

## **MASTER SERVICES AGREEMENT**

**AGREEMENT #: VCU-SVS-5252**

This Master Services Agreement (“MSA”) is made and entered into as of the date the last authorized signature is affixed hereto by Vision Point Marketing, LLC (“Contractor”) and Virginia Commonwealth University, a corporation and an institution of higher education of the Commonwealth of Virginia, (“VCU”). Contractor and VCU are sometimes referred to as a “Party” and collectively as the “Parties.”

### **RECITALS**

WHEREAS, Contractor provides various paid media planning and buying services; and

WHEREAS, VCU desires to use paid media planning and buying services on an as-needed and optional-use basis; and

WHEREAS, Contractor is willing to offer paid media planning and buying services to VCU in the manner described herein.

**NOW, THEREFORE**, in consideration of the mutual promises set forth herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

1. **CONTRACT DOCUMENTS.** The contract documents are integrated and shall consist of:

- a) Master Services Agreement
- b) Appendix II – Offeror Response Form
- c) RFP#: 185334363EC in its entirety (incorporated herein by reference)

All of the foregoing, together, the “Contract”). Should a conflict arise among the foregoing, Master Services Agreement, Appendix II – Offeror Response Form, and RFP#: 185334363EC in its entirety, this MSA shall control.

2. **SERVICES.** Contractor shall provide to VCU paid media planning and buying services as set forth in “Conditions of Award” in Appendix II, and any statements of work or similar document later agreed upon between the Parties.

3. **ENTIRE AGREEMENT.** This Master Services Agreement (MSA), including Appendix II will serve as the complete MSA between Contractor and VCU. The contract between Contractor and VCU (the “Contract”) includes this MSA and statements of work (SOW) or other similar documents (collectively, the “contract documents”). In the event of a conflict among the contract documents, the order of precedence will be: this MSA first and then the SOW or other similar documents.

4. **TERM and RENEWAL OF CONTRACT.** The term of this MSA commences on the Effective Date and ends on June 30, 2026. This MSA will renew upon mutual agreement of authorized representatives for both parties, unless otherwise terminated, under the terms and conditions for two (2) additional two (2) year periods until June 30, 2030.

5. **EFFECTIVE DATE.** This MSA is binding on the date that the last authorized signature is affixed.

6. **FEE.** VCU shall pay Contractor a fee in accordance with Appendix II as agreed between the Parties. Unless set forth otherwise in Appendix II, all invoices shall be paid net 30 days following

receipt of a proper invoice, services rendered, or goods delivered, whichever is later pursuant to and in accordance with § 42-45 of the *Rules Governing Procurement of Goods, Services, Insurance and Construction by a Public Institution of Higher Education of the Commonwealth*.

7. DEPOSIT. VCU shall not be required to pay a security deposit.

8. TERMINATION. VCU may terminate this MSA with or without cause with sixty (60) days prior written notice to Contractor. VCU shall pay any outstanding fees due for Services performed up to the termination date. If Contractor breaches this MSA, in addition to any other rights or remedies, VCU may terminate this MSA without prior notice.

9. WORK MADE FOR HIRE. VCU is engaging the services of Contractor to provide Services as described herein for or on behalf of VCU. Contractor recognizes and agrees that all work and products that Contractor creates or develops within the scope of this MSA will be Work Made for Hire that belongs to VCU and will remain the property of VCU. VCU will exclusively own, solely and completely, any work, deliverable, process, product, idea, concept, or social media page – whether such may be protected by intellectual property laws or not – that Contractor creates, conceives or develops, in whole or in part, within the scope of this MSA. To the extent that Contractor's work for VCU may not be deemed a Work Made For Hire, Contractor hereby assigns all of its ownership, interest and intellectual property rights in such works completely and exclusively to VCU.

10. INSURANCE. Contractor certifies that it has and shall maintain the following insurance coverages for the term of this MSA and that all such insurance coverage will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

- a. COMMERCIAL GENERAL LIABILITY. \$1,000,000 per occurrence and \$2,000,000 in the aggregate. Commercial General Liability is to include bodily injury and property damage, personal injury and advertising injury, products and completed operations coverage. VCU must be named as an additional insured and so endorsed on the policy.
- b. PROFESSIONAL LIABILITY. \$1,000,000 per occurrence.
- c. AUTOMOBILE LIABILITY, where applicable. \$1,000,000 combined single limit.
- d. CYBER SECURITY LIABILITY, where applicable. \$5,000,000 per occurrence.

11. CONFIDENTIALITY. Contractor may obtain confidential and proprietary information from VCU during the performance of the services under this MSA. Such confidential and proprietary information may be disclosed in writing, orally or contained via any other media. "Confidential Information" is defined as any information designated as confidential by VCU, including but not limited to information about VCU personnel and students of VCU to the extent such information is not available to the public domain in accordance with the laws of the Commonwealth of Virginia and the Family and Education Records Privacy Act (FERPA).

Contractor agrees that all Confidential Information shall be held in the strictest confidence and shall not be used for purposes other than its business with VCU. Contractor agrees not to release, copy or discuss in any format any Confidential Information. Contractor shall disclose Confidential Information only to its officers, directors, or employees with a specific need to know who are held to the confidentiality standards of this MSA. Contractor shall not disclose, publish or otherwise reveal any Confidential Information received from VCU to any other party whatsoever, except with the specific prior written authorization of VCU.

Upon the completion of the services and upon request of VCU, Contractor shall return all Confidential Information received in written format, including copies or reproductions of or other media containing Confidential Information within seven (7) calendar days of such request. At Contractor's option, any such documents or other media developed by Contractor containing Confidential Information may be destroyed by Contractor provided that Contractor provides VCU a written acknowledgement that all media containing Confidential Information has been destroyed by Contractor.

12. ADVERTISING. All advertising and promotion materials, whether print or electronic, that display a VCU trademark, logo, or otherwise refers to VCU must be reviewed and approved by VCU's Division of University Relations prior to use. VCU retains all rights, title and interest to its trademarks, logos and other intellectual property.

13. LIMITATION OF LIABILITY.

- a. THE TOTAL CUMULATIVE LIABILITY OF VCU, ITS OFFICERS, EMPLOYEES AND AGENTS IN CONNECTION WITH THIS MSA OR IN CONNECTION WITH ANY GOODS, SERVICES, ACTIONS OR OMISSIONS RELATING TO THIS MSA, SHALL NOT UNDER ANY CIRCUMSTANCE EXCEED PAYMENT OF THE MAXIMUM PURCHASE PRICE. REGARDLESS OF ANY PROVISION HEREIN, CONTRACTOR SHALL BE LIABLE FOR ALL PERSONAL INJURY AND PROPERTY DAMAGE RESULTING FROM CONTRACTOR, ITS AGENTS, OFFICERS, DIRECTORS, AND AFFILIATES NEGLIGENCE, GROSS NEGLIGENCE, OR WILLFUL MISCONDUCT.
- b. Contractor shall be liable for the actual damages caused by the negligence of itself, its officers, employees and agents in connection with this MSA or in connection with any goods, services, actions, or omissions relating to this MSA.

14. INDEMNITY. Contractor agrees to indemnify, defend, and hold harmless VCU, the Commonwealth of Virginia, and their officers, employees and agents from any claim, damage, liability, injury, expense or loss, including defense costs and attorneys' fees, arising from Contractor's negligence under this MSA. Accordingly, VCU shall promptly notify Contractor of any claim or action brought against VCU in connection with this MSA. Upon such notification, and at the request and direction of VCU and/or the Office of the Attorney General, Contractor will immediately defend any such claim or action pursuant to the provisions and requirements of § 2.2-514 of the *Code of Virginia (Virginia Code)*.

15. REGULATIONS. During the performance of this MSA, Contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of Contractor. Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause. Contractor, in all solicitations or advertisements for employees placed by or on behalf of Contractor, will state that Contractor is an equal opportunity employer; and (2) Contractor agrees to (a) provide a drug-free workplace for Contractor's employees; (b) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in Contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (c) state in all solicitations or advertisements for employees placed by or on behalf of Contractor that Contractor maintains a drug-free workplace; and (d) include the provisions of the foregoing clauses in every

subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

16. **FORCE MAJEURE.** Neither Party will be responsible for any losses resulting from delay or failure in performance resulting from any cause beyond either Party's reasonable control, including without limitation, war, strikes or labor disputes, civil disturbances, fires, natural disasters, pandemics, including if VCU, in its sole discretion, must close a campus location or take other restrictive actions due to concerns related to the COVID-19 pandemic or acts of God. If the delay or failure in the performance of the Party claiming Force Majeure continues for thirty (30) days or more, then the Party not claiming Force Majeure may terminate this MSA by written notice to the other Party without penalty. Any funds paid will be reimbursed pro rata based on Services not provided.

17. **GOVERNING LAW AND FORUM.** This MSA shall be construed, governed, and interpreted pursuant to the laws of the Commonwealth of Virginia without regard to choice of law principles. Contractor agrees that all disputes arising under this MSA will be brought before a court of competent jurisdiction located in Richmond, Virginia. VCU does not waive its right to jury trial.

18. **SOVEREIGN IMMUNITY.** VCU is an agency of the Commonwealth of Virginia and is afforded the protection of sovereign immunity under Virginia law. Any claims against VCU or the Commonwealth of Virginia are subject to the requirements established under Virginia law for bringing such claims against VCU or the Commonwealth of Virginia, including the Virginia Tort Claims Act (*Virginia Code* §§ 8.01-195.1 et seq.) and other applicable statutes relating to claims against the Commonwealth or its agencies. Notwithstanding any other provision, nothing in this MSA shall be deemed to be or construed as a waiver of VCU's or the Commonwealth of Virginia's sovereign immunity, or any other applicable requirements under Virginia law for bringing claims against VCU or the Commonwealth of Virginia.

19. **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 contract, for 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 Contract.

20. **ADDITIONAL USERS OF CONTRACT:** It is the University's intent to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institution, or any University-related foundation (Additional Users) may access this Agreement if authorized by Selected Firm.

To that end and if agreeable with the Contractor, upon written request from Additional Users the Contractor may allow access to the contract. Although the University desires to provide access on such contract to Additional Users, the Contractor is not required to provide such access. A Contractor's willingness to provide this access to Additional Users, will not be a consideration in awarding this contract. Although the Additional Users have access to any resulting contract,

Additional Users are not bound to use the contract and any use of the contract is strictly optional. If the Additional Users choose to access the contract and the Contractor agrees to such access, the terms and conditions of the contract will be in full force and effect as between the Additional Users and the Contractor. VCU will have no responsibility for the resolution of any contractual disputes, or for payment for services rendered which may arise from an Additional User accessing the

contract. The Contractor understands and agrees that it shall not have any recourse against VCU with respect to any claim it may have against another Additional User that accessed this contract.

21. ENTIRE AGREEMENT. This Master Services Agreement (MSA) and Appendix II will serve as the complete contract between Contractor and VCU. The contract between Contractor and VCU may include statements of work (SOW), a data protection addendum (DPA), or other similar documents as necessary. In the event of a conflict among the contract documents, the order of precedence will be: this MSA, Appendix II, if applicable, the DPA, SOW, and then the RFP.

22. MISCELLANEOUS. This MSA may be executed in any number of counterparts, each of which shall be deemed an original, but all such counterparts together shall constitute but one and the same instrument. The relationship between VCU and Contractor created by this MSA is that of independent contractors. Nothing contained herein shall be construed as constituting any other relationship between VCU and Contractor. Contractor shall not assign this MSA to another party without the written consent of VCU. The conditions and covenants herein contained shall inure to the benefit of and are binding upon the parties hereto, their personal representatives, successors and permitted assigns. As a registered vendor in eVA and/or RealSource, Contractor is responsible for the security of its portal account, including restricting access to it, maintaining the confidentiality of login information, and taking any other actions necessary to protect the security of the Contractor's account. VCU will not be responsible for a third party's fraudulent collection of VCU payments due to the Contractor's failure to update or protect its account information.

20. NOTICES. All notices, requests, demands and other communications which are required or permitted to be given under this MSA shall be in writing and shall be deemed to have been duly given upon the delivery or receipt thereof, as the case may be, if delivered personally or sent by registered or certified mail, return receipt requested, postage prepaid, to the respective Party hereto.

**Contractor:**

Name of Contractor: Vision Point Marketing, LLC  
Attention: Katy Campbell-Jernigan  
Street Address: 150 Fayetteville St., Suite 300  
City, State, Zip: Raleigh, NC 27601  
Phone: 919 848-2018  
Email: [katy@visionpointmarketing.com](mailto:katy@visionpointmarketing.com)

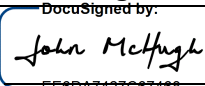
**VCU:**

Virginia Commonwealth University  
Procurement Services  
912 W. Grace Street, 5<sup>th</sup> Fl  
Richmond, VA 23284  
[procurement\\_services@vcu.edu](mailto:procurement_services@vcu.edu)

IN WITNESS WHEREOF, the Parties to this MSA by their duly authorized representatives have executed this MSA the day and year below.

Virginia Commonwealth University

Name: John McHugh

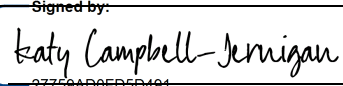
Signature:   
DocuSigned by:  
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Title: Director, Procurement Services

Date: 8/29/2024

Vision Point Marketing, LLC

Name: Katy Campbell-Jernigan

Signature:   
Signed by:  
27759AD0FD5D491...

Title: Chief Client Officer

Date: 8/28/2024



# VCU Procurement Services

## APPENDIX II

### OFFEROR RESPONSE FORM

RFP 185334363EC – PAID MEDIA PLANNING AND BUYING

#### 1. General Information

A. Contractor Name: VisionPoint Marketing, LLC

B. Street Address: 150 Fayetteville St., Suite 300

D. City: Raleigh

E. State: North Carolina

F. Zip Code: 27601




G. Phone Number: (919) 848-2018

H. Email Address: business@visionpointmarketing.com

I. Brief history of the firm: VisionPoint Marketing is an award-winning marketing and advertising agency focused solely on serving higher education institutions throughout the U.S. Founded in 2001 and headquartered in Raleigh, North Carolina, with a handful of satellite offices throughout the country, VisionPoint combines next-level data analytics sophistication with the essential suite of services in brand, web, advertising, and enrollment marketing to drive sustainable enrollment growth in collaboration with our client partners. We bring together a team of 70 full-time higher education marketing experts whose commitment to actionable strategy, deep understanding of all marketing disciplines, and consensus across scores of stakeholders enables us to form long-standing, consultative client partner relationships.

We're also proud to be a perennial top-25 employer in our state, a value to our client partners because our employees are highly satisfied and deeply motivated to do great work.

J. Client Reference List: (Provide at least one business reference)

	Contact: University of Colorado - Boulder
	
	

**Description and date(s) and services provided:** The university engaged VisionPoint to build a dedicated digital marketing campaign for their Engineering Management Program (EMP) to grow program enrollment in the highly competitive graduate school marketplace. Our team built out a digital marketing strategy, campaign creative concept, and robust SEO strategy – all backed by thorough research and analytic insights. Our work has driven an 83% year-over-year increase in leads, and overall enrollment has increased by 11%, with a total increase of 96 students. The SEO strategy has raised the EMP's online visibility by a 45% increase in high search volume keywords for the EMP.

Reference Name: [REDACTED]	Contact: University of Massachusetts - Amherst
Address: [REDACTED]	Phone #: [REDACTED]
E-mail address: [REDACTED]	
<b>Description and date(s) and services provided:</b> After engaging in a successful partnership with UMass Amherst's University Without Walls (UWW). VisionPoint was called upon by UMass Amherst to drive quick turnaround results for the UWW's underperforming search engine marketing. By leveraging the university's existing audience data, performing extensive testing and keyword research, and aligning their program-specific keywords to their landing pages, VisionPoint was able to provide clarity and strategies that have yielded impressive results within a few months.	


Reference Name: [REDACTED]	Contact: University of Pennsylvania
Address: [REDACTED]	Phone #: [REDACTED]
E-mail address: [REDACTED]	
<b>Description and date(s) and services provided:</b> We partnered with Penn to position and launch a first-of-its-kind online Ivy League degree program at the College of Liberal & Professional Studies, work that included brand development, naming considerations, research, media planning, creative development, full-funnel campaign execution, and measurement.	




K.

Experience


Provide Curriculum vitae, Resumes or capabilities statement for all personnel that may be assigned to the University. Include relevant experience or certifications. Please place the information in this section

	<p><b>Diane Sutton</b> <b>FOUNDER &amp; CEO</b></p> <p>B.S. in Business Administration, Concentration in Marketing   University of North Carolina at Chapel Hill</p> <p>♀ [REDACTED]</p>
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Since founding VisionPoint Marketing, Diane has spent over two decades pioneering new approaches in data-informed strategic marketing in higher education. She has helped leaders from institutions of all shapes and sizes nationwide distinguish their brands, attract and retain right-fit students, grow enrollments, deepen alumni engagement, and even shape and market new offerings. As her many partners over the years will tell you, Diane has a knack for seeing through challenges to new opportunities along with the organizational and executive prowess to mobilize teams to seize them. Before founding VisionPoint, she worked with Cox Communications, SourceLink, High Speed Net Solutions, and ADVQ (now Valassis) among others.

	<p><b>Hayley Rogers</b> <b>CHIEF FINANCE &amp; OPERATIONS OFFICER</b></p> <p>B.S. in Business Administration, Concentration in Finance   North Carolina State University</p> <p>B.S. in Accounting   North Carolina State University</p> <p>♀ [REDACTED]</p>
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Hayley is the anchor within VisionPoint, playing a vital role in charting our course for success. Harnessing the power of financial data to inform strategic business decisions, Hayley ensures our agency's growth is both deliberate and effective. As our CEO's financial right hand, she expertly juggles multiple administrative hats behind the scenes, from meticulous cost analysis and precise accounting practices to financial forecasting and budgeting. Hayley's financial prowess traces back to high-growth ad agencies and production houses in New York City where she served in a variety of financial leadership roles, driving pivotal growth spurts for agencies with multimillion-dollar sales goals and stiff competition.

	<p><b>Katy Campbell</b> <b>CHIEF CLIENT OFFICER</b></p> <p>B.S. in Sport Management, Minor in Business   North Carolina State University</p> <p><b>Certifications:</b> Google Ads Search, Google Ads Display, Google Analytics</p> <p><b>Additional Languages:</b> Italian (Conversational)</p> <p>♀ [REDACTED]</p>
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Katy works closely with our Business Development and Client Experience departments, leading our teams in establishing new client relationships, fostering and retaining existing partnerships, and enhancing our innovative insights to bring VisionPoint's capabilities to life for our partners. With proven success in creative, integrated marketing, and web services, Katy combines proven leadership, a knack for delivering measurable results, and thoughtful strategic consideration. She is a master at understanding our partners' brands and competitive positions, pinpointing strengths that set them apart. Before joining VisionPoint, Katy was the director of marketing for the North Carolina Football Club, where she helped lead rebranding and marketing campaigns.



**Matt Walters**  
**CHIEF SERVICES OFFICER**

B.A. in English, Minor in History | Gardner-Webb University  
M.A. in English | University of Tennessee

♀ [REDACTED]

Matt is ultimately responsible for ensuring VisionPoint's work is innovative and efficient, leading our Services Department to deliver extraordinary work well-aligned with our client partners' dynamic needs. Additionally, he's our go-to guy for helping partners devise and implement integrated strategies, giving their content direction and purpose. Prior to becoming an integral part of the VisionPoint team, Matt had several roles at Gardner-Webb University, including major gifts officer, executive communications director, and adjunct instructor in the English department. His remarkable versatility – coupled with his deep understanding and appreciation for stakeholders' diverse perspectives across the institutional landscape – makes him an excellent consultative resource.



**Matt Herzberger**  
**VICE PRESIDENT OF DIGITAL EXPERIENCE & ANALYTICS**

B.A. in Economics | University of Iowa  
**Certifications:** BrightEdge SEO, Web Analytics for HigherEd, HubSpot Inbound Marketing

♀ [REDACTED]

Matt supports our web development client partners with expert consultation in information architecture, content strategy, SEO, and website governance and management. With more than two decades of experience working with public and private higher ed institutions, he has expertise in digital strategy and planning, and e-marketing and management. Under his leadership, we constantly innovate and improve our services, ensuring our web offerings are custom-made for our partners' needs and goals. Before VisionPoint, Matt worked at four higher education marketing agencies and managed the web strategy for schools such as Purdue University, Creighton University, Texas A&M University, Florida International University, and the University of Iowa.



**Amanda Levine**  
**SENIOR DIRECTOR OF PROJECT MANAGEMENT**

B.A. in Psychology & Spanish | Colby College  
**Certifications:** Project Management Professional®, Project Management Institute  
**Additional Languages:** Spanish (Fluent)

♀ [REDACTED]

Amanda leads our team of Project Managers and Coordinators to ensure flawless execution and delivery of work. With her extensive career in project management working for both advertising agencies and in-house marketing departments, Amanda provides a specialized experience to our partners' unique projects. Amanda spent the majority of her career at Hill Holliday in Boston, managing multimillion-dollar integrated marketing campaigns for Bank of America as well as spearheading the Capella University account. Before joining VisionPoint, Amanda worked in-house for the enrollment management department at Northeastern University, developing their project management office and leading their team through enrollment-driven marketing initiatives across the university.



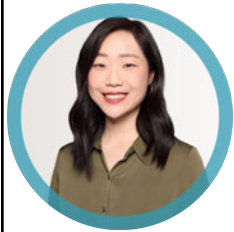
**Bruce Ortiz**  
**DIRECTOR OF CLIENT EXPERIENCE**

B.A. in General Studies, Concentration in Marketing | Southern New Hampshire University

**Certifications:** Agile Certified Scrum Master, Google Analytics, Google Ads Search

♀ [REDACTED]

Bruce collaborates with partners to address needs and develop action plans personalized to their unique goals and challenges. Bruce's team of experts works alongside him, collaborating closely with our Marketing Strategists, Media Department, website experts, and creative resources. He has contributed to student enrollment at Pearson Education and Adtalem Global Education and supported the launch of UTEP Connect at the University of Texas El Paso and Maryville Online at Maryville University. He also helped boost enrollments for institutions including Cincinnati State Technical, Nova Southeastern University, Ross University's School of Medicine and School of Veterinary Medicine, and American University of the Caribbean School of Medicine.



**Erica Kim**  
**DIRECTOR OF STRATEGY**

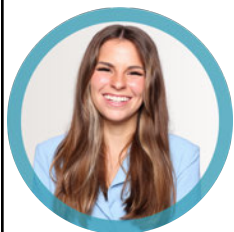
B.A. in English | Duke University

B.A. in Public Policy | Duke University

Ed.M. in Higher Education | Harvard University

♀ [REDACTED]

Erica applies her specialized skills and knowledge to help our partners achieve their enrollment and admissions goals. She develops effective strategies and marketing plans to guide our partners toward their intended goals. Her familiarity with the trends and shifts in higher education allows her to contribute subject matter expertise and strategic insight across the board. Erica's career has led her to work with partners across many industries – from health care and education to consumer products and transportation. Most recently, she worked at an education technology company that partners with colleges and universities to offer online degrees.



**Brittany Schroeder**  
**DIRECTOR OF MEDIA**

B.A. in Advertising, Minor in Entrepreneurship | University of North Carolina at Chapel Hill

**Certifications:** Google Analytics, Google Ads Fundamentals, Google Ads Search, Google Ads Display, Google Ads Video, TikTok

♀ [REDACTED]

Brittany keeps all of our digital marketing campaigns performing at peak capacity. Her weekly hands-on optimization, research, and testing guarantees we're earning the highest ROI for our partners. Brittany has no shortage of skills in her toolkit to seek solutions, optimize ads, and meet partner goals. She also brings a wide range of marketing savvy. Starting out with companies like Disney, Cartier, and Gucci, Brittany earned her chops through brand building, traditional marketing, and experiential marketing. She uses her high-level perspective to ask the right questions and find answers that bring in top-notch results for every one of our partners' campaigns.



**David Olsen**  
**DIRECTOR OF DIGITAL EXPERIENCE**

B.S. in Geography | Pennsylvania State University

♀ [REDACTED]

David creates digital initiatives from strategies and insights with a focus on innovation regarding personalization and segmentation. He asks, "How can we tell the right story at the right time to ensure a prospective student finds their right-fit school?" His background in geography lends him insight into how people, places, and technology interact. He built on this foundation to present both domestically and internationally on topics ranging from academic program databases to the future of content in the age of mobile devices. David spent 20 years at West Virginia University in the digital services unit, gaining a deep understanding of the full cycle of enrollment.



**Rachel Vincent**  
**ASSOCIATE DIRECTOR OF CLIENT EXPERIENCE**

B.A. in Communications, Concentration in Public Relations | East Carolina University

♀ [REDACTED]

Ask Rachel what she considers to be her top priority in her role, and she will say two things: 1) to build and cultivate strong relationships with her partners, and 2) to maintain strong bonds that turn into long-lasting partnerships. As a primary point of contact for VisionPoint's partners, she is a consultative liaison that ensures her partners' projects run smoothly. She helps ensure their budgets and timelines are always moving forward and always on track. Equipped with more than a decade of experience working for advertising agencies across multiple industries, Rachel has led many successful full-service advertising campaigns throughout her career.



**Kali Bushee**  
**ACCOUNT MANAGER**

B.A. in Psychology | North Carolina State University

♀ [REDACTED]

Kali acts as the primary point of contact and advocate for her client partners, using her empathy and communication skills to decipher what her partners are really asking for past what they may present, helping her to deliver successful results each and every time. Her strong communication skills helped her navigate her first role at VisionPoint as a Proposal Writer, helping generate new business and achieving sales goals through thoughtful, well-crafted proposals. Kali's knowledge of all aspects of the company and her extroverted personality now lends itself to not only meeting but exceeding her partners' expectations.



**Matt Fogg**  
**ASSOCIATE DIRECTOR OF PROJECT MANAGEMENT**

B.A. in Media & Society | Hobart College

**Certifications:** Online Marketing Certified Professional (OMCP)



Matt ensures flawless execution and delivery of partner work. His background in project management spans over a decade within advertising agencies as well as in higher education. His experience leading complex digital and traditional projects has equipped him with a unique skill set that drives positive, measurable results. Before joining VisionPoint, Matt worked at the Mower Agency, Hill Holliday, DigitasLBi, and RightPoint. After the better part of a decade on the agency side, he worked in-house within the enrollment management department at Northeastern University as a senior project manager and digital web producer as well as managing web development work across their owned web properties.



**Sammy Bowen**  
**SENIOR PROJECT MANAGER**

B.A. in Public Relations, Minors in Hispanic Studies & Social & Economic Justice | University of North Carolina at Chapel Hill

**Certifications:** Advanced Google Analytics

**Additional Languages:** Spanish (Conversational)



Sammy works closely with our Client Experience Department to organize the myriad of details within any one of our numerous projects. From inception to completion, Sammy helps plan and develop elements that keep our projects on schedule and on budget. She is responsible for timeline builds of our partner projects and oversees their execution as well as owning and leading the organization of partner files, deliverables, and other documentation. Bringing to VisionPoint a well-trained eye for project management, administrative organization, and documentation, Sammy has honed her skills through a variety of roles in digital marketing, public relations, tourism, and nonprofits.



**Aggie Mitchem**  
**PROJECT COORDINATOR**

B.A. in Communication, Minor in Sports Management & Sociology | North Carolina State University



Cunning precision coupled with radiant enthusiasm are the pillars of Aggie's success in her role as Project Coordinator. She sets her team up for victory by effectively planning and communicating the strategic play throughout the entire life cycle of the scope of work. It's more than checking boxes – she understands the importance of documentation, organization, and communication to support Project Managers to create big possibilities and deliver results for her partners. A long-time member of the VisionPoint family, Aggie joined us as an intern to supplement and apply her knowledge gained while pursuing her degree.



**Cassie Fleming**  
**MARKETING STRATEGIST**

B.A. in Communication, Minor in English | Denison University

♀ [REDACTED]

Cassie supports client partners through brand and marketing reviews, competitor research, and data analysis. Cassie becomes an expert on each client partner's situation, ensuring their voice is central in this process and serving as a guiding light that's reflected back in the final strategy. In her role, Cassie draws on the digital marketing expertise gained during her three years as a member of VisionPoint's Media Department working on everything from keyword research and quality assurance to campaign optimizations and reporting. Before joining VisionPoint, Cassie honed her skills through marketing roles at digital marketing agencies, real estate firms, and news sources.



**Arthur Antonio**  
**COPYWRITER**

B.S. in Advertising, Minor in Business Administration | University of Florida

**Additional Languages:** Spanish (Fluent)

♀ [REDACTED]

Arthur calls copywriting the poetry of marketing. He bends language into strategic word magic, helping our partners cut through the noise and move target audiences to action. His role in higher ed matches his career purpose to write in a creative capacity for organizations that make a difference. Before joining VisionPoint, Arthur led the Walt Disney Pictures account at Moroch Partners, launching campaigns for more than 70 theatrical film releases and writing promotional copy for print, radio, TV, web, social media, and red-carpet premieres. Outside of marketing, Arthur has written poems for literary publications like Heron Clan and Deadline.



**Joy George**  
**PROOFREADER**

B.A in English and Communications | Greensboro College

M.Ed. in Administration and Supervision | University of Virginia

♀ [REDACTED]

Joy pays close attention to detail, noticing typos, the extra space between sentences, or the improper use of "their" to ensure the work we send out to client partners is buttoned up, fully vetted, and free of mistakes. She assists teammates in reviewing the final output for marketing campaigns, brand initiatives, and web projects to ensure they are of the highest quality. After 17 years of editing high school English papers and even more years writing books and editing for fellow authors, Joy has developed a keen sense of how words should flow on the page and the importance of clarity in every sentence.



**Victoria Navarro**  
**MEDIA SUPERVISOR**

B.S. in Business Administration & Spanish | University of Richmond  
**Certifications:** Google Ads Search, Google Ads Display, TikTok, Facebook  
**Additional Languages:** Spanish (Fluent)

♀ [REDACTED]

Victoria taps into her attention to detail, organizational skills, and knowledge in data management to oversee and guide research and development of our client partner's media plans. From planning to building to implementing, Victoria works to showcase our partners on platforms that optimize performance and achieve true ROI. Before her current role, Victoria managed media budgets, invoices, and marketing campaign data as our Media Buyer and ensured no detail was lost in our media plans. As a Mexico native, Victoria formerly served as a data manager and Latine Liason in the North Carolina school system, fostering collaboration between faculty, staff, and Spanish-speaking students.



**Casey Nelson**  
**MEDIA SUPERVISOR**

B.S. in Communication, Concentration in Public Relationships, Minor in Spanish | Western Carolina University  
**Certifications:** Google Tag Manager, Google Ads Measurement, Advanced Google Analytics, Google Ads Display, Google Ads Search, Google Ads Video, Hubspot Inbound Marketing, Hootsuite Advanced Social Media Strategy Training & Certification, TikTok  
**Additional Languages:** Spanish (Fluent)

♀ [REDACTED]

Casey is the force behind VisionPoint's weekly campaign optimizations. She sees our partners' campaigns from creation to implementation to optimization by leveraging her in-depth expertise across a variety of digital marketing channels. By conducting granular ad and landing page optimizations, auditing website analytics, and reporting on marketing metrics, she helps our partners realize results based on real-time insights. Casey brings her experience working in digital marketing and social media for a variety of organizations, including higher education institutions like Western Carolina University and Southwestern Community College, and ensures that prospective audiences move effectively through the enrollment funnel to achieve a true ROI.



**Dairon Perez**  
**DIGITAL MARKETING SPECIALIST**

B.A. in Communication, Minor in Media Studies & Journalism | University of North Carolina at Chapel Hill  
**Certifications:** Hootsuite Social Marketing, Hootsuite Platform, Facebook Digital Marketing, StackAdapt, Google Ads  
**Additional Languages:** Spanish (Fluent)

♀ [REDACTED]

Dairon collaborates cross-functionally in developing innovative digital marketing strategies and plans for VisionPoint's clients. He serves as a client-facing subject matter expert on all things digital media, and his channel expertise includes but is not limited to Google Search & Display, YouTube, Programmatic Display, Snapchat, LinkedIn, TikTok, and Facebook & Instagram. Dairon effectively applies his comprehensive marketing experience and expertise to manage a variety of higher ed institutions and programs, owning the process from start to finish, including platform uploads, optimizations, and reporting. His diverse experience from sales to management makes him a valuable asset to VisionPoint.





**Darron Bunt**  
**SENIOR MARKETING INSIGHTS**

B.P.H.E in Sociology | Queen's University  
B.A.H in Cultural Science | Queen's University  
M.S. in Data Analytics and Computational Social Science | University of Massachusetts Amherst  
M.A. in Cultural Studies | University of Alberta  
**Certifications:** Strategic Public Relations and Digital Communications Management  
**Additional Languages:** French (Fluent)

♀ [REDACTED]

When it comes to making sense of data or fine-tuning a dashboard to reflect campaign progress, Darron is all about simplifying the process. With expertise in quantitative and qualitative methods, she navigates statistics, interprets data models, and uncovers meaningful insights. Her mission: empower clients with actionable information derived from data. She spent nearly a decade in nonprofit sports management before transitioning to communications and research. Darron honed her skills as a web and digital communications coordinator at Worcester State University before joining VisionPoint. Now, she specializes in higher education data science and insight development, bringing a wealth of experience to the table.



**Daniel Katowitz**  
**DATA ANALYST**

B.S. in Mathematics & Computer Programming | North Carolina State University  
**Certifications:** Google Analytics, BrightEdge

♀ [REDACTED]

Daniel's role is integral to our success as a marketing company. He handles, cleans, and analyzes data in various platforms, doing web analytics audits, intervention analyses, and setting up web trafficking data for our partners. He also troubleshoots discrepancies in our analytics dashboard, Enrollment Drive, and creates and improves specialized dashboards. Prior to VisionPoint, he worked on a variety of projects utilizing numerous analytics-related tools and coding techniques and gained experience with multiple coding languages and web development tools. Before graduating, Daniel joined the VisionPoint team as an intern and came on full time right after earning his degree.



L. Other

Provide any other information the University should consider in evaluating the firm's proposal:

**Below is a case study outlining our successes with VCU's School of Business, showcasing our ability to bring concrete results for VCU.**

## Virginia Commonwealth University

### Building Full-Funnel Strategies for a Multi-Program Grad School Project

#### Challenge:

Virginia Commonwealth University's Graduate School of Business needed a scalable marketing strategy that encompassed both a universitywide approach and individual program campaigns. The complexity involved balancing stakeholder priorities, allocating media budgets across five programs (Executive MBA, Evening MBA, Online MBA, Master of Supply Chain Management, and Master of Decision Analytics), and utilizing a diverse mix of channels (Google Display, Google Search, Facebook/Instagram Newsfeed & Lead Gen, Geofencing Display, Retargeting).

#### VisionPoint's Approach:

Through close collaboration with VCU stakeholders, VisionPoint crafted an intricate marketing and media plan catering to each program's unique goals. This included attracting both local and prospective students by leveraging geofencing within VCU's Richmond home market.

A core brand concept, "More Than...", guided the creation of compelling, consistent messaging across all channels: Google Display, Google Search, Facebook/Instagram, Geofencing Display, and Retargeting.

#### Year 2 & 3: Building on Success

Our partnership with VCU expanded beyond initial awareness campaigns. We shifted focus to middle- and bottom-of-the-funnel tactics, maximizing engagement and return on investment (ROI). We strategically selected the most effective channels for each program, maximizing results. Additionally, we allocated a portion of the media budget for A/B testing and experimental tactics, allowing continuous optimization for the highest ROI.

#### Results:

- **Year 1:** Online MBA and Executive MBA lead acquisition costs were **below industry averages** for graduate programs.
- **Master of Supply Chain Management:** Application volume goal achieved within the first half of the campaign.
- **Year 2 & 3:** Significant enrollment growth across all marketed programs. VCU's Online MBA program:
  - **Enrollment Growth:** 67% increase, surpassing enrollment goals.
  - **National Ranking:** Achieved #35 ranking by U.S. News and World Report.

**This case study demonstrates VisionPoint's expertise in crafting successful multi-program, full-funnel marketing strategies for universities, resulting in significant enrollment growth and industry-leading results.**

## 2. eVirginia (eVA) Registration Status

- A. Is Contractor currently [eVA](#) registered and active:  Yes  No

## 3. Small, Women, and Minority Owned Business Information: (Complete A-G)

- A. Small:  Yes  No
- C. Minority-Owned:  Yes  No
- D. Women-Owned:  Yes  No
- E. Virginia DSBSD Certified:  Yes  No
- F. Virginia [DSBSD](#) Certification #: [Click or tap here to enter text.](#)

## 4. Conditions of Award

Please check each box below confirming agreement with the conditions of award. Terms that contain a check box must be checked to confirm acceptance.

A. [RealSource](#) Registration

- The Contractor agrees to maintain or become registered as a vendor within the VCU RealSource Vendor Registration network upon being invited to register.

B. Detailed Scope of Work

- The Contractor will provide a detailed statement of work prior to any project, summarizing specific services, deliverables, delivery dates and cost – without additional terms or conditions requiring VCU signature. VCU has a signatory authority policy that allows only specified individuals to sign contracts.

C. Purchase Orders

- The Contractor will accept a VCU issued Purchase Order as the commitment to start a project and will not start work on a project until a Purchase Order is received.

D. Invoicing

- The Contractor agrees to invoice in accordance with the procedures outlined on the VCU Purchase Order.

E. Payment Method (Check the box AND select an option)

VCU is migrating away from processing payments via paper check and strongly encourages the use of our electronic payment options. If you are awarded a contract you must also enter your selections at <https://procurement.vcu.edu/for-suppliers/vendor-invoicing--payment/>

Choose an item

- ACH - Paymode-X Premium (Net 20)
- ACH - Paymode-X Basic (Net 35. We encourage you to offer an EPD – see below)
- Paper Check (Net 30. We encourage you to offer an EPD – see below)

F. Early Payment Discount (EPD): (Check the box AND select an option)

Choose an item

- 2.0% Net 15 / Net 30

1.5% Net 20 / Net 30

0.5% Net 25 / Net 30

x N/A

**G. Fees**

The following pricing / fees will be charged for the Services. The fee structure includes rates charged for all personnel or service that may be provided to VCU.

For every \$500,000 in working media dollars, break out proposed fee structure which can include retainer, commissions or hybrid approach.

# Costs & Initiation

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We have provided itemized pricing of each component in our proposed Scope of Work for Virginia Commonwealth University. We welcome the chance to discuss with your team on ways to right-size any part of our scope to align with your budgetary requirements and priorities.

## Discovery & Strategy

Discovery Questionnaire

Project Kickoff Call

Current State Review

- Brand & Marketing Review
- Enrollment Trends & Funnel Data Review
- Competitor & Peer Review

Marketing Strategy Brief

- Project Goals
- Discovery Activities Summary
- Situational Insights
- Target Audience Segments
- Directional Marketing Strategies

**Cost**

**\$19,525.00**

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## Marketing & Media Planning

Omnichannel Media Plan

- Keyword Research
- Media Budget Calculation
- Channel Briefs
- Media Calendar
- Creative Asset List

**Cost**

**\$12,532.50**

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**Campaign Management, Optimization, & Reporting**

- Analytics Audit
- Tracking Audit
- Digital Advertising Setup & Launch
- Digital Campaign Management & Optimization
  - 10-Month Run Time
- Campaign Reporting
  - Marketing Performance Dashboard
  - Progress Reports Every Other Week
  - Quarterly Campaign Reports

**Cost** **\$99,435.00**

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State-Specific Fees	\$1,500.00
<hr/>	
Total Agency Services	\$132,992.50
<hr/>	
Media Budget	\$1,000,000.00
<hr/>	
<b>GRAND TOTAL</b>	<b>\$1,132,992.50</b>

**Commission-Based Items**

- Traditional Advertising Placements
- Traditional Media Management
  - 10-Month Run Time

**Cost** **15% Commission on all Gross Traditional Media Buys**

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VCU prefers fully loaded rates inclusive of travel and expenses. If travel and expenses must be charged separately, the Contractor must receive written approval from VCU before initiating travel to any VCU campus or location. For travel that is approved in writing by VCU, Contractor shall submit its reasonable out-of-pocket expenses to VCU. Travel expenses must be clearly documented in the form of receipts. VCU shall reimburse Contractor for its reasonable out-of-pocket expenses in accordance with, and limited by, the VCU Travel Guidelines & Procedures. VCU reserves the right to dispute the reasonableness of, and reject, any travel expense. Contractor shall adhere to VCU’s current guidance for on-campus visits available at <https://together.vcu.edu/>

**5. Proprietary or Confidential Information:**

- A. The Contractor's proposal contains proprietary or confidential information.:     Yes     No
- B. If Contractor answered "Yes" above, provide additional details.

Click or tap here to enter text.

Note: See RFP, Section "Confidential / Proprietary Data and Information" for more information. Prices cannot be proprietary.

The following information is deemed proprietary or confidential and should be redacted in any copy presented in response to the Virginia Freedom of Information Act (FOIA) (Code of Virginia §2.2-3700, et seq.).

- 1) All Phone Numbers and emails besides that of VisionPoint Marketing, LLC.
  - a) Title Page
  - b) Pgs 28
  
- 2) All Signatures
  - a) Pg 5
  - b) Pg 44
  - c) Pg 52
  
- 3) All Case Studies
  - a) Pgs 30-40

DocuSign Envelope ID: E3C71E8C-E3BE-40E4-B73E-DBE18208FC7F

## 6. Acceptance

This document will be incorporated into the Master Services Agreement (MSA) between your Firm and the VCU. The contract between your Firm and VCU may include statements of work, a data protection addendum, or other similar documents as necessary. The MSA will have precedence over all other contract documents.

Contractor Name: VisionPoint Marketing, LLC

Authorized Officer/Signatory: Katy Campbell-Jernigan

Title: Chief Client Officer

Authorized Officer/Signatory Email Address: katy@visionpointmarketing.com

Date: 5/21/2024

- X **Electronic Signature:** By typing the name of the firm's authorized representative/signatory into the field above, the firm certifies that it is providing a binding "Electronic Signature" and further specifically validates that the individual affixing the Electronic Signature below is fully authorized to bind the firm with respect to the goods, services, pricing, terms and conditions listed herein. **No award will be made without a fully executed MSA.**

DocuSigned by:  
  
27759AD0FD5D491...