation EVA and does not charge Virginia Tech or any other VASCUPP participating member institution that utilizes our service for our participation in this program.

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A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

Attachment D Five Year Virginia Tech Spending Recap

Attachment :D:

Virginia Tech Fiscal Year Ad Spending Comparison Current 5 Year Contract

Item	2012	2013	2014	2015	2016	5 Year Summary
Total Ads Placed	268	235	267	300	274	1,344
Total Dollars	\$ 158,326	\$ 142,609	\$ 149,653	\$ 185,526	\$ 151,592	\$ 787,706
Total # of Jobs Advertised	134	121	131	135	137	658
Total # of Media Sources Used	41	56	74	69	55	295
Chronicle of Higher Education						
Number of Ads	36	33	33	35	41	178
Share of Total Ads	13%	14%	12%	12%	15%	13%
Total Dollars	\$ 22,902	\$ 27,878	\$ 21,751	\$ 27,766	\$ 24,633	\$ 124,930
Share of Total Dollars	14.5%	19.5%	14.5%	15.0%	16.2%	15.9%
Roanoke Area						
Number of Ads	110	95	98	93	90	486
Share of Total Ads	41%	40%	37%	31%	33%	36%
Total Dollars	\$ 38,660	\$ 33,195	\$ 39,192	\$ 44,204	\$ 46,340	\$ 201,591
Share of Total Dollars	24.4%	23.3%	26.2%	23.8%	30.6%	25.6%
Diversity Summary						
Number of Ads	17	29	15	23	17	101
Share of Total Ads	6%	12%	6%	8%	6%	8%
Total Dollars	\$ 2,099	\$ 4,209	\$ 4,008	\$ 5,266	\$ 3,353	\$ 18,935
Share of Total Dollars	1.3%	3.0%	2.7%	2.8%	2.2%	2.4%

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A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

Attachment E e-Marketing Example

Direct email marketing target list created by Graystone

Program Components

1. Turnkey Pricing

2. Creative

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A D V E R T I S I N G


September 26, 2013

Temple University

e-Card Proposal

Target – Career Services within 150 miles of Philadelphia

Creative for delivery via email sent from Temple alias mail box



Components	Cost
To provide a national presence and reach the discipline in a broad based recognized academic media resource we recommend a small print ad in The Chronicle of Higher Education that will include 30 days on line. <i>(Suggested ad size: 2 col (3 7/8" x 4")</i>	\$1,340.00
Per name delivery @ \$6.25/contact delivered 192 Contacts as per attached list. <i>(list can be pared at Temple discretion)</i>	\$1,200.00
Set Up (includes creative, editorial and establishing delivery method)	\$ 750.00
TOTAL	\$3,290.00

3. Market Selection

4. Program Analytics

Target Area based on zip code

Analytics from Survey Monkey

Target Area	Recipients	# of Opens	% of Opens	# Not Open	% Not Open	Bounce
PA within 150 mile	58	26	44.8%	29	50.0%	1
Delaware	4	3	75.0%	0	0.0%	0
New Jersey	25	16	64.0%	7	28.0%	1
Maryland	29	13	44.8%	13	44.8%	1
District Of Columbia	8	2	25.0%	6	75.0%	0
NY within 150 miles	53	15	28.3%	35	66.0%	1
CI within 150 miles	12	2	16.7%	9	75.0%	0
Total	189	77	40.7%	99	52.4%	4

2710 North Avenue, Suite 200, Bridgeport, CT 06604 Phone: (800) 544 0005 ads@graystoneadv.com
www.graystoneadv.com

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A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

Attachment "G" Processing Requests through your ATS

1. Job Posted on Virginia Tech job Board selects
YES
Complete appropriate fields

In the posting form, fill in the necessary fields to request a quote from Graystone.

The screenshot shows a form with three main sections:

- Do you plan to advertise this job with Graystone?** A radio button labeled "Yes" is selected. A callout box points to it with the text: "Select Yes if you need a quote from Graystone."
- If yes, choose as many as needed from the following.** A list of services with checkboxes: "Chronicle Print" (unchecked), "Chronicle Online" (checked), "Local Paper Print" (unchecked), "Local Paper Online" (checked), "Provide Options" (checked), "Provide Diversity Options" (unchecked), and "Place Through our Subscriptions" (unchecked). A callout box points to the checked items with the text: "Select the services you need from Graystone."
- Send Graystone Quotes to** A text field containing "John Smith", "j.smith@vt.edu", and "555-555-5555". A callout box points to it with the text: "Enter contact information for the person who will work with Graystone on this posting." Below the field is the instruction: "Please include Name, Email and Phone Number".

Graystone will acknowledge and send quotes.

Graystone's representatives can then log in using a special user account with a special Graystone user group. They will only be able to see the Home page and the Postings tab. In the Postings menu, they will be able to go to each position type to see postings where a quote is being requested. The saved search on the postings will only show those where the request is set to "Yes". Graystone will be able to export the data as they need using the saved search export.

2. Graystone notified through
PeopleAdmin Portal

**Graystone ads desk retrieves the job request
from the system and begins the quote process**

The screenshot shows the login interface for "Virginia Tech Job Listings". It features two input fields: "Username" with the value "graystone" and "Password" with masked characters "*****". A "Log In" button is located below the fields. At the bottom of the page, there is a link: "Authenticate with single sign-on? SSO Authentication".

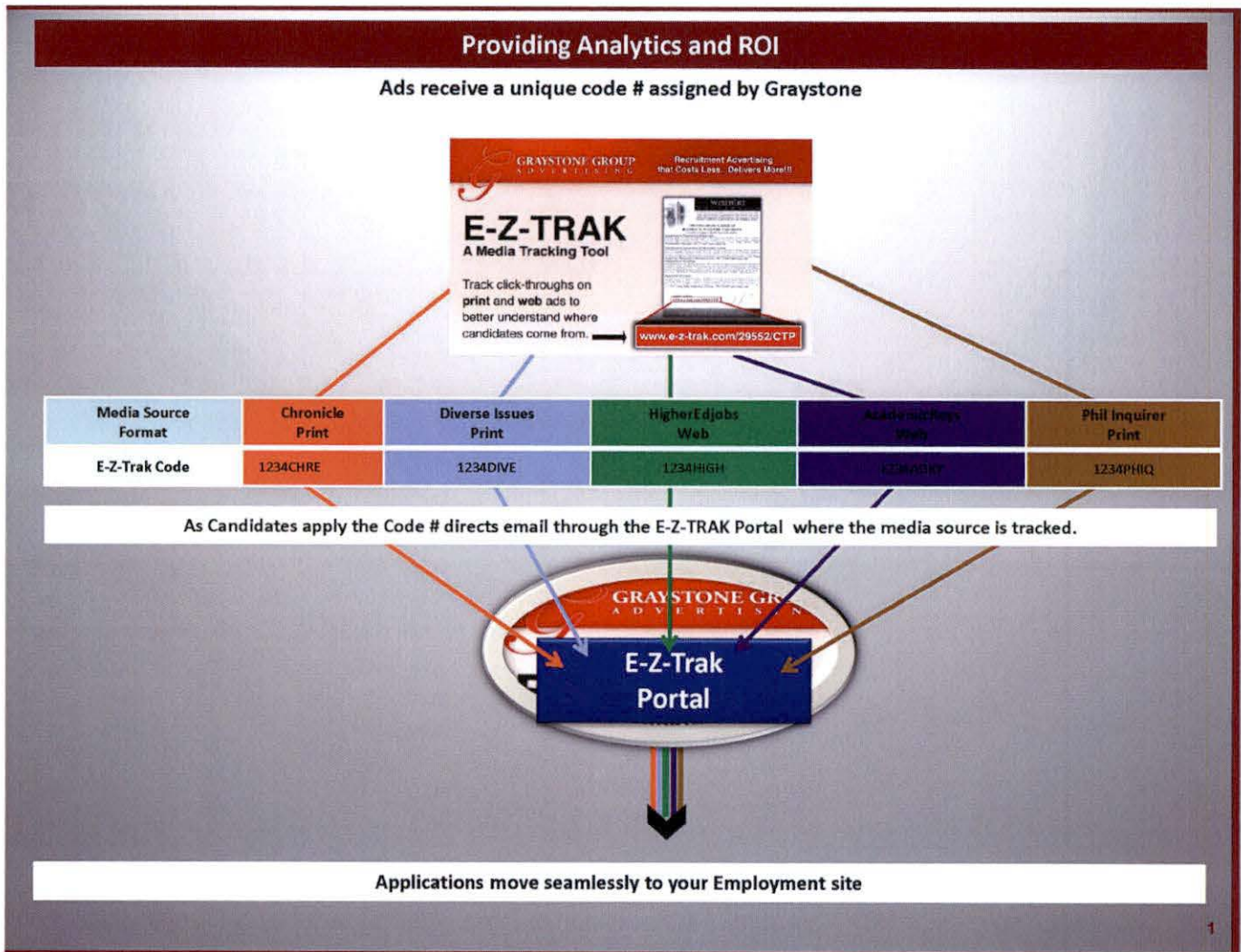
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A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

Attachment "H" EZ-Trak
Monitor Applicant Applications:



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A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

Attachment "I" Data Metrics

Monitor Report on Viewership by site by job

Attachment I – Data Metrics

Assistant Director of Development for Leadership Gifts Performance Report from Graystone Group

Job Board	Views
The Annual Giving Network August 19, 2016 - October 19, 2016	0
CASE Career Central August 19, 2016 - September 19, 2016	11
Association of Fundraising Professionals - AFP August 19, 2016 - September 19, 2016	15
Chronicle of Higher Education August 19, 2016 - October 19, 2016	0
Chronicle of Philanthropy - Career Network August 19, 2016 - September 19, 2016	1

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A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

Attachment "J" Wells One
AP Control Payment System

From: SDDSERVICES@wellsfargo.com on behalf of CCER_AP_Control@wellsfargo.com Sent: Thu 10/6/2016 3:01 AM
To: Dorothy Schreiner
Cc:
Subject: Please collect your payment from VIRGINIA TECH AP CONTROL

Remittance information for Graystone Group Advertising:

Click this link to access the remittance advice for payment in the amount of 1,272.13 USD from VIRGINIA TECH AP CONTROL:

<https://mailpouch.wellsfargo.com/secure?x=4-159570763-104932187-AHG6ZVI6&bu=RT>

You will need your Payee ID, the Invoice Reference Number, and Zip/Postal Code provided by VIRGINIA TECH AP CONTROL. If you are not sure what your payee information is, contact RODNEY RATLIFF at 540-231-2544.

This is an automated email. Please do not reply to this message.

WELLS FARGO Commercial Card Expense Reporting

Remittance — Sign On

Enter your information, and click **Sign On**. If you cannot access your information, contact the company listed in the email you received.

You may download a PDF version of the [Supplier Quick Reference Guide](#) for additional information.

You need Adobe® Reader® to read PDF files.
[Download Adobe Reader for free.](#)

* All fields on this page are required.

Payee ID:

Payee Invoice Reference:

Zip/Postal Code:

Sign On

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A D V E R T I S I N G

Request for Proposal # 0046724

(Continued)

SWAM Statement of Intent.

Currently the States of Virginia and Connecticut do not have reciprocal programs that allow Connecticut based companies to enroll as a SWAM Vendor. To support the SWAM mission **Graystone Group** continues to encourage diversity based recruitment in print and on line partnering with major academic diversity sources such as *Diverse Issues in Higher Education*, *Hispanic Outlook in Higher Education* and *Women in Higher Education* as well as smaller minority owned publications in Virginia such as *The Richmond Free Press*, *Hampton Roads*, and the *Roanoke Tribune*.

As noted in the diversity quotes in this RFP, we offer a product called the **Graystone Diversity Combo** that provide a significant discount to any job placed in both *Diverse Issues in Higher Education*, *Hispanic Outlook in Higher Education*. Going forward we will extend the **Graystone Diversity Combo to Virginia Tech** as a permanent part of our media offerings. We will also continue to recommend local diversity recruitment with *The Richmond Free Press*, *Hampton Roads*, and the *Roanoke Tribune*.

When reporting on ad activity and spending we will continue to note the use of the above mentioned sources and encourage decision makers within the University to continually remind constituents about the value and importance of diversity recruitment.

We are also opened to partnering with any SWAM organizations suggested to us by the Virginia Tech Procurement Department or by the Virginia Department of Small Business.

Closing Comments:

Thank you for the opportunity to review our services and provide examples of we can support all your future recruitment needs in an ever changing business environment. We are proud to have had the opportunity to work with so many people at **Virginia Tech** for the past 15 years. **The Graystone Team** that has managed your account remains intact and looks forward to applying our knowledge and experience in the years ahead.

Sincerely,

Doug Geiling

Executive Vice President

ADDENDUM # One (1) TO RFP # 0046724

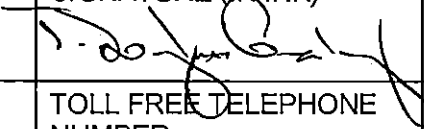
VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (Virginia Tech)
Procurement Department (MC 0333)
 North End Center, Suite 2100
 300 Turner Street NW
 Blacksburg, Virginia 24061

DATE October 4, 2016	ORIGINAL DUE DATE AND HOUR October 20, 2016
-----------------------------	--

ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Robert Snuffer, CPPB, CUPO , Contracts Officer/Buyer Senior E-MAIL ADDRESS: bsnuffer@vt.edu TELEPHONE NUMBER (540) 231-5557 FAX NUMBER (540) 231-9628 AFTER HOUR MESSAGES (540) 231-6221
--

Advertising Services

- 1 Section IX. Inquiries: Change Deadline for submission from: 5:00 PM on September 20, 2016, to: 5:00 PM on October 14, 2016
- 2 All other terms, conditions and descriptions remain the same.
- 3 The due date and hour remains October 20, 2016 at 3:00 PM

FULL LEGAL NAME (PRINT) (Company name as it appears with your Federal Taxpayer Number) GBSA, Inc.		FEDERAL TAXPAYER NUMBER (ID#) <div style="background-color: black; width: 100px; height: 15px; margin: 0 auto;"></div>	
BUSINESS NAME/DBA NAME/TA NAME (If different than the Full Legal Name) Graystone Group Advertising		FEDERAL TAXPAYER NUMBER (If different than ID# above)	
BILLING NAME (Company name as it appears on your invoice) Graystone Group Advertising		FEDERAL TAXPAYER NUMBER (If different than ID# above)	
PURCHASE ORDER ADDRESS 2710 North Ave. Suite 200 Bridgeport, CT 06605		PAYMENT ADDRESS 2710 North Ave. Suite 200 Bridgeport, CT 06605	
CONTACT NAME/TITLE (PRINT) J. Douglass Geiling Executive Vice President		SIGNATURE (IN INK) 	DATE 10/18/16
E-MAIL ADDRESS dgeiling@graystoneadv.com	TELEPHONE NUMBER 203.549.0060 x 303	TOLL FREE TELEPHONE NUMBER 800.544.0005	FAX NUMBER TO RECEIVE E-PROCUREMENT ORDERS 203.549.0061

ADDENDUM # Two (2) TO RFP # 0046724

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	ORIGINAL DUE DATE AND HOUR
October 17, 2016	October 20, 2016 3:00 PM

ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Robert Snuffer, CPPB, CUPO , Contracts Officer/Buyer Senior E-MAIL ADDRESS: bsnuffer@vt.edu TELEPHONE NUMBER (540) 231-5557 FAX NUMBER (540) 231-9628 AFTER HOUR MESSAGES (540) 231-6221
--

Advertising Services

- 1 The due date and hour are changed from October 20, 2016 3PM to October 24, 2016 at 3PM due to the University closing on October 20, 2016 at 2PM
- 2 All other terms, conditions and descriptions remain the same.
- 3 The due date and hour has changed to October 24, 2016 at 3:00 PM

FULL LEGAL NAME (PRINT) (Company name as it appears with your Federal Taxpayer Number) GBSA, Inc.	FEDERAL TAXPAYER NUMBER (ID#) <div style="background-color: black; width: 100px; height: 15px; margin: 5px 0;"></div>		
BUSINESS NAME/DBA NAME/TA NAME (If different than the Full Legal Name) Graystone Group Advertising	FEDERAL TAXPAYER NUMBER (If different than ID# above)		
BILLING NAME (Company name as it appears on your invoice) Graystone Group Advertising	FEDERAL TAXPAYER NUMBER (If different than ID# above)		
PURCHASE ORDER ADDRESS 2710 North Ave Suite 200 Bridgeport, CT 06605	PAYMENT ADDRESS 2710 North Ave Suite 200 Bridgeport, CT 06605		
CONTACT NAME/TITLE (PRINT) J. Douglass Gelling Executive Vice President	SIGNATURE (IN INK) 	DATE 10/18/16	
E-MAIL ADDRESS dgelling@graystoneadv.com	TELEPHONE NUMBER 203.549.0060 x 303	TOLL FREE TELEPHONE NUMBER 800.544.0005	FAX NUMBER TO RECEIVE E-PROCUREMENT ORDERS 203.549.0061

GRAYSTONEGROUP

A D V E R T I S I N G

Virginia Polytechnic Institute and State University

Response to Questions: RFP #004672

From: Graystone Group Advertising

2-6-17

Questions:

1. Does Graystone Group Advertising agree to provide monthly invoices with payment due thirty (30) days after receipt of invoice or goods/services, whichever is later?

ANSWER: YES

2. Do you agree that the initial contract period shall be five years?

ANSWER: YES

3. Upon completion of the initial contract period, does Graystone Group Advertising agree that the contract may be renewed by Virginia Tech upon written agreement of both parties for five (5) one year periods, under the terms of the current contract?

ANSWER: YES

4. 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?

ANSWER: YES

5. Will Graystone Group Advertising agree to participate in the Wells One AP Control Payment System?

ANSWER: YES We have been participating in the Wells One system for several years and will continue to do so going forward.

6. Please provide your best schedule of prices for all services offered:

ANSWER:	Item	Cost	
	Ad Placement	NO CHARGE	Cost is the published media cost.
	Training	NO CHARGE	Available Online, via phone or on campus.
	Reporting	NO CHARGE	Annually at the end of the fiscal year & ad hoc based on need.
	Media Consulting	NO CHARGE	Available for every request.
	ATS Coordination	NO CHARGE	Set up and maintenance is between Virginia Tech and the ATS Provider. We DO NOT CHARGE to retrieve the request.
	Analytics	No Charge	Basic information on views for faculty and administrative jobs placed on major sites.

7. Please identify the highest-level executive in your organization that is aware of this solicitation. Describe this person's commitment to assuring the highest quality service to Virginia Tech if your organization is awarded a contract.

ANSWER: **Doug Geiling**
Executive Vice President
 Doug has been with Graystone in a senior management position for 14 years and has complete authority throughout the entire organization to insure design, pricing, billing and accounting is handled in a timely and effective manor for all requests large and small.

GRAYSTONEGROUP

A D V E R T I S I N G

Response to Questions: RFP #004672

Graystone Group Advertising (page 2)

8. Please describe your quickest turnaround time if emergency services are needed.

ANSWER: Quotes can be returned within 1 hour of receipt and, following approval from Virginia Tech, **online placements can be live within an hour for major sites that are constantly refreshing.** For smaller web sites that do not refresh constantly, jobs are active within 24 hours. Print ads will run in the next available issue. **NOTE:** for print publications that offer online as part of the print placement we can have the online component live within 24 hours.

9. Are you willing to contact departments on a monthly basis to address service issues?

ANSWER: YES

10. Are you willing to deliver to multiple locations within a department?

ANSWER: YES. We manage each request on an individual basis working directly with the person and/or department that contacts Graystone. Invoices are also managed on an individual basis sent to the person that gives the approval.

11. Will you be able to handle increased volumes of business and/or provide service to additional departments during the course of the contract?

ANSWER: YES. We are staffed in teams and organized to manage volume seamlessly during peak seasons.

12. If awarded a contract, will you agree to work with each user department before you begin to provide service so that issues such as pickup/delivery times and days and service requirements may be addressed.

ANSWER: YES.

13. How soon after contract award can you begin providing services?

ANSWER: Immediately

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

ANSWER: YES

15. Do you understand that this contract would be used to put out multiple small campaigns that might pertain to only one or a small group of jobs?

ANSWER: YES

16. Please describe your method for determining best location to advertise given specific examples?

ANSWER: Our database contains over 1,900 online recruitment sources along with hundreds of print resources that cover the full array of discipline and diversity resources. When we receive a request we review needs and work with the client to determine budget guidelines and the need for discipline and/or diversity options. From that point we make recommendations and share enhancement options to increase views and keep Virginia Tech jobs in the most advantageous position. Options can also be provided to reach passive job seekers through digital marketing and/or direct marketing as well as programs that utilize social media.

GRAYSTONEGROUP

A D V E R T I S I N G

Response to Questions: RFP #004672

Graystone Group Advertising (page 3)

17. With the average run time of our jobs being between 1 and 3 months, how quickly can we expect to get advertisements published?

ANSWER: Quotes can be returned within 1 hour of receipt and, **following approval from Virginia Tech, online placements can be live within an hour for major sites that are constantly Refreshing.** For smaller web sites that do not refresh constantly, jobs are active within 24 hours. Print ads will run in the next available issue. **NOTE:** for print publications that offer online as part of the print placement we can have the online component live within 24 hours.

18. Please elaborate on the step-by-step process when a department contacts you for needed services for advertising.

ANSWER: When a request arrives it is reviewed by our traffic manager for the following:

- Is the job description included?
- Are preferred media sources listed?
- Does the client need media suggestions?
- Would the client like to discuss?
- If there is a need for print are there immediate deadline issues?

Our traffic manager replies accordingly to confirm receipt. If the client requires additional contact the request is sent to the account manager for follow up as well as to the design team to begin preparing quotes. If the request is complete and no immediate follow up required, the request is assigned to the design team to prepare quotes.

If follow up is needed the account manager reviews options with the client and sends appropriate information to the design team to include with quote preparation. The quote includes the cost for each media source and deadlines for any print component.

If edits are required the quote is modified accordingly and returned for review.

When ads are approved we make the placements and pay the media.

The invoice is sent electronically to the person that approved placement. The cost is only for the media sources approved and for the exact amount approved. There are no additional charges for media consultation and/or design work.

19. Describe the method utilized to evaluate the value of an advertising medium, as it would pertain to Virginia Tech jobs, to determine if it is meeting traffic expectations?

ANSWER: We have access to metrics for online sources to evaluate views by media as well as the option to track applicants via EZ Trac going to the Virginia Tech employment site on a job specific basis. Site evaluations from independent sources are available to help clients evaluate media performance. With our client depth we also have the ability to evaluate what other academic institutions are doing to fill similar positions. **Regarding traffic expectations:** Volume does not directly equate to quality. Discipline sources may produce very small numbers of candidates but might be providing the most qualified candidate. Diversity sites have a small audience and may not produce many candidates but remain an important component in creating a diverse candidate pool. Conversely, a major media source can produce large numbers of views and applicants that might not be qualified.

GRAYSTONEGROUP

A D V E R T I S I N G

Response to Questions: RFP #004672

Graystone Group Advertising (page 4)

20. Will Virginia Tech have a direct point of contact? If so, who will this be and what experience with higher education does he/she have?

ANSWER: **Doug Geiling** Doug is the senior account manager with responsibility for all aspects of the Virginia Tech account including training (on campus if needed) support with media guidance, reporting and keeping Virginia Tech aware of new services in the recruitment area. Doug serves as Executive Vice President at Graystone which requires involvement in all aspects of Graystone services and attends academic conferences to keep current with industry trends.

Pat Carlson Pat is the senior design manager for day-to-day activity regarding Virginia Tech. Pat handles quote preparation, approvals and ad placements. Pat is supported by two additional members of the team to maintain timely work flow as needed based on volume. Pat has been at Graystone for 12 years.

21. Discuss your willingness to provide consultative services to the hiring official. How would he/she access these services? What is at no-cost and what services have an additional fee?

ANSWER: We pride ourselves on our commitment to client service and feel it is the critical component in supporting every contact at Virginia Tech that has questions regarding recruitment. The first step to our client service commitment is always a call to learn specific client needs. At that point we determine if a meeting on campus would best serve the department to provide Q & A for the recruitment team or if a webinar session should be organized or if simple how-to material will suffice. The decision on how to proceed with Graystone training is made by the client. Presentation materials are prepared specific to need (i.e. the needs of Advancement/Fund Raising can be different from the needs of the Engineering Department). There is **never a charge for training or consulting** no matter if the consulting was a phone call, an email, or on campus training.

22. Provide additional details/examples of real time analytics.

ANSWER:

- Client requested a comparison of two major recruitment sites for the three jobs. We monitored views for seven weeks for both media sources requested by the client. See Exhibit 1A, page 8.
- Virginia Tech Advancement requested analytics for a Major Gift Officer posting. See Exhibit 1B, page 8

23. What is the average turnaround time from point of contact to draft approval?

ANSWER: Quotes are provided within 2 hours of request.

24. Who is the point of contact for any customer service needs, questions, issues? What level is this person within your organization?

ANSWER: Doug Geiling, Executive Vice President

GRAYSTONEGROUP

A D V E R T I S I N G

Response to Questions: RFP #004672

Graystone Group Advertising (page 5)

25. Discuss ad hoc reporting. Do you provide access to online reports? Can you create reports based on need? Is there a charge? How quickly can these reports be developed?

ANSWER: Every ad request is logged in our traffic system, assigned a unique job number. For each job we save the following:

- Job Title
- Media source(s) where placed
- Date(s) Placed
- Person requesting
- Ad Cost
- Job description
- Date Invoiced
- Proofs for all placements
- Status records jobs quoted but not placed

All the data relating to every request is held in a Word based system that allows data to be exported to Excel for reporting capability that allows us to capture and organize ad placements based on client need by date, by ad type, by job title, by media source, by person for any time frame required.

Reports are provided on a semi-annual basis in conjunction with the Virginia Tech fiscal year but can be requested at any time and will be provided at **No Charge**. Normal turn-around is 24 hours.

26. Can you work with other vendors such as Job Elephant, Job Target, etc.? How would these services work together? Do you have current examples?

ANSWER: Regarding Job Target. We have had a working relationship with Job Target for several years to use their automated posting systems. The benefit to Graystone is the ability to put an online posting in a template that Job Target "Spiders" to multiple job boards which is a time savings process for jobs going to multiple job sites.

Regarding Job Elephant. They are a direct competitor offering similar services and also operating their own job boards for a profit. By operating job boards for the purpose of charging fees Job Elephant is trying to be both an agency supporting client need, and a media provider selling their own media to those same clients for a profit. When analyzed with independent monitoring services, the sites they manage underperform and we would not recommend. Operating as both an agency and a media provider creates a conflict of interest that we find unscrupulous. We would not entertain any working relationship with Job Elephant.

27. Can you demonstrate your customer service options for ad placement?

ANSWER: See Exhibit 2 page 9, Options, with cost, for an Advancement/Fund Raising effort.

28. Describe your on-Campus branding and communications of services offered if awarded the contract.

ANSWER: We do not provide branding services but we can operate as a placement agency to recommend placement options that reach a wide audience in academia and function as a buying service for media placements to help the university save money.

GRAYSTONEGROUP

A D V E R T I S I N G

Response to Questions: RFP #004672

Graystone Group Advertising (page 6)

29. Based on your knowledge of Virginia Tech, what is one suggestion or recommendation you would make for an employment advertising campaign based on success you've experienced elsewhere?

ANSWER: We have found that in a large decentralized institution, internal communication is critical to keeping constituents aware of the full range of service from Graystone. Our suggestion would be to work with HR to create material that can be accessed through the university HR page to answer questions and to give contact information for anyone that needs recruitment consultation.

30. As a sample of your firm's capabilities, provide us with a complete recommendation on an employment ad/campaign for dining service employees. Start to finish, including any cost estimates for work, media, etc.

ANSWER: Local recruitment Campaign

Digital Banner rotating in designated sections of the Roanoke Times (i.e. A&E, Sports, Life Style)

30,000 impressions \$ 282.36 (Banner links to the position at jobs.vt.edu)

(run Sunday through Friday)

Design Cost \$ 0.00

Program Cost \$1,063.73

Discount from Graystone @ 2.5% \$ 26.60

Final Cost to Virginia Tech \$ 1,037.13

31. Provide us with step-by-step instructions for the online ATS process and the email process.

ANSWER: People Admin has a system in place that, with the request of Virginia Tech, can deliver recruitment requests directly to Graystone. The system creates a response that is retrieved by Graystone and begins the quote process. See Exhibit 3, page 10. Important to note, the automated system eliminates the need for the initial email to Graystone and none of the client service is compromised. The full service contact explained previously remains in place for every recruitment request.

32. Do you have the capability to provide display advertisements on Facebook?

ANSWER: Yes

33. Please describe the analytics and ROI reporting.

ANSWER: Performance analytics can be collected by gathering views by media source as shown in the example for questions 22 & 27 and by tracking the source that delivered an application as explained in the answer to question 38 below. Evaluation of performance can be determined by the relationship of viewer activity and applicant flow.

GRAYSTONEGROUP

A D V E R T I S I N G

Response to Questions: RFP #004672

Graystone Group Advertising (page 7)

34. Explain the process for rebranding your services from “Place my ad” to more of a consultative approach?

ANSWER: As described in questions 18 & 21 consulting is available with every request. In a large decentralized institution, internal communication is critical to keeping constituents aware of the full range of service from Graystone. We can work with HR to create material that can be accessed through the university HR page to answer questions and to give contact information for anyone that needs recruitment consultation. We are always available for meetings on campus.

35. Please provide additional details about EZ TRAC and how it may benefit Virginia Tech.

ANSWER: Different from the analytics of views by media source, EZ TRAK provides data that shows how many candidates apply to a specific position and tracks the media source that created the application.

This is done by assigning a unique URL to each media source for each job. The URL does not change delivery of the application to the Virginia Tech employment site, it simply directs each electronic application through a Google Analytics tool that counts and tracks the application by media source using the assigned URL on the way to your employment site. The process is seamless to the applicant and does not delay or change the application process.

The benefit to Virginia Tech is, unlike asking an applicant/candidate to self-identify where they saw the job, EZ TRACK is counting applications by media source to provide a more accurate method to assist with ROI on a job-by-job basis. **NOTE:** This does not quantify if applicants are qualified, it simply provides information on the media source that created the application.

GRAYSTONEGROUP

A D V E R T I S I N G

Response to Questions: RFP #004672

Graystone Group Advertising (page 8)

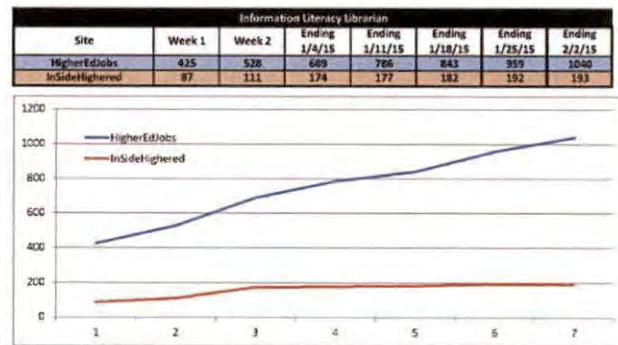
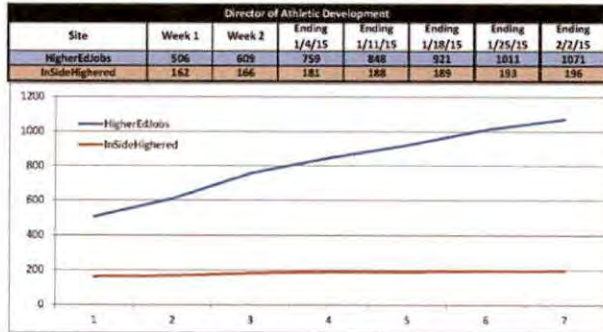
Exhibit #1A Question # 22: Provide additional details/examples of real time analytics.

ANSWER:

- Client requested a comparison of two major recruitment sites for the three jobs. We monitored views for 7 weeks using the analytics available from both media sources requested by the client.

Job #1. Director of Athletic Development

Job #2. Information Literacy Librarian



Job #3. Visiting Professor, Chair Communication Studies

Three Job Summary

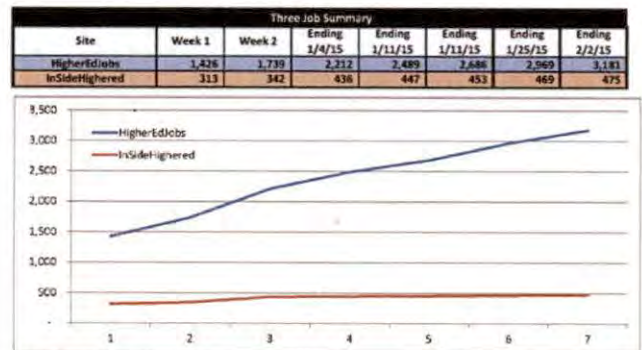
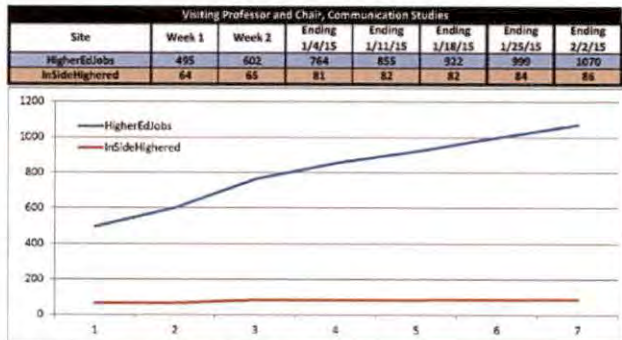


Exhibit #1B Question # 22: Provide additional details/examples of real time analytics

ANSWER:

- Jmahl Stewart at Virginia Tech Advancement requested analytics for a Major Gift Officer posting. Answer sent via email:

Good morning, JMahl - following are the number of views/visits for the Assistant Director of Development for Leadership Gifts, Posting # AP0160110 you requested:

- CASE Career Center – 47
- CareerBuilder – 2
- Chronicle of Higher Ed – 3
- AFP – 2
- Chronicle of Philanthropy – 0
- Women in Philanthropy – 5

GRAYSTONEGROUP

A D V E R T I S I N G


Response to Questions: RFP #004672

Graystone Group Advertising (page 9)

Exhibit #2 Question # 27: Can you demonstrate your customer service options for ad placement?

ANSWER: Description of options, with cost, for an Advancement/Fund Raising effort.

Media sources that target the discipline were identified along diversity options. Enhancements to increase views and to reach passive job seekers were noted. The price quote shows basic posting cost along with the added to cost to enhance where available. Since requirements include experience in fund raising at a college or university *The Chronicle of Higher Education* was also provided.

Placement Quote	Requested Media	Cost
 <p>Saint Joseph's University Senior Director of Major Gifts</p> <p>Saint Joseph's University provides a rigorous, student-centered education rooted in the liberal arts. SJU ranks as a top university in the Northeast, with a Phi Beta Kappa chapter in the College of Arts and Sciences and AACSB accreditation of the Eriwan K. Haub School of Business. The University is also deeply committed to the Jesuit tradition of scholarship and service, earning a place on the President's Higher Education Community Service Honor Roll and the community engagement classification from the Carnegie Foundation for the Advancement of Teaching. With courses offered on campus and online, SJU prepares its more than 9,000 undergraduate, graduate and doctoral students to lead lives of personal excellence, professional success and engaged citizenship.</p> <p>Under Mark C. Reed, Ed.D., one of the emerging leaders in Catholic higher education, Saint Joseph's is experiencing increased student demand, improved admissions selectivity, and an enhanced profile of scholarship and service. Its academic and financial ratings are both on the rise, and a strategic planning process will soon conclude with the University's strategic and campaign priorities for continued growth.</p> <p>Accordingly, Saint Joseph's University is about to embark on a journey to even greater academic and institutional achievement nationally and around the world and will soon launch a new comprehensive campaign to drive these initiatives.</p> <p>The success of our major gifts efforts will in large part determine the success of our campaign and we are seeking talented major gift officers who in tandem with our existing staff will form a high-performing team.</p> <p>Job Description: The candidate chosen for the position of Senior Director of Major Gifts will cultivate, solicit and steward prospects capable of making gifts of \$50,000 – \$1 million. The person selected will serve as the liaison to the College of Arts & Sciences and work closely with the Dean to advance strategic fundraising priorities. She/he will ensure all donors, specifically the graduates/friends of the College of Arts & Sciences, receive a positive and satisfying donor experience.</p> <p>Responsibilities Include:</p> <ul style="list-style-type: none"> • Manage a portfolio of 130 – 150 major gift prospects. • Secure 150 quality visits per year, 12-15 per month. • Secure \$1.5M-\$2M annually in outright gifts and/or new commitments. • Develop strategies for each prospect in their portfolio based on the gift cycle. • Prepare briefing memos for senior leadership (e.g. President, Deans, Vice Presidents) and work to effectively utilize their talents as part of the University's fundraising initiatives. <p>Requirements:</p> <ul style="list-style-type: none"> • Bachelor's degree plus a minimum of seven (7) years of progressively responsible experience in fundraising along with a minimum of 2 years previous supervisory experience. • Previous experience in Major Gift fundraising. • Previous experience fundraising for a college or university. • Demonstrated strong interpersonal skills along with excellent organizational, oral and written communication skills. • Understanding of and commitment to the mission of Saint Joseph's University <p>For the complete job description and to apply go to: https://jobs.sju.edu/postings/13824</p> <p>NOTE: All offers of employment are contingent upon successful completion of background checks.</p> <p>Saint Joseph's University is an equal opportunity employer committed to diversity and encourages women, minorities, veterans and person with disabilities to apply.</p>		
1. Chronicle of Philanthropy <u>Job Posting Plus</u> (60 days online includes rotating at top of Search Results 7 day feature on Home Page)		\$333.00
E-Newsletter		\$125.00
2. CASE (Non-member) Single 30-Day Job Posting with Jobs Email and Higher Education Job Board Network		\$985.00
3. Assoc. of Fund Raising Professional (Non-Member) 30 days online rotating at top of Search Results		\$520.00
<u>e.Wire Electronic Newsletter</u>		\$150.00
4. Philanthropy News Digest Single 30-Day Job Posting		\$75.00
5 & 6 Graystone Diversity Combo 60-Day Job Posting on both Diverse Issues & Hispanic Outlook in Higher Education		\$425.00
<u>Diverse Issue Feature Job</u> Rotating at top of Search Results		\$65.00
<u>Diverse Issue E-Newsletter</u> Sent to subscriber base		\$70.00
7. Linked In Discussion Group Sent to members enrolled in Fund Raising & Development discussion groups		\$425.00
JOB TOTAL		\$ 3,173.00
Suggested Media		
1. Chronicle of Higher Education <u>Job Posting Plus</u> (60 days online includes rotating at top of Search Results 7 day feature on Home Page)		\$521.00
<u>E-Newsletter Academe Today</u>		\$200.00

2710 North Ave. Suite 200 Bridgeport, CT 06604 Phone: 800.544.0005 Email: ads@graystoneadv.com Visit us at: www.graystoneadv.com

GRAYSTONEGROUP

A D V E R T I S I N G

Response to Questions: RFP #004672

Graystone Group Advertising (page 10)

Exhibit #3 Question # 31:

31. Provide us with step-by-step instructions for the online ATS process and the email process.

Processing Requests through your ATS

1. Job Posted on Virginia Tech job Board selects
YES
Complete appropriate fields

In the posting form, fill in the necessary fields to request a quote from Graystone.

Do you plan to advertise this job with Graystone? Yes No

If yes, choose as many as needed from the following.

- Chronicle Print
- Chronicle Online
- Local Paper Print
- Local Paper Online
- Provide Options
- Provide Diversity Options
- Place Through our Subscriptions

Graystone will acknowledge and send quotes:

Send Graystone Quotes to: John Smith
jsmith@vttech.edu
555-555-5555

Please include: Name, Email and Phone Number

Graystone's representatives can then log in using a special user account with a special Graystone user group. They will only be able to see the Home page and the Postings tab. In the Postings menu, they will be able to go to each position type to see postings where a quote is being requested. The saved search on the postings will only show those where the request is set to "Yes". Graystone will be able to export the data as they need using the saved search export.

2. Graystone notified through
PeopleAdmin Portal

Graystone ads desk retrieves the job request
from the system and begins the quote process

Virginia Tech
Job Listings

Username: graystone

Password:

Log In

Authenticate with single sign-on? SSO Authentication

GRAYSTONEGROUP

A D V E R T I S I N G

Virginia Polytechnic Institute and State University

Request for Proposal #0046724: Advertising Services

Response from Graystone Group Advertising

Additional Questions Dated July 6, 2017

Question # 1:

If a Virginia Tech department has an internal graphic design/marketing team that provides print ready graphics for advertising, will this have any impact on the advertising costs?

Response:

Yes, when camera ready art work is provided by any department at Virginia Tech for any print ad placement **Graystone will extend a 10% discount off the gross Open Rate.** In these cases the open rate and the discounted price will be quoted by Graystone so the Virginia Tech department can see the savings and that same cost information will be communicated on the invoice.

Question # 2:

What would be the cost of placing an advertisement without any design requirements from the contractor? Simply placing the ad in the requested media 'as-is'.

Response:

Cost would be the same open rate that Virginia Tech departments would pay if placing direct.

Question # 3:

If requesting department asked for a placement in the Roanoke Times (for example) would contractor be willing to make it standard practice to suggest one diversity focused ad for the department to consider? Looking to have contractor make this option available to departments to raise awareness of diversity options available.

Response:

Yes, this is an easy process to implement. Our suggestion would be to offer both local and national diversity options. For example, recruitment in the Roanoke Times would be for positions in the local Blacksburg/Roanoke area and the best local diversity option would be the Roanoke Tribune. For recruitment beyond the local area the two largest diversity options focused on academia are Diverse Issues in Higher Education and Hispanic Outlook in Higher Education. These can be purchased individually or departments can take advantage of The Diversity Combo from Graystone that provides placement in both at a discounted price. For every request we would automatically include the diversity options as a reminder and departments can select what best fits their need and budget. Attachment "A" pages 5 & 6 show an explanation of options.

(Continued)

GRAYSTONEGROUP

A D V E R T I S I N G

Response from Graystone Group Advertising - Additional Questions Dated July 6, 2017

Question # 4:

Please describe the process of how you would work with Virginia Tech employees who have varying design skills so as to maximize efficiency and quality of design?

Response:

No time or design skill is required by any Virginia Tech employee. To provide continuity a template is in place for Virginia Tech that incorporates the school logo, a brief job and department description along with information on how to apply and EOE/AA statement. Employees simply have to send the job description to Graystone or tell us where to find the job description at jobs.vt.edu. Ads will be prepared at no cost using the template.

Example of standard format:

VirginiaTech
Invent the Future

Collegiate Faculty Position in the School of Neuroscience
Virginia Tech, Blacksburg, VA

The School of Neuroscience at Virginia Tech (www.neuroscience.vt.edu) seeks applicants for a collegiate faculty position at the Assistant Professor level. Candidates must have a Ph.D. in neuroscience or related field at the time of appointment. Collegiate faculty members have a primary commitment to the instructional mission of the department, including graduate and undergraduate teaching, curricular and program development, and the design and integration of innovative and inclusive pedagogy including experiential learning opportunities. Successful candidates should give evidence of potential to take a lead role in enhancing curricula and promoting teaching excellence. In addition to teaching, candidates will be expected to participate in research and scholarship, whether on teaching and learning or on Neuroscience research topics of interest. Candidates will have the opportunity to collaborate with a wide range of research groups in the School of Neuroscience.

The School of Neuroscience has 8 tenured and tenure-track faculty and over 400 undergraduate majors. Successful candidates will have the opportunity to participate in new multidisciplinary programs and curricula in cognitive and developmental Neuroscience, experimental Neuroscience and clinical Neuroscience.

The collegiate faculty rank is a non-tenure-track position that offers a clear promotion path with increasingly long-term contracts. Collegiate faculty are full members of the department faculty, and are expected to participate in sponsored research, mentor graduate students, participate in department and professional service, etc. This position is located at the main campus in Blacksburg, VA, a region consistently ranked among the country's best places to live.

Applications must be submitted online at <http://hiring.jobs.vt.edu> (Posting #TR0160162) and should include a cover letter, curriculum vitae, at least three references, and a statement of teaching philosophy describing an integral vision for neuroscience education. Inquiries should be directed to Dr. Harald Southemler, Search Committee Chair; southemler@vt.edu. Review of applications will begin on 12/15/2016 and continue until the position is filled.

For inquiries regarding non-discrimination policies, contact the Executive Director for Equity and Access at 540-231-2010 or Virginia Tech, North End Center, Suite 2300 (0318), 300 Thirner St. NW, Blacksburg, VA 24061.

Virginia Tech is an EOE/AA university, and offers a wide range of networking and development opportunities to women and minorities in science and engineering; applications from members of underrepresented groups are especially encouraged. Individuals with disabilities desiring accommodations in the application process should notify Anne Woides (awoides@vt.edu, 540-231-8828) or call TTY 1-800-828-1120.

The employee can also send art work to be used if specific graphics are needed and we will create the design accordingly. Edits can be made as needed to modify content and/or appearance and to stay within budget.

(There was no question #5)

(Continued)

GRAYSTONEGROUP

A D V E R T I S I N G

Response from Graystone Group Advertising - Additional Questions Dated July 6, 2017

Question # 6:

Would like to request that the VT account representative assigned to this account be allowed to attend and make a presentation to the evaluation committee, if vendor is selected to move forward to the final round? This person is critical to the success of any future contract and it is important that both sides (VT and contractor) feel comfortable with the relationship.

Response:

Continuity is an important part of the services offered by Graystone. Over the past 15 years, Executive Vice President, Doug Geiling, has managed the Virginia Tech account and will continue in that role. Over the years Doug has been on campus for Q&A review meetings and is available to meet with the evaluation committee to insure success so both parties feel comfortable with the relationship going forward.

Question # 7:

Please share examples of analytics reporting once an advertisement has been completed.

Response:

Analytic information is available for any advertisement. See Attachment "B" Pages 7 & 8 for samples.

Questions # 8:

Would you be able to copy a central Virginia Tech employee when submitting the advertisements for final review/approval at the department level (so central HR can quickly review for consistency and branding)?

Response:

Yes. We can incorporate an auto-reply in our system that copies as many contacts as needed to monitor the quote process.

NOTE: At the end of each fiscal year Graystone provides a year end recap of spending. The fiscal year recap reviews total spending, spending by media source, highlights diversity spending, summarizes spending for major media used by Virginia Tech, lists all jobs advertised and all people who have placed ads with Graystone over the 52 weeks.

Since the end of the Virginia Tech fiscal year corresponds to the request for additional questions a copy of that recap is attached.

This data sheds light on the use of diversity sources used in recruitment and provides information to help evaluate expense that would be incurred as diversity recruitment increases based on the suggestions in this response.

Continued

GRAYSTONEGROUP

A D V E R T I S I N G

Response from **Graystone Group Advertising** - Additional Questions Dated July 6, 2017

Fiscal Year Overview:

- 286 ads were placed for 140 separate jobs appearing in 89 separate media sources for a total 52 week spend of \$168,615.36
- Of the 286 ads placed, 24 ads were in diversity sources. Those 24 ads totaled \$11,090.00 which is 6.6% of the total spending
- Of the 140 jobs advertised, 14 had a diversity component
- The Chronicle of Higher Education accounted for 25 ads which 8.7% of the total ad placed for \$19,480.40 which 11.6% of total spending
- The Roanoke Times accounted for 70 ads which is 24.3% of the total ads placed for \$38,180.77 which is 22.6% of total spending

Complete Reap is on the attached Excel File

GRAYSTONEGROUP

A D V E R T I S I N G

ATTACHMENT "A"

LOCAL DIVERSITY OPTION:


Using the Roanoke Tribune to expand diversity coverage for local ads placed in the Roanoke Times.

- Graystone will provide a diversity quote for a 2 column X 5" ad in the Roanoke Tribune for every request received for the Roanoke Times.
- The ad will provide a brief description and direct candidates to jobs.vt.edu to apply
- **Cost/job: \$72.00 B&W - \$247.00 4-C**
- The person requesting has the option to add the Roanoke Tribune or opt-out

BENEFITS

- **Cost Effective Local Diversity Coverage**
- Frequency of advertising reinforces Virginia Tech as an employer of Preference in the local market

Sample Virginia Tech ad placed in the Roanoke Tribune follows.



Virginia Tech is Hiring!

**Teaching, Research, Staff,
Professional**

Virginia Tech is hiring for 200+ positions in Blacksburg, Roanoke, and throughout the Commonwealth.

For more information about duties and requirements, and to apply online, go to www.jobs.vt.edu

Individuals desiring assistance/accommodation in the application/interview process should contact us at (540) 231-9331 or hrs@vt.edu.

We value the principles of diversity and inclusion and encourage women, minorities, protected veterans, and individuals with disabilities to apply.

www.jobs.vt.edu

Virginia Tech is an equal opportunity/affirmative action institution.

(Continued)

Response from Graystone Group Advertising - Additional Questions Dated July 6, 2017

GRAYSTONEGROUP

A D V E R T I S I N G

ATTACHMENT "A"

(Continued)

NATIONAL DIVERSITY OPTION:

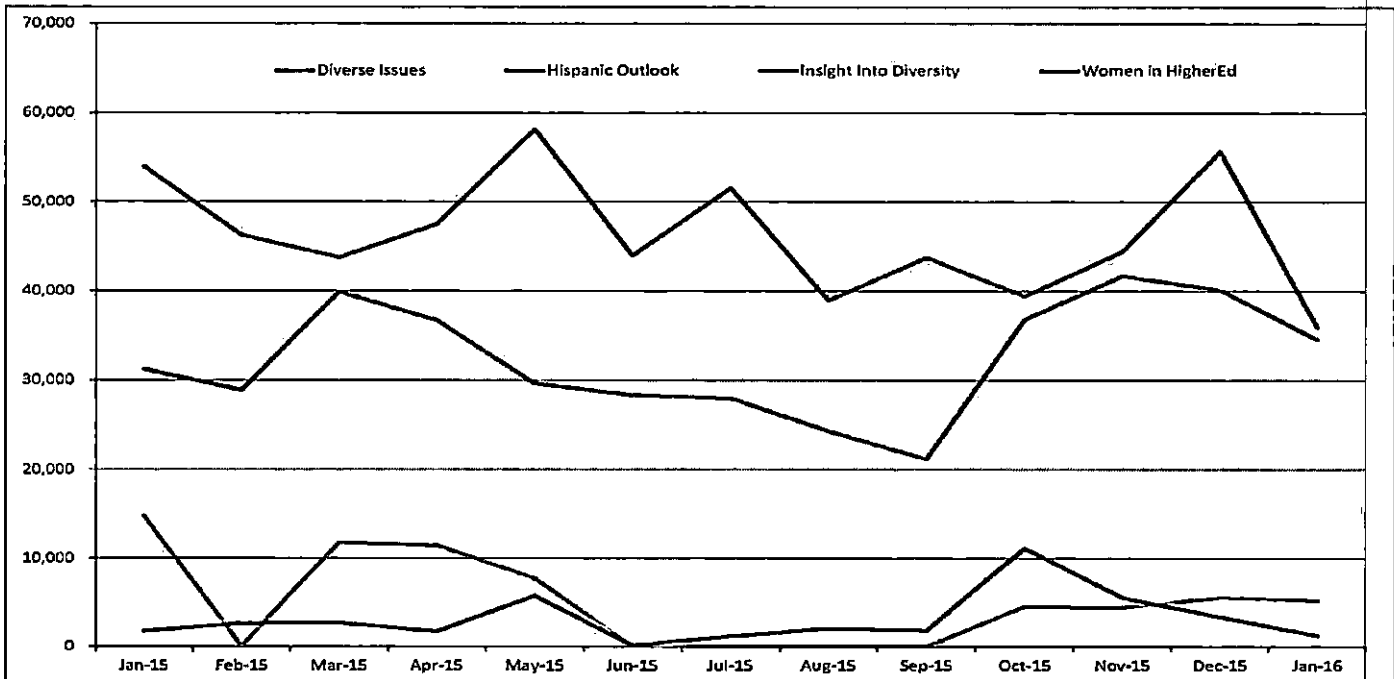
Providing diversity options for jobs beyond the local market

- Graystone will provide diversity quotes for an online job posting for every request received for *The Chronicle of Higher Education*.
- To provide options, quotes will be for *Diverse Issues in Higher Education* and the *Graystone Diversity Combo* which places the job in both *Diverse Issues in Higher Education* and *Hispanic Outlook in higher Education* at discounted pricing. As shown in the following graph, these are the two top diversity sources focused on academia.
- **Cost/job: Diverse Issues only: \$310.00 Hispanic Outlook only: \$225.00**

Graystone Diversity Combo: \$425.00

- The person requesting can chose either or opt-out of any diversity placement

Site	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16
Diverse Issues	53,910	40,239	43,753	47,481	58,166	43,985	51,561	38,929	43,784	39,424	44,421	53,665	35,897
Hispanic Outlook	21,716	28,871	29,870	26,654	29,645	28,532	27,984	24,813	21,641	36,774	41,211	40,113	34,521
Insight Into Diversity	14,810	0	11,816	11,502	7,730	0	0	0	0	4,504	4,993	5,527	5,216
Women in HigherEd	1,733	2,595	2,661	1,691	5,707	408	1,157	2,037	1,795	11,581	5,509	2,330	1,244



Continued

Response from Graystone Group Advertising - Additional Questions Dated July 6, 2017

GRAYSTONEGROUP

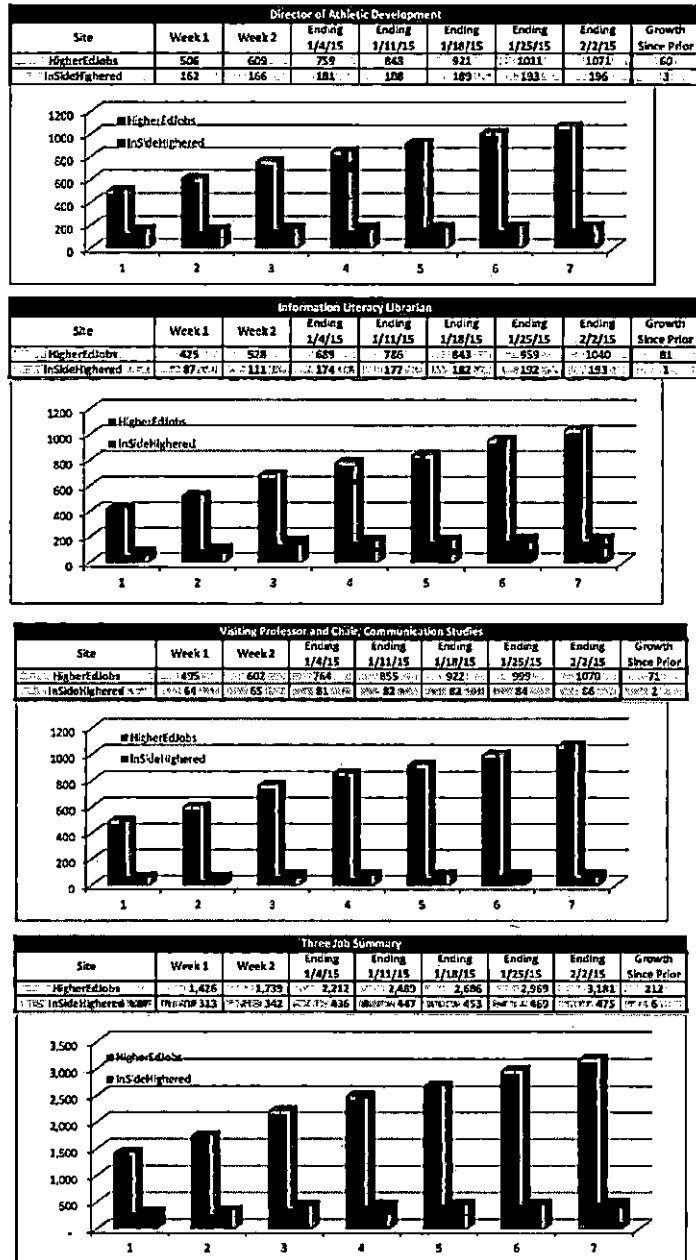
A D V E R T I S I N G

ATTACHMENT "B"

(Continued)

ANALYTICS

Example #1: Client requested View Activity for 3 Separate jobs to Evaluate Subscription Renewals



Response from Graystone Group Advertising - Additional Questions Dated July 6, 2017

GRAYSTONEGROUP

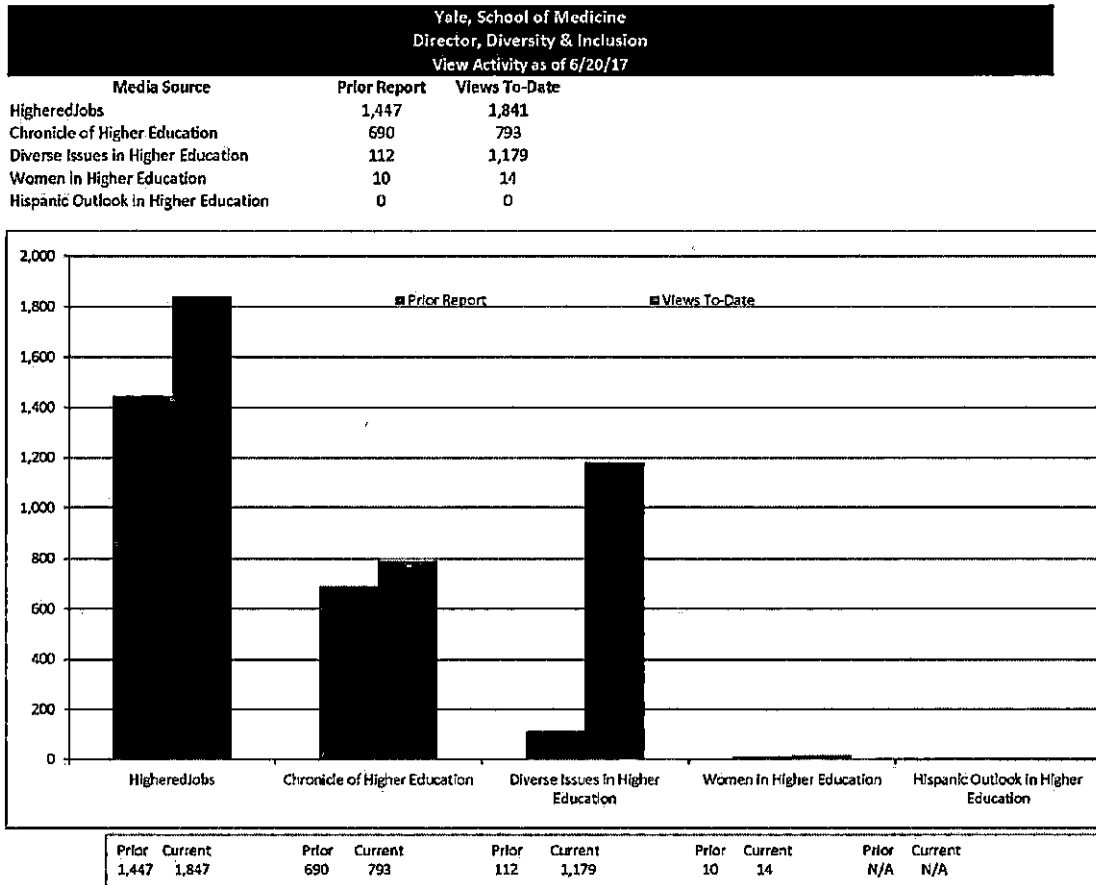
A D V E R T I S I N G

ATTACHMENT "B"

(Continued)

ANALYTICS

Example #2: Client requested View Activity to Evaluate ROI for future placements



Example #3: Client requested View Activity to Evaluate ROI for future placements

Assistant Director of Development for Leadership Gifts, Posting # AP0160110 (Virginia Tech) Good morning, JMahl - following are the number of views/visits you requested:

- CASE Career Center – 47
- CareerBuilder – 2
- Chronicle of Higher Ed – 3
- AFP – 2
- Chronicle of Philanthropy – 0
- Women in Philanthropy – 5

Snuffer, Robert

From: Doug Geiling <DGeiling@graystoneadv.com>
Sent: Wednesday, November 1, 2017 4:14 PM
To: Snuffer, Robert
Subject: RFP#0046724 Negotiations Question
Attachments: 3-24-16 Recognition Ad -NRV.PDF

Benny – Following is the cost information requested for placement of the attached recognition ad in the Roanoke Times.

In keeping with our policy to provide editorial and design services at no charge we would help with needed edits to accommodate the 2017 recipient list at No Charge and manage any design changes if new art was needed along with replacing the old logo with the new at No Charge.

To provide cost options the following show the cost to place in the Legal Section on Sunday, November 12th as requested and the cost to place on a weekday. Along with the cost to place in the legal section the cost to place ROP (Run-of-Paper) which is a lower price, is also provided. ROP provides the option to place in the News, Sports, or Business sections if you think those would provide greater awareness for the recipient list. ROP pricing is shown in Green for Sunday, November 12th along with the lower weekday cost.

Roanoke Times

	<u>Legal, Sunday, Nov 12th</u>	<u>\$ 9,801.60</u>	<u>Legal Weekday</u>	<u>\$ 8,323.20</u>	<u>ROP, Sunday, Nov</u>
<u>12th</u>	<u>\$ 5,949.41</u>		<u>ROP Weekday</u>	<u>\$ 5,083.38</u>	
Design/management/ Handling fees charged by your company (if any)	<u>\$ 0.00</u>		<u>\$ 0.00</u>		<u>\$ 0.00</u>
	<u>\$ 0.00</u>				
Any additional charges related to placing the advertisement	<u>\$ 0.00</u>		<u>\$ 0.00</u>		<u>\$ 0.00</u>
	<u>\$ 0.00</u>				
Grand Total of all advertising costs	<u>Legal, Sunday, Nov 12th</u>	<u>\$ 9,801.60</u>	<u>Legal Weekday</u>	<u>\$ 8,323.20</u>	<u>ROP, Sunday, Nov</u>
<u>12th</u>	<u>\$ 5,949.41</u>		<u>ROP Weekday</u>	<u>\$ 5,083.38</u>	

**NOTE: Deadline for final art to place Sunday 11/12 is 2:00pm, Friday, 11/10.
Weekday deadlines are Noon two days prior to run date.**

Let me know if you have questions or need additional information.

Regards,
Doug Geiling
Executive Vice President
Graystone Group
203 549 0060 x 303
dgeiling@graystoneadv.com

From: Snuffer, Robert [mailto:bsnuffer@vt.edu]
Sent: Wednesday, November 01, 2017 10:18 AM
To: Doug Geiling
Subject: RFP#0046724 Negotiations Question

Doug,

Please provide pricing to place the attached Full Page Color Ad in the legal notices section of the Roanoke Time (Roanoke, VA) on November 12, 2017. Break down the costs as follows:

Advertising charges from the Roanoke Times \$ _____

Design/management/Handling fees charged by your company (if any) \$ _____

Any additional charges related to placing the advertisement \$ _____

Grand Total of all advertising costs \$ _____

Please provide these costs by November 3, 2017 10:00AM or sooner.

Benny Snuffer, CPPB, CUPO
Buyer Senior/Contracts Officer
Procurement Department
Virginia Polytechnic Institute and State University
North End Center (0333)
Ste 2100, 300 Turner Street NW
Blacksburg, VA 24061

(540) 231-5557
(540) 231-9628 fax
www.procurement.vt.edu





Thank You

Congratulations to the 2016 Service Recognition recipients.

A total of **783 employees**, who work in various colleges and departments across the university, have dedicated **13,890 years** of service to Virginia Tech. Employees are recognized in five year increments, beginning at 10 years of service.

45 YEARS

Ernest F. Benfield
Dorothy N. Cupp
Brenda M. Harris
Ann Hutchens
W. Eugene Seago
Charles L. Taylor
Thomas C. Tillar, Jr.

40 YEARS

Kathy J. Atkins
Robert J. Dunay
Ellsworth R. Fuhrman
William J. Glazebrook
Randolph C. Marchany
Doug McAlister
Barbara R. Niederlehner
Arnita S. Perfater
Brenda S. Pratt
Terrie O. Repass
Bernard W. Taylor

35 YEARS

Wanda K. Baber
David R. Bevan
Jacqueline E. Bixler
Dean R. Bork
Marcie Boucouvalas
Glenn R. Bugh
Curtis E. Caldwell
Dorothy I. Carter
Geraldine M. Chenault
Dawn E. Cisek
David F. Crane
Elizabeth G. Creamer
Virginia W. Croushorn
Walter L. Daniels
Martin V. Day
Cynthia J. Denbow
Debra S. Duncan
James D. Fraser

L. Leon Geyer
Joann Harvill
Richard F. Hirsh
William H. Holbach
Michael A. Huffman
Brenda J. Husser
Robert E. James
Jimmy L. Lawrence
Janet T. Linkous
Elizabeth S. Malbon
Anita K. Martin
Leslie Neilan
George W. Norton
Marjorie J. Norton
Kim T. O'Rourke
Donald J. Orth
Larry G. Pearson
Leslie K. Pendleton
Verner A. Plott
Henry C. Price
Loren P. Rees
Sedki M. Riad
Everett A. Roberts
Machell S. Schmolitz
Curtis E. Shields
Samuel D. Shumate
Douglas C. Smiley
Richard E. Veilleux
Michael J. Weaver
William D. Whittier

30 YEARS

Joseph C. Albert
George A. Allen
Ralph D. Badinelli
Thomas K. Balderson
Jinx L. Baney
William T. Baumann
Yvan J. Beliveau
Kelvin D. Bergsten
Robert J. Bodnar
Thomas L. Brandon

Mary L. Bruce
Linda R. Bucy
Robin B. Carner
Garland W. Charlton
Richard D. Cothren
Eric R. Day
Dennis R. Dean
Karen S. Denny
William J. Devenport
Donald W. Doss
Michael L. Duncan
Jonathan D. Eisenback
Leonard H. Elam
Cornelia G. Estep
Harold C. Estes
Gregory K. Evanylo
Roseanne J. Foti
David C. Fritz
James W. Garrison
Matthew N. Gart
Patricia W. Glosch
Charles Hagedorn
Hans H. Haller
Bruce B. Harper
Rita P. Harris
David W. Harrison
Mark S. Helms
Amelia G. Hill
Suzanne I. Jackson
Charles S. Johnson
Brenda D. Johnson
Gerald W. Jones
Gary F. Kendall
Lydia E. Kerr
Alice F. Kinder
James C. Klagge
John D. Krallman
Michael T. Lambur
Rodney P. Leech
Irene E. Leech
Pamela H. Lucas
John J. Maher
Marshal H. McCord

Margaret P. McQuain
Robin C. Meade
David M. Moore
Steven M. Nagle
Angela M. Neilan
Douglas J. Nelson
Byron D. Nichols
Bruce D. Obenhaus
Rhonda J. Pennington
Stephen L. Perfater
Kimberly S. Raymond
Daniel L. Reed
Judy S. Riffle
Patrick G. Robinson
William T. Ross
Lucinda H. Roy
Lisa S. Saul
Patricia L. Schmidt
Troy D. Simpkins
Dexter L. Sloan
Carol S. Slusser
Alfred L. Smith
David W. Smith
Tracie P. Smith
Christine E. Sokol
Carl C. Stafford
Randall R. Stith
Cathy M. Sutphin
Kwa Sur Tam
Debra A. Taylor
Surot Thangjitham
Robert M. Vanep
Teresa P. Vaughan
Randall L. Waldron
Sandra J. Weber
Diana J. Wilson-White
Anthony K. Wolf
Cynthia M. Wood
Eugene R. Yagow
Karen L. Young
Anne M. Zajac
Laurie T. Zirkle

The complete list of employees being recognized
this year is available at http://bit.ly/hr_srp