



FLORIDA A&M UNIVERSITY

INFORMATION/DOCUMENT TRANSMITTAL TO BOARD OF TRUSTEES

DOCUMENT TYPE: REQUEST FOR QUOTATIONS RESULTS

REQUEST FOR QUOTATIONS:

1. Purpose of Request for Quotations:

Request proposal from qualified public relations companies to provide communication and media management services as described in this section for the Florida A&M Board of Trustees and Florida A&M University. In the best interest of the University, the goal of the solicitation is to enter into a nine (9) month contract with a qualified company that will provide the following services.

- a. Plan and develop a Communication plan to protect the University's Brand;
- b. Advise and support in dealing with media and other key stakeholders;
- c. Meet regularly with the FAMU's Board of Trustees and Senior Level Officials on public relations strategies; and
- d. Offer assistance with reputation management, messaging, relation management, and media outreach.

2. Results of Solicitation

- a. Distribution Method: Email
- b. Number of Vendors Sent to: 4
- c. Number of Vendors Replied with Quote: 1
- d. Number of Vendors Declined the Offer: 2
- e. Number of Vendors No Response: 1

RESPONSIVE COMPANY

Brock Communications

FINANCIAL INFORMATION

Contract Fee \$75,000.

Submitted By _____

Date 08/14/2015 **Telephone No.**



**BROCK
COMMUNICATIONS**

**PUBLIC RELATIONS
PROPOSAL**

AUGUST 13, 2015

tel 813.961.8388

web brockcomm.com

email lisabrock@brockcomm.com

COVER LETTER

August 13, 2015

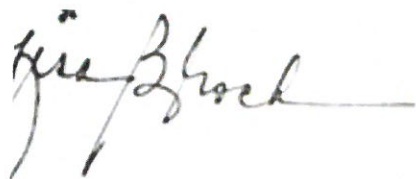
To Whom It May Concern:

Brock Communications, a public relations and marketing firm specializing in full-service public relations, is eminently qualified to serve the current and future needs of Florida A&M University and the Florida A&M University Board of Trustees. With 37 years of varied public relations and marketing experience, Lisa Brock, founder and principal of the firm, has worked extensively in communications and issues management in the field of education. The team that will work on this business has combined experience of 47 years in education, issues and crisis management and has a proven track record of success in all these areas.

Brock Communications is prepared to provide communication and media management services for the Board of Trustees of Florida A&M University and Florida A&M University through June 2016. Brock Communications will provide a range of services to meet the client's needs, including the planning and development of a communications plan to protect the university's brand, communicating concepts and processes within the Florida A&M University Board of Trustees to meet overall strategic goals. The firm also will advise and support the university and the Board of Trustees in dealing with media and other key stakeholders, maximizing positive media coverage by working with various media outlets with which the firm has existing relationships. Additionally, Brock Communications will plan and implement an issues management plan, using critical thinking to protect and defend Florida A&M University and its Board of Trustees with reputation management, messaging, relation management and media outreach. The firm will also consult regularly with Florida A&M University's Board of Trustees and senior level officials on public relations strategies. Throughout the process, the firm will communicate regularly with the client to ensure that all work is done to the client's full satisfaction.

Thank you in advance for your time and attention.

Sincerely,

A handwritten signature in cursive script that reads "Lisa Brock". The signature is written in black ink and is positioned above the typed name and title.

Lisa Brock
President
Brock Communications

QUALIFICATIONS



Brock Communications is a public relations and marketing firm specializing in full-service public relations. Many of our clients select our firm because of specialized needs related to their various audiences and/or profiles within their communities.

Our management philosophy is to focus on providing high quality and proficient public relations work. We believe our strength to be our ability to understand and orchestrate the most basic assignment to the most complex needs of our client. We work on budget, on time and with the highest professional standards. Strict attention is paid to planning and execution, follow-up and client communication. We treat a client's budget as if it were our own when making spending or strategic decisions, and we are very experienced in working in a development culture.

Brock Communications has extensive experience in the education, sports and entertainment, hard business and non-profit sectors. Skill sets include experience in media relations, social media planning, content development, execution, analytics, media training, media strategist, spokesperson and expert positioning for a wide variety of clients such as Frameworks of Tampa Bay, Hillsborough Community College, Warrick Dunn Charities, Israel Idonije Foundation, All Children's Hospital Johns Hopkins, Florida Orthopaedic Institute and Suncoast Credit Union.

Combined, we have 43 years of education experience, including media relations, messaging, program building, curriculum, issues and crisis management, brand building, events, copywriting and editing.

LISA BROCK, PRINCIPAL



Lisa Brock is a public relations and marketing professional with more than 37 years of varied experience. Brock began her career immediately upon graduation from Florida State University, when she was recruited by consumer products giant Procter and Gamble for its executive management training program. Today her work product and extensive experience has allowed her to work with some of the most recognized names in American business, as well as some of the most popular special events & brands across the globe.

Currently the principal of Brock Communications, a full-service public relations and marketing firm based in Tampa, Florida, Brock works day-to-day with a variety of clients, specializing in strategic communication and crisis management. The firm led the efforts of The People's Princess Charitable Foundation, Inc., which

managed Dresses for Humanity, the world tour of the royal costumes worn and owned by the late Diana, Princess of Wales. In addition, Brock represented Historic Royal Palaces in London, including Kensington Palace, the Tower of London, Hampton Court Palace, Kew Palace and Whitehall Palace.

Earlier in her career Brock worked in advertising for Young and Rubicam/Zemp, managing clients in the financial products and services category, consumer products and non-profit categories. She later served as public relations manager for Anheuser-Busch's theme park division, which included Busch Gardens Tampa Bay, where she represented the company as media spokesperson & crisis manager. Brock also led the marketing efforts of the \$35 million expansion project at the Museum of Science and Industry (MOSI) that included the Tampa Bay area's first IMAX Theater.

Brock has been involved in a wide range of social justice projects, from homelessness to public health, and has a long history of non-profit leadership and thought leading. She was the sole consultant for the creation and development of the Pediatric Cancer Foundation and the Warrick Dunn Foundation. She has also consulted with numerous non-profits in the practice area of board development, mission and vision creation, strategic planning and fundraising.

Brock has a varied and extensive resume in sports marketing and media relations, including the 25th anniversary Super Bowl, the Barcelona and Atlanta Olympic Games, and World Cup USA '94. She has also served as a media trainer and consultant to the Tampa Bay Rays (MLB), the Tampa Bay Mutiny (MLS), Mass Pro Soccer (USL), and the U.S. Women's National Soccer Team, in addition to individual athletes in the NFL, MLB and NHL.

PAIGE STROTT, ACCOUNT EXECUTIVE



Paige Strott is an Account Executive, providing written content, social media management and marketing assistance for clients in the education, healthcare, cosmetics, financial and nonprofit sectors. Strott began as an intern at Brock Communications, focusing on developing social media content for clients and has worked up to managing accounts.

A native of Baltimore, Maryland, Strott relocated to Tampa to attend the University of Tampa and earned her Bachelor of Arts degree in Communications and Government and World Affairs. Strott served as Vice President of the College Democrats and was a member of the Honors Society.

Prior to joining Brock Communications, Strott assisted the press department of The Green Party of England and Wales in London by conducting research, communicating with constituents and creating social media content.

In addition to international experience, Strott worked in Washington D.C. at a public relations firm, LMG, Inc., and the Straz Center for the Performing Arts, where she worked on event planning, marketing distribution, blogging and social media.

In her spare time, Strott enjoys reading everything under the sun.

SHEA QURAISHI, ACCOUNT EXECUTIVE



Shea Quraishi, Account Executive at Brock Communications, enjoys helping clients tell their stories in a way that is both accessible and meaningful to their target audience.

Quraishi graduated from New York University with degrees in journalism and psychology and from Stanford University with a Master's degree in K-12 education, which she put to good use while teaching for four years in Title I schools. Having worked in publishing in New York after graduating from NYU, Quraishi finds that writing news articles, teaching children, and creating and executing communications strategies share very similar core values: thorough research, detailed planning, and creating and developing messages that speak to the audience.

In her spare time, Quraishi enjoys all things food and music.

REFERENCES

Dr. Ken Atwater, President of Hillsborough Community College

Office: 39 Columbia Drive, Tampa, FL 33606

Mailing: P.O. Box 31127, Tampa, FL 33631-3127

Tel: (813) 253-7050

Fax: (813) 253-7183

Email: katwater@hccfl.edu

Warrick Dunn, Retired NFL Player

Minority Owner of Atlanta Falcons

Office: 10 Peachtree Place Northeast, Suite 610, Atlanta, GA 30309

Tel: (404) 249-0173

Email: dunn.warrick@gmail.com

Jessica Muroff, CEO of Girl Scouts of West Central Florida

Office: 4610 Eisenhower Boulevard, Tampa, FL 33634

Tel: (813) 281-4475

Fax: (813) 282-8285

Email: jmuroff@gswcf.org

SCOPE OF SERVICES

Brock Communications is a public relations firm with extensive experience in communication and media management services and will provide the following range of services for the Board of Trustees of Florida A&M University and Florida A&M University through the end of June 2016. Brock Communications will provide the following range of services:

- Plan and develop a communications plan to protect the brand of Florida A&M University and its Board of Trustees
- Advise and support the Board of Trustees and the university in dealing with media and other key stakeholders
- Consult regularly with Florida A&M University's Board of Trustees and senior-level officials on public relations strategies
- Offer assistance and expertise with reputation management, messaging, relation management and media outreach

To ensure quality assurance and quality control, Brock Communications will thoroughly edit all work before sharing it with the client. If work is not done to the client's specifications, Brock Communications will swiftly make changes to the client's satisfaction.

PRICING

Institution agrees to pay Brock Communications a fee of \$250 per hour, which is a combined rate.

The total fee, and incidentals, if any, shall be payable in incremental phases upon completion of each phase of the work, as follows, in accordance with the University Prompt Payment Compliance Policy and upon submission of an invoice that is in detail sufficient for a pre-audit and post-audit thereof.

This does not include out-of-pocket expenses, such as travel (mileage, airfare, and hotel), printing and photography, which will be billed with the traditional 15 percent markup. Brock Communications is solely responsible for payment of income, social security, and other employment taxes due to the proper taxing authorities, and Florida A&M University and its Board of Trustees will not deduct such taxes from any payment to Brock Communications hereunder.

Florida A&M University and its Board of Trustees shall reimburse the following incidental out-of-pocket expenses that are checked and initialed in accordance with Section 112.061, Florida Statutes:

_____ (1) local travel

 X (2) mileage from Tampa to Tallahassee (275 miles @ IRS rate of 57.5 cents per mile = \$158.12 per trip)

_____ (3) *per diem* subsistence

Brock Communications shall submit an invoice and adequate receipts and documentation as requested by Florida A&M University and its Board of Trustees to support reimbursement of all reimbursable out-of-pocket expenses.

Florida A&M University and its Board of Trustees' obligation to pay beyond the current fiscal year is contingent upon annual appropriation by the Florida Legislature or appropriate funding agency.

