



The Maddy Institute

The San Joaquin Valley – Inspiring Public Leadership

REQUEST FOR PROPOSALS

[The Kenneth L. Maddy Institute](#) (“KMI”) is seeking proposals from parties interested in working with the Institute to develop a comprehensive brand strategy for our nonprofit, public policy and affairs organization including a new logo, visuals, website, and identity package.

The goal of this rebranding initiative is to enhance recognition and awareness of our partnership with the San Joaquin Valley’s four public Universities (California State University, Bakersfield, Fresno, Stanislaus, and University of California, Merced) in the region’s eight counties (San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare, and Kern).

ORGANIZATION BACKGROUND

The KMI, located on the California State University, Fresno campus, was established in 1999 by a unanimous vote of the California Legislature to honor one of State’s most principled and effective legislative leaders in the last half of the twentieth century.

In 2019, the KMI entered into a memorandum of understanding to create a public policy/public affairs collaborative that would include the Central Valley’s other public universities (CSU Bakersfield, CSU Stanislaus and UC Merced). As a result, the KMI is now unique nationally in being a four-university public policy/public affairs institute.

Our mission is “To help prepare current and future Valley leaders, inspire citizen participation, elevate government performance, provide non-partisan analysis and assist in providing solutions for public policy issues important to the region, state and nation.”

Our objectives:

- To provide a non-partisan venue for the thoughtful discussions on important public policy issues facing the San Joaquin Valley, California and the Nation.
- To increase participation in the democratic process.
- To help prepare the next generation of civic-minded business, non-profit, and government leaders.
- To improve the engagement, efficiency and effectiveness of government.

KMI’s work is focused in three key areas: Government Leadership and Policy Analysis and Citizen Participation.

Our work in the area of Government Leadership involves preparing the next generation of political and governmental leaders, primarily through our federal/state/local legislative intern scholar program. Any student who has graduated from Valley high schools is eligible to apply.

ORGANIZATION BACKGROUND (con't)

Our work in the area of Policy Analysis involves providing research to elected officials, public managers and citizens that is a non-partisan, interdisciplinary and fact-driven analysis of the issues. This includes weekly tv programs and radio/podcasts, as well as a daily e-newsletter that aggregates relevant Valley political and public policy news.

Our work in the area of Citizen Participation involves engaging citizens of all ages in the political process. This primarily involves monthly webinars, as well as in-person events featuring a diverse array of distinguished state and national speakers to discuss topics of importance to our region, state and nation.

PROJECT OVERVIEW

KMI has had the same logo, website, and visual identity for approximately 20 years. The mission statement and objectives have been revised over time by the Board. We would like to update KMI's brand to ensure it reflects our current activities, including our unique four-university collaboration.

This rebranding project is of the outcomes of a strategic retreat In February 2023 among KMI's board executive committee and University partner leaders.

ORGANIZATIONAL CHALLENGES

From a marketing and branding perspective, the following concerns should be assessed and addressed:

- KMI has low visibility in the northern (e.g., Merced, Stanislaus and San Joaquin Counties) and southern (e.g., Kings and Kern County) parts of the San Joaquin Valley. In short, KMI is often seen as “Fresno-centric.”
- KMI initiatives are not well understood among students and faculty on the campuses at CSU Bakersfield, CSU Stanislaus and UC Merced. As a result, participation by faculty and students is low.
- Our website has an average session of 46 daily visitors and an average 0:27 minute session duration. We would like to modernize the website, make it easier to navigate and increase engagement.
- We would like to increase our overall social media engagement on Instagram, Facebook, Twitter, LinkedIn, YouTube, and Anchor, particularly regarding the promotion of our public affairs programming and events, and internship opportunities.

PROJECT SCOPE

Brand Strategy & Logo Design

The rebranding effort will include exploring a new logo and logo variations, brand guidelines, and visuals that better represent KMI's mission, objectives, and identity as a four-University collaborative for the San Joaquin Valley. This would include

- Assisting us in articulating KMI's core values and unique value proposition compared to other policy and public affairs institutes in the region (e.g., CAPE at UC Merced) and State (e.g., Center for California Studies at CSU Sacramento)
- Assisting us in increasing awareness of the KMI as a recognized source for reliable, non-partisan, fact-based information regarding important public policy issues impacting the San Joaquin Valley (e.g., increase audience growth and engagement on all of our media platforms: traditional media, e-newsletter and social media)
- Assist us in increasing awareness of the KMI as a recognized pipeline for the next generation of San Joaquin Valley's political and public policy leaders
- Helping us better define our target audience based on our mission and objectives.
- Facilitating a decision on developing a new slogan or keeping the existing tagline.
- Facilitating a decision on creating a new logo or keeping the existing logo, but in either case ensuring that our logo is adaptable and "future-proof."
- Assisting us in developing brand guidelines, including designing a brand package including fonts, design styles, color palette applicable to various venues (website, social media, advertising, print materials, and email signature).

Website Redesign

As noted, we would like to modernize the website, make it easier to navigate and increase engagement. In particular, we would like our redesign to accomplish our current marketing and program objectives, incorporate the four University partners, and reflect our mission to serve the San Joaquin Valley. This should include a modern and professional design, some content transition, and clear visibility of our programs to help drive education, awareness, and engagement with our audience.

Our goals include:

- A website that highlights our four-university partnership and our role as the San Joaquin Valley's premier public policy and public affairs institute.
- Allow for us to track, monitor, and measure visitor engagement.
- Design a modern, professional, and bi-partisan look with text, photos, and videos for a visually engaging and easy to navigate site.
- Make website easier to navigate (including accessing our social media sites, subscribing to our newsletter, learning about our internship program, and viewing our public programming).
- Make it easier for potential donors to make online donations.
- Enable staff to easily update website.
- Make the website mobile friendly.
- Highlight Maddy alumni.



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Social Media Redesign

While highlighting our interns receives the most engagement on Instagram, overall social media engagement on Instagram, Facebook, Twitter, Linked, and YouTube is low. As a result, the consultant will develop a strategy to effectively promote and share KMI's various media programs, increase engagement, and reinforce our brand as the San Joaquin Valley's premier public policy and public affairs institute.

Our goals include:

- Designing a social media brand package that includes design styles, fonts, color palette, and image guidelines.
- Creating a strategy to more effectively promote our Legislative Internship Program, including current and former interns.
- Adapting our public affairs programming into shareable clips on social media in order to drive viewership of our programs that are uploaded to YouTube and Anchor.

FUNDS AVAILABLE

Rebranding & Website: Up to \$55,000

TIMELINE & DEADLINES

(The Maddy Institute reserves the right to modify the dates below and will notify all known respondents of any schedule changes)

- **Monday, January 22, 2024:** RFP released.
- **Friday, February 9, 2024:** Proposals due at 5:00 PM. Responses shall be submitted by email to: Blake Zante, blakezante@mail.fresnostate.edu, as a single pdf file containing all required contents.
- **Week of February 12-16, 2024:** Interviews conducted
- **Monday, February 19, 2024:** Successful respondent notified
- **Monday, February 26, 2024:** Work begins
- **Monday, May 6, 2024:** Launch date for new brand

SUBMISSION REQUIREMENTS

Proposal should contain the following sections:

- Statement of the consultant's understanding of work to be performed.
- Agency background, including experience in providing five (5) similar consulting services to similar clients and familiarity with the local context in which KMI works.
- Evidence of the firm's qualifications to provide the above services, including example completed projects with dates, URLs, and contact information.
- Testimonials and references.



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SUBMISSION REQUIREMENTS (con't)

- Proposed project stages
- Proposed fee structure for the proposal period, divided into branding, logo design, and website categories, as well as the maximum total cost that would be charged, and a proposed payment schedule.
- A proposed timeline for work completion, if different than stated above.

TERMS OF AGREEMENT

The contractor is expected to provide the terms of agreement. If the contractor's business has any specific legal constraints, including data or industry-related policies, that information should be included in their submission. The contractor's submission should include:

- Fees: Project, hourly or retainer, ranges based on content type, etc.
- Billing practices: How you invoice, what your payment terms are or if you require a deposit
- How you work: Remotely or in-office? Availability to answer questions?
- Termination: How to end the project by either party.

EVALUATION METRICS

KMI will evaluate bidders based on the following criteria:

- Previous experience/past performance history working with comparable entities.
- Samples from previous projects.
- Projected costs.

CONTACT INFORMATION

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