

UNIVERSITY OF HAWAI'I		<b>AMENDMENT OF SOLICITATION</b>	PAGE 1 of 19
1. AMENDMENT NO.  1	3. REQUEST FOR PROPOSALS (RFP) NO. <u>24-7695</u> Dated <u>JANUARY 2024</u>  Provide Marketing and Advertising Services for University of Hawai'i Kapi'olani Community College, Honolulu, Hawai'i		
2. EFFECTIVE DATE  February 16, 2024			
4. ISSUED BY Director, Office of Procurement Management 1400 Lower Campus Road, Room 15 Honolulu Hawai'i 96822 BUYER: <u>M. Elmore</u>		5. CONTRACTOR (NAME AND ADDRESS)  N/A	

6. The RFP referenced above is amended as set forth in block 7. The hour and date for receipt of offers  is extended  is not extended. This amendment is attached to HlePRO solicitation P24001250 for distribution and acknowledgement purposes.

7. DESCRIPTION OF AMENDMENT

- A. The University's response to questions is attached hereto and made a part hereof (14 pages).
- B. Page APPENDIX I shall be replaced with AMENDMENT NO. 1, REVISED APPENDIX I.
- C. Page SECTION 4 - 2 shall be replaced with AMENDMENT NO. 1, REVISED SECTION 4 – 2.
- D. Page SECTION 5 - 3 shall be replaced with AMENDMENT NO. 1, REVISED SECTION 5 – 3.

EXCEPT AS PROVIDED HEREIN, ALL TERMS AND CONDITIONS OF THE DOCUMENT REFERENCED IN BLOCK 3 UNLESS HERETOFORE AMENDED, REMAIN UNCHANGED.

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## **Responses for solicitation: RFP No. 24-7695 Provide Marketing and Advertising Services**

**1. Dear, do you accept foreign vendors for this project? Best regards, Anco van Raalte**

We will consider all vendors who can complete the scope of work and meet the qualifications listed in Sections 2.5 and 2.6 as well as the Special and General Provisions of the RFP.

**2. Do you have a budget in mind strictly for digital advertising/media buying placements?**

We are looking for a vendor to formulate the plan for media buying services.

**3. Regarding the filming, is the agency responsible for securing talent?, or will the University assist with providing students?**

The University will assist with providing students for filming.

**4. Regarding the filming, is the agency responsible for securing permits to any locations?, or will the filming primarily take place on the UH campus?**

The filming will primarily take place on the UH campus.

**5. Regarding the filming, based on the scope of work outlined, we anticipate it will take 3 days to film. Do you anticipate more than 3 days?**

We are unsure of the number of days it will take to complete filming. Please provide your best proposal that encompasses the outlined scope of work.

**6. Regarding the media, what is the scope of Social Media? Is it managing the social media channels? Or does the agency provide paid social media to complement the University's social media team's ongoing efforts?**

No, the agency will not need to manage the social media channels. We are looking for a vendor to formulate the plan for media buying services.

**7. Regarding the media, which social media channels are currently in use?**

Primarily Twitter, Facebook, YouTube, and Instagram.

**8. Regarding the media, what is the scope of the display ads? Does a certain percentage need to be on an extended network platform?**

We are looking for an agency that can recommend diversifying placement across various platforms to maximize reach and exposure.

**9. Regarding the media, is the Mobile platform specific to text advertising?**

It is not specific to text advertising, we are open to other types of mobile advertising strategies.

**10. Regarding the media, what is the projected media budget?**

We are looking for a vendor to develop a comprehensive media buying plan and strategic media placement for digital advertising. Price is a factor in the evaluation.

**11. Regarding the media, is the media paid direct with the University or through the agency?**

We are looking for a vendor to formulate the plan for media buying services.

**12. Do you have a list of specific b-roll shots you want?**

Not at the moment. We would discuss with the selected vendor based on the branding proposal.

**13. Is the b-roll only for the Pre-roll spot creation or is the b-roll for other uses?**

Primarily for the pre-roll spot creation but would like the flexibility to use for other purposes.

**14. Is the drone footage only for the Pre-roll spot creation or is the drone footage for other uses?**

Primarily for the pre-roll spot creation but would like the flexibility to use for other purposes.

**15. What type(s) of animation do you need? 3d, 2d, text animation, motion graphics, etc. If you are not sure and need guidance, please let us know.**

We are open to ideas to ensure the video's message is concise and aligned with the brand.

**16. To clarify, do you only want three (3) total completed videos? One at :15; one at :30, and one at :60? Then you need a vertical and horizontal version of those three (3) videos? So delivery of 6 separate files?**

Yes, (3) vertical and (3) horizontal versions of :15, :30, and :60 videos.

**17. Do we include the hiring of voice over actors/narrators, actors for the spots, models for the photos, and other on-screen talent? Or will we be using volunteers from the college student body and staff for the on-screen talent?**

We are open to using volunteers from the college student body and staff for the on-screen talent.

**18. When do you want to launch the campaign?**

Looking to launch in late fall 2024.

**19. Do you have a list of events for the action photography to film? If not, do you know how many events will need to be covered? Or do you want this all to be staged with actors and models? About how many actors and models do you anticipate?**

We have not determined a list of events for the action photography to film. The action photography can be staged. We are unsure of the number of actors and models needed. We are open to using volunteers from the college student body and staff for the on-screen talent.

**20. Can you specify how many classrooms will need to be photographed in the classroom photography in 2.5-C-2a-2? Will these be actual classrooms with students or do we need to provide models?**

We have not determined the amount of classrooms that will need to be photographed in the classroom. It should align with the brand and messaging the agency develops. We prefer to use actual classrooms with students.

**21. Can you specify how many portraits will need to be photographed in the portrait photography in 2.5-C-2a-3? Are these formal portraits where we bring a backdrop? Or do we use the college campus as the background?**

We have not determined the amount of classrooms that will need to be photographed in the classroom. It should align with the brand and messaging the agency develops. We prefer to use actual classrooms with students. The college campus will be the background.

**22. Can you specify how many panoramic photos will need to be photographed in the panoramic photography in 2.5-C-2a-4?**

We have not determined the specific amount of panoramic photos needed.

**23. Can you specify how many campus, architecture, building, and landscape photos will need to be photographed in 2.5-C-2a-5?**

We have not determined the specific amount of campus, architecture, building, and landscape photos needed.

**24. In your RFP you mention global audiences, do you have specific countries/regions outside of the US in mind for marketing and advertising?**

The college primarily has international students from countries in Asia such as Japan, Korea, China, and Taiwan.

**25. Regarding the media buying component of your RFP, do you have a specific budget in mind for the advertising period of approximately 6 months?**

We are looking for a vendor to formulate the plan for media buying services.

**26. Please advise as to your projected launch date of advertising and marketing campaigns.**

Looking to launch in late fall 2024.

**27. Will the media buys be invoiced directly to UH or through the marketing/advertising firm placing the media buys?**

We are looking for a vendor to formulate the plan for media buying services. UH will be placing the media buys.

**28. During this project what will the process be to obtain approvals? Will there be a committee or will there be a point of contact with the Kapiolani Community College Marketing Department?**

There will be a committee to approve parts of the project such as brand strategy, visual brand identity and messaging, as stated in the scope of work. The vendor should be prepared for feedback and buy-in process.

**29. Is there a specific budget that the project must fall within? It looks like production costs must be included in the price proposal, however, does there need to be an allotment in the price proposal for printing and ad spend through various channels (social media, TV, radio, newspaper, etc.)?**

No, your proposal does not need to include the printing and ad spend.

**30. Does the 6-month project timeline include marketing implementation? Meaning filming, photography, printing, fabrication of materials, and completed ad runs must be completed by the end of the 6 months.**

The deliverables do not need to be completed by the end of 6 months but should fall within or close to a 6 month period as stated in Section 3.7 of the RFP.

**31. Does Kapiolani Community College have specified focus groups in place for this campaign?**

No.

**32. Section 2.5A mentions Visual Brand Identity and Messaging, does this entail rebranding Kapiolani Community College as a whole or is this brand identity and messaging specific to the advertising campaign?**

Rebranding Kapi'olani Community College as a whole. The University seal, college signature, and official colors shall be retained.

**33. Will the college consider awarding to a vendor that can provide a portion of the requested services?**

We are looking for one vendor to provide the full Scope of Work as specified in Section 2.5 and 2.6.

**34. Will the college award more than one vendor for this solicitation?**

We are looking for one vendor to provide the full Scope of Work as specified in Section 2.5 and 2.6.

**35. What will make this exercise a success? How will this be measured?**

Matriculation and the completion of a degree or certificate.

**36. What has been tried in the past? What worked? What hasn't?**

The last branding for the college was done more than 10 years ago and the information is outdated.

**37. Who do they see as key competitors, either in education or outside of it?**

Increasing numbers of people rethink the value of college and earning a degree or certificate. We are looking to emphasize the benefits of education at Kapiolani Community College for students' futures.

**38. What existing research and data do they have on awareness and perceptions of the college?**

We do not have much research and data on awareness and perceptions of the college.

**39. Research value proposition - Question, Is there any existing information on the current brand strategy/foundations?**

No.

**40. Print and Digital - Question, is there a current list which determines exactly each piece of collateral required, or will we make assumptions in the proposal?**

Please provide your best proposal based on the scope of work.

**41. Can you please confirm that there will be 2 research studies total [referenced 2.5 A.1.a. and 2.5 A.3.b.]**

We anticipate that there will be approximately 2.

**42. 2.5 A. Branding Services 3. Visual Brand Identity and Messaging a. States to create several marketing messages and brand narratives tailored to designated target audiences, therefore should the quantity of flyers, brochures, email blasts, invitations, social media ads and PowerPoint templated collateral pieces be based on our recommendation to target each audience separately, or do you have a quantity in mind for each piece listed in the 2.5 B. Brand Collateral section.**

It will be based on the vendor recommendation to target each audience separately.

**43. 2.5 A. Branding Services 3. Visual Brand Identity and Messaging b. When you ask to design and test a visual representation of the brand identity, including "mark," are you referring to a newly designed logo mark, or rather a treatment to the existing logo by adding new messaging and visual treatment?**

We are looking for secondary marks that combine the UH Kapi'olani Community College signature with the name of a department, program, or project in a way that is consistent with the brand. The approved use and who seeks the approval can be discussed during the project.

**44. Has the chancellor approved the use of a secondary logo mark or will the OFFEROR seek approval?**

We are looking for secondary marks that combines the UH Kapi'olani Community College signature with the name of a department, program, or project in a way that is consistent with the brand. The use of a secondary logo mark has already been approved, but the approval for actual logo mark will be conducted by KCC.

**45. 2.5 A. Branding Services 3. Visual Brand Identity and Messaging e. Can you please give more clarification on "provide secondary marks" for College departments, programs and initiatives**

We are looking for secondary marks that combines the UH Kapi'olani Community College signature with the name of a department, program, or project in a way that is consistent with the brand.

**46. 2.5 C. Video and Photography Services 1. Video b. Confirming that the request is for one :15, :30 and :60 second spot in total. Or should there be several of the 3 length videos based on targeting different audiences, as messaging may vary for different audiences.**

Yes, (3) vertical and (3) horizontal versions of :15, :30, and :60 videos.

**47. 2.5 C. Video and Photography Services 1. Video b. (2) Please define what type of video 'animation' you are envisioning.**

The main goal is to ensure the video's message is concise and aligned with the brand. Animation is optional.

**48. 2.5 C. Video and Photography Services 1. Video d. Will the talent be actual student and employees or paid models? Please specify for both video and print and how many models do you estimate total?**

We are open to using volunteers from the college student body and staff for the video and print.

**49. 2.5 D. Media Buying Services in Digital Advertising Will you require the OFFEROR to formulate, execute and manage the digital ad and social campaigns or just formulate the plan and hand off to KCC's internal team? and IF hand off, is the expectation a 6 month or 12 month campaign calendar?**

To formulate the plan for media buying services.

**50. Are there any digital channels or platforms you particularly want to focus on, or NOT want to focus on and why? OR are you looking for this guidance from the OFFEROR?**

We are looking for guidance from the OFFEROR.

**51. Is capturing organic search traffic part of the digital plan using tactics like SEO? This is a longer term strategy but lower cost overall due to the nature of capturing organic search traffic.**

We are open to it.

**52. Are there any specific courses/ program enrollments you want to focus on?**

That will be determined during the process of the project. Reference Scope of Work, Section 2.5, A.1.

**53. 2.6 Minimum Qualifications You request the video production team to be physically present in Hawaii. Can you explain? Do you mean to be a Hawaii based company? If so, do vendors such as photographers need to be Hawaii based or is an experienced mainland contractor permissible?**

Video production team does not have to be based in Hawaii, but should be physically present in Hawaii for on location shoots. All costs should be included in Appendix H.

**54. Appendix C The agency is a corporation comprised of a team of contractors whom are specialists in their fields, thus increasing cost efficiency. The primary individuals have worked together successfully in this capacity for over 18 years. Is it required to list the team members as Assigned Employees, with attached bios here, or should the team members be identified in Appendix G and only W2 employees be listed on Appendix C.**

The team members can be identified in Appendix G.

**55. Appendix G Is it required to designate specific video and photography vendors at this stage with the proposal?**

The OFFEROR shall provide examples and evidence of on-brand video production and photography that has been executed within the past THREE (3) years, as stated in Appendix G.

**56. Appendix G Are you requesting 3 detailed examples total demonstrating effective marketing to each age group 18-20, 21-26 and 30-45, or 3 examples of each age group [9 examples total]?**

Please provide at least three detailed examples total.

**57. Appendix G What is meant by “Quality of OFFEROR’s references?”**

The quality of work performance as described by the Offeror’s references.

**58. Appendix I It states “Refer to Section 3.9 for further information.” Is the correct reference to Section 3.10?**

Yes, it should be Section 3.10.

**59. What type of internal communication platforms do you have within KCC. ie: intranet, email, social media?**

Some examples are intranet, email, digital signage, Google Workspace, staff meetings, faculty senate, and council meetings.

**60. Can you specify your current target audiences?**

Refer to Scope of Work, Section 2.3 in RFP.

**61. Please specify the ethnic/global make up of the 9% population of international students.**

The majority of international students come from Japan, South Korea, China, and Oceania.

**62. I have all other insurance coverage however my insurance agent stated “Personal/Advertising Injury coverage shall include coverage for mental injury, sexual harassment, sexual molestation or misconduct, invasion of privacy, and wrongful detention” is not commercially available for a small bus. Is that able to be waived?**

Corrected in Amendment No. 1, Revised Section 5 – 3.

**63. What is the budget range for this project?**

Please provide your best proposal based on the scope of work you will provide.

**64. What are education institutions you believe have done a good job in this type of branding?**

Please provide your best proposal based on the scope of work.

**65. What does success look like for the following audiences: - Potential students - Parents of potential students - Non-traditional students - KCC faculty, staff, and administration**

Matriculation and the completion of a degree or certificate.

**66. Do you have existing research for Kapiolani Community College? If so, can that be shared as we work on this proposal?**

That is part of the Scope of Work, Section 2.5, A.1 of the RFP.

**67. If we are fortunate enough to work with KCC, what would the approval process be for research and creative?**

Representatives of the campus consisting of faculty, staff, students, Native Hawaiian Council, and executives will review, approve, and have the opportunity to provide feedback.

**68. Section 2.5, A.1.a. - How many internal stakeholders are expected to be included in the research to understand the College's mission, strategic direction, and students, and an understanding of the campus culture and values?**

Representatives of the campus consisting of faculty, staff, students, Native Hawaiian Council, and executives will review, approve, and have the opportunity to provide feedback.

**69. Section 2.5, A.2.a – What influence does the UH System brand have on the strategy and value proposition, “unique to Kapi’olani Community College?”**

Kapi’olani Community College is a part of the University of Hawai’i System, so the brand of UH System is interconnected. We are looking to differentiate ourselves and build our own identity within the UH System.

**70. Section 2.5, A.3.e – Is there a list of college departments, programs, and initiatives that require secondary marks to be provided as part of the scope of work?**

We do not have a specific list. We are looking for secondary marks that combine the UH Kapi’olani Community College signature with the name of a school, department, program, or project in a way that is consistent with the brand.

**71. Section 2.5, C.1.c – In the request for video services, is footage being shot for specific production purposes (i.e., broadcast, social media, etc.)? Please specify.**

We would like the flexibility of using the video footage across different platforms.

**72. Section 2.5, C.2.e – Does KCC have an existing digital asset repository system for photography? If so, please describe what this contains?**

We do have a repository system for photography. It currently contains photos that are primarily for educational use and not for marketing and advertising.

**73. Section 2.5, D.1. and 2. – Do you want the agency to purchase the media or to just handle the planning? What is the estimated media budget?**

We are looking for a vendor to formulate the plan for media buying services.

**74. For the Media Buying Services in Digital Advertising we understand that we are only preparing the plan for the same, however, implementation will be carried out by the College, is this correct? If not, and we are to implement, manage and report the same, could you let us know for what length of time this would need to be for?**

Correct, we are looking for a vendor to formulate the plan for media buying services.

**75. Could you let us know what the budget is for this work?**

Please provide your best proposal based on the scope of work.

**76. Do you have an incumbent and would they be participating in this RFP?**

No, we do not have an incumbent.

**77. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients globally including in the United States for various post-secondary institutions as well as government agencies including the University of Hawaii?**

We will consider all vendors who can complete the scope of work and meet the qualifications listed in Sections 2.5 and 2.6 as well as the Special and General Provisions of the RFP.

**78. Can you please share what is the anticipated budget for this project? If there is no set budget, can you please share the historical spend on such projects? Thanks!**

Please provide your best proposal based on the scope of work.

**79. How long should the running time be for the promotional videos you have in mind?**

Please refer to the scope of work, Section 2.5, C.1 of the RFP.

**80. Do you have mandatory programs you need to feature?**

This will be determined in scope of work, section 2.5, A.1

**81. Do you need general Kapolei community/neighborhood shots or just KCC campus shots?**

Just Kapi'olani CC campus shots.

**82. What is the current brand reputation of the University of Hawai'i Kapi'olani Community College? Are there any existing brand sentiment or awareness studies available?**

There are no existing brand sentiment or awareness studies available at the moment.

**83. Is there any other existing market research or a competitive audit that we can review as we develop our proposal?**

No.

**84. Is there an existing media plan you can share?**

No.

**85. What are the results, reactions, and KPIs to the current marketing campaigns – both traditional and digital media? Are you running any user/brand testing alongside the work that's live?**

Examples of results, reactions, and KPIs to previous marketing campaigns can be shared during the audit, research, and analysis phase as described in the Scope of Work, Section 2.5, A.1.

**86. Is there an existing messaging matrix for the University of Hawai'i Kapi'olani Community College?**

No.

**87. What are the current outreach and new student prospecting programs that are currently in place? Are there metrics to show YoY change/results?**

Some examples of outreach and new student prospecting programs that are currently in place are campus tours, social media campaigns, college fairs, and collaboration with high schools and community organizations. Yes, we do look at metrics for each endeavor.

**88. What current community partnerships are in place (local businesses, high schools, etc.)?**

The College partners with a variety of different types of organizations, businesses, schools, and agencies. Examples can be found at <https://www.hawaii.edu/news/tag/kapiolani-community-college/>.

**89. Are there any existing owned assets/media (i.e. OOH boards or sponsorships) or other media that can be included with media/communications plan recommendations?**

This can be discussed during the audit, research, and analysis phase as described in the Scope of Work, Section 2.5, A.1.

**90. Is the listed budget (\$35-50k) inclusive of production and hard costs for the requested video/photography content? Is there flexibility on overall budget based on proposal and opportunity?**

A budget was not specified. Please provide your best proposal based on the scope of work.

**91. What kind of invitation design did you have in mind?**

We are open to suggestions.

**92. Did you need the collateral (such as flyers, brochures, e-blasts, invitations, and social media ads) to be templated?**

Yes.

**93. Is KCC currently working with a marketing and advertising contractor or is this an entirely new initiative? If you have a current contractor, can you share the contractor's name and how long KCC has worked with them?**

This is a new initiative.

**94. Are subcontractors allowed on this contract? For example, would our agency be permitted to subcontract photography services with a local photographer instead of using our direct agency staff?**

Refer to the General Provisions listed in SECTION 5. SPECIAL PROVISIONS, 5.1 SCOPE.

**95. What is the annual budget for this contract?**

Please provide your best proposal based on the scope of work.

**96. What is the budget (or a rough budget range) for this scope of work?**

Please provide your best proposal based on the scope of work.

**97. Are you able to share a budget or budget range for section 2.5 Statement of Work/ Services to be provided, either by section or in total?**

Please provide your best proposal based on the scope of work.

**98. How in-depth do you want the Qualifications and Expertise section to be?**

Please refer to Appendix G.

**APPENDIX I  
REFERENCES**

Provide the information for THREE (3) references. Refer to Section 3.10 for further information.

**Reference 1**

Name of Institution: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_ Telephone

Number: \_\_\_\_\_ Email address: \_\_\_\_\_ Description of Services

Provided:

**Reference 2**

Name of Institution: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_ Telephone

Number: \_\_\_\_\_ Email address: \_\_\_\_\_ Description of Services

Provided:

**Reference 3**

Name of Institution: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Email address: \_\_\_\_\_

Description of Services Provided:

4.3 Provides evidence that the Offeror meets the criteria for Qualifications and Expertise as follows:

Qualifications and Expertise	Maximum Number of Points (50)
Clear and concise presentation of OFFEROR's experience, expertise, capacity, and qualified personnel to successfully meet the needs of the Scope of Work as described in the RFP. Provide at least three detailed examples that demonstrate evidence of effective marketing to mid/late adolescents (18-20), young adults (21-26), and/or mid-career populations (30-45) in Hawai'i.	10
Examples and proof of completed work, including examples of brand development, on-brand marketing collateral, and on-brand video production.	10
Clear demonstration, with examples, of relevant success in digital advertising, data tracking, analytics, and reporting	10
Quality of OFFEROR's references.	10
Clear demonstration, with examples, of working in and understanding of the diverse target audiences of the College in developing marketing and brand awareness.	10

4.4 Marketing and Advertising Services cost as follows:

Price	Maximum Number of Points (20)
<p>Overall, a maximum of TWENTY (20) points of the total evaluation points will be assigned to evaluate cost. In converting cost to points, the lowest cost proposal will automatically receive the maximum number of points. The point allocations for cost on the other proposals will be determined through the method set forth as follows:</p> <p>[Lowest Cost Proposal x 20 points (max.)] / [Offeror Proposal Cost] = Points</p>	20

**TOTAL POSSIBLE POINTS: 100 POINTS**

Bodily Injury and Property Damage Combined Single Limit	
\$1,000,000.00 Each occurrence	
\$2,000,000.00 General Aggregate per policy year	
\$2,000,000.00 Products and Completed Operations Aggregate per policy year	
Personal/Advertising Injury – Each occurrence	\$1,000,000.00
Medical Expenses -- Any one person	\$5,000.00
Damage to Rented Premises – Each occurrence	\$250,000.00

Personal/Advertising Injury coverage shall include coverage for libel, slander, invasion of privacy, copyright infringement, and misappropriation of advertising ideas.

Such limits may be achieved through the use of umbrella/excess liability insurance sufficient to meet the requirements of this section 5.14 (Insurance) covering the CONTRACTOR's conduct of the services on or within the Premises and/or the UNIVERSITY Campus and all of the activities and operations of the CONTRACTOR and the CONTRACTOR Agents in connection therewith.

- (2) Automobile Insurance. Automobile Liability Insurance to include coverage for any owned, non-owned, leased, or hired automobiles with limits of not less than the following:

Bodily Injury – Per Person	\$1,000,000.00
Bodily Injury – Per Accident	\$1,000,000.00
Property Damage – Each Accident	\$1,000,000.00
Basic No-Fault Insurance	As required by Hawai'i law

In the event there is a change in Hawai'i law regarding financial responsibility and insurance requirements of automobile owners or users which make this requirement obsolete, UNIVERSITY shall have the right to impose a new requirement consistent with the then Applicable Laws.

- (3) Workers' Compensation Insurance. Workers' Compensation insurance with respect to work by employees of the CONTRACTOR and the CONTRACTOR Agents on or about the Premises and/or the UNIVERSITY Campus, with coverage, amounts, and limits as required by law.

- (4) Employers Liability Insurance: Employers Liability Insurance with limits not less than:

Bodily Injury – Each Accident	\$1,000,000.00
Bodily Injury by Disease – Policy Limit	\$1,000,000.00
Bodily Injury by Disease – Each Employee	\$1,000,000.00