

	Undergraduate Admissions Recruitment Materials (P0065)		Mind Over Media	Stamats	Carnegie Communications, LLC	Hobsons	EM2
		Points					
1	Prior experience in academia	25	25	25	25	25	23
			estab. 1982		estab. 1986		20 plus years but only about 10 in higher ed.
2	Cost	30	10	10	25	15	10
			\$340,152.00	\$366,940.00 plus photography	\$162,812.50 plus website	\$284,986.00 plus photography	\$328,620.00 plus
3	Proposed method of execution	20	20	20	20	20	20
4	Ability to meet time line	25	25	25	25	25	25
	TOTAL	100	80	80	95	85	78
<p>All proposals were evaluated by a committee. Carnegie Communications, LLC, EM2 and Creosote Affects, LLC were asked to make presentations based on either their printed proposal, website information or planned method of execution. After careful review of the budget available, it was discovered that all proposals over \$300,000 would be considered over budget. Therefore, based on the proposal award criteria, this proposal has been awarded to Carnegie Communications, LLC.</p>							

Ologie	Creosote Affects, LLC	The Whelan Group
20	23	20
reference	been in education more than 12 years	founded in 2006
5	30	25
\$380,100.00 plus travel	\$133,347.21	\$172,000.00 plus photography
\$309,500.00		plus email templates & travel costs
20	10	18
	website deliverables	left out cost of email temps. and saw no men- tion of file type deliverables.
	not as robust as expected or in comparison.	
25	25	25
70	88	88