



SCOPE OF WORK

This Scope of Work is being entered into between VML, LLC, (dba VMLY&R) a Missouri limited liability company and Texas A&M University ("TAMU"). This SOW shall be governed by the Master Services Agreement ("MSA") between VMLY&R and TAMU dated March 1, 2021. Unless otherwise agreed to in writing by the parties, any conflict or inconsistency as to terms set forth in the MSA and SOW shall be governed by the terms as defined or set forth in the MSA. VMLY&R agrees to complete the following project in accordance with the MSA and in accordance with the following terms.

OVERVIEW

This scope covers work related for VMLY&R to ultimately drive awareness for Texas A&M School of Engineering Medicine (EnMed) across key audiences. To deliver on this ask VMLY&R recommends a 3-phase approach as detailed below.

Detailed In this Scope of Work:

- Phase 1: Messaging & Discoverability
- Phase 2: Go-To-Market (GTM) Planning & Creative Concepting

To be scoped separately upon approval of GTM plan.

- Phase 3: Launch & Growth Planning

All tactics, deliverables and work assumptions set forth below are based upon initial discussions and are subject to change. Any adjustments to this agreement will be discussed, aligned to by TAMU and VMLY&R and documented. This Scope of Work covers agency time only.

PHASE I – MESSAGING & DISCOVERABILITY

Deliverables from work in Phase I will include:

- Conduct high-level research to assess current awareness and reputation of EnMed; inventory all outreach tactics since EnMed's creation 5 years ago.
- Create a strategic messaging guide to apply to all content – then from this, develop the high-level messaging matrix by audience
- Clearly define and prioritize audiences

a) Research

i) Audience Research

- (1) Goal: Understand key motivators for each audience segment, noting "moments that matter" within their journey
- (2) Primary focus areas:
 - a. Prospective Students
 - b. Faculty/Researchers
 - c. Donors
 - d. Partners



- ii) VMLY&R to deep dive into existing client research and materials
 - (1) Texas A&M provide the following materials:
 - a. EnMed overview pitch deck
 - b. Survey results on why students chose EnMed
 - c. Survey results on how students heard about the EnMed Program
 - d. (4) EnMed newsletters
 - iii) VMLY&R to conduct additional research to supplement above materials with agency research tools and/or publicly available research
 - iv) Stakeholder interviews
 - (1) "Texas A&M EnMed team to identify interviewees for VMLY&R outreach to ensure insight-driven strategy to meet business goals/KPIs. Stakeholder interviewees would ideally include each of the following groups:
 - a. 1-2 EnMed Students
 - b. 1 Partner (e.g., Houston Methodist)
 - c. 1 Donor
 - d. Stakeholder interviews
 - v) In-person work session in Houston with key EnMed stakeholders, inclusive of school tour
- b) Define Audiences & Journeys
- i) **Define Audience**
 - (1) Identify prioritization based on journey insights, refine existing precision audience targets
 - ii) **High-level Journeys / Navigation**
 - (1) Define high-level paths that each audience segment takes to learn about, apply to, or partner with EnMed
 - (2) Identify pain points and opportunity areas to expedite conversions and reduce barriers
 - iii) **Map Differentiators to Precision Targets**
 - (1) Take program differentiators and map specific audience needs/jobs to be done to define optimal intercepts; Define awareness/equity vs. conversion targets for each segment
 - (2) Review existing awareness-based media plan and recommend opportunities to hyper-target our 4 segments leveraging journey insights
 - (3) Messaging hierarchy/rationale supported by consumer validation testing. Potential testing hard costs are not included and will be scoped separately, as needed.
- c) Optimize Discoverability
- i) **Discoverability Playbook**



- (1) VMLY&R to research, analyze and provide recommendations to optimize presence in organic search, paid search and website content development to further drive discoverability. Playbook will prioritize and outline tactical recommendations based on findings.
- (2) Assumes Texas A&M EnMed team is able to share/grant access to data and/or systems necessary to complete Discoverability research (Website Analytics, Google Search Console, Google Ads, etc.)
- (3) Activation of recommended activities is not currently included and would need to be scoped separately and/or as part of Phase 3.

PHASE II – GTM PLANNING + CREATIVE CONCEPTING

Deliverables from work in Phase II will include:

- Go-to-Market Plan
- Ecosystem Recommendations
- Creative Concepting
- Measurement Plan

i) Go-to-Market Plan

- (1) Develop phased go-to-market approach for implementing recommended tactics and campaigns. Recommended strategies will leverage insight gathered from Phase 1.
- (2) Activation of recommended activities will be scoped as part of Phase III.

ii) Channel Ecosystem Strategy & Optimization

- (1) Develop a multi-channel ecosystem strategy that allows EnMed to leverage owned channels to engage with all four segments with relevance and consistency. This strategy will include recommendations for SEO, Social, Web, Publications, and other channels as deemed necessary based on audience research

iii) Creative Concepting

- (1) Ideate potential creative directions that will be activated as part of the Phase 3 launch. Directions will be brought to life in ad-like-objects (adlobs) to help convey how the idea will be brought to life, but specific assets won't be developed until Phase 3.
- (2) VMLY&R to develop 2-3 overarching campaign concepts for review.
 - a. Each round of creative development includes up to two (2) rounds of revisions
 - i. Round 1 concept presentation may include key imagery and manifesto.
 - ii. Round 2 concept presentation may include refined, selected concept with ad-like objects as proof of concept.
 - b. TAMU will provide existing brand guidelines and/or style guides, access to existing assets/asset libraries as well as mandatories in advance of ideation.



iv) KPI Development & Tagging

- (1) Establish firm KPIs for Recruiting (ex: student/faculty), Donations (ex: value/number of donors), Researchers (ex: applications, research fields), and Partnerships (ex: growth potential/yield)
- (2) Develop tagging plan to enable reporting on KPIs and/or desired outcomes

ESTIMATE FOR SERVICES

Total Hours across Discipline and by Phase

Phase 1: Messaging & Discoverability

Budget: \$94,622

DEPARTMENT	TITLE	2022 RATE*	HOURS	TOTAL
Client Engagement and Delivery	Managing Director, Delivery	\$301.75	32	\$9,656.00
	Proofreader	\$80.75	18	\$1,453.50
	Associate Director, Client Engagement	\$157.25	60	\$9,435.00
	Group Director, Client Engagement	\$250.75	14	\$3,510.50
Strategy	Director, Strategy & Insights	\$212.50	68	\$14,450.00
	Group Director, Customer Experience	\$306.00	12	\$3,672.00
	Director, Customer Experience	\$212.50	100	\$21,250.00
Connections	Connections Director	\$225.25	70	\$15,767.50
	Connections Supervisor	\$140.25	110	\$15,427.50
GROSS TOTAL			484	\$94,622.00

*Rates noted are based on the previously agreed 15% discount.

NOTE: Allocation of hours and fee are directional. Specific resources may shift based on business priorities and/or availability as aligned to by TAMU and VMLY&R Business Lead throughout project course.

Phase 2: GTM Planning + Creative Concepting

Budget: \$101,606

DEPARTMENT	TITLE	2022 RATE*	HOURS	TOTAL
Client Engagement and Delivery	Managing Director, Delivery	\$301.75	49	\$14,785.75
	Proofreader	\$80.75	15	\$1,211.25
	Associate Director, Client Engagement	\$157.25	50	\$7,862.50
	Group Director, Client Engagement	\$250.75	18	\$4,513.50



Strategy	Director, Strategy & Insights	\$212.50	20	\$4,250.00
	Group Director, Customer Experience	\$306.00	4	\$1,224.00
	Director, Customer Experience	\$212.50	70	\$14,875.00
Experience Design	Senior Experience Designer	\$140.25	40	\$5,610.00
Innovations & Data	Director, Innovations & Data	\$221.00	30	\$6,630.00
Connections	Connections Director	\$225.25	20	\$4,505.00
Creative	Senior Art Director	\$140.25	50	\$7,012.50
	Senior Copywriter	\$140.25	50	\$7,012.50
	Creative Director	\$229.50	34	\$7,803.00
	Group Director, Experience Design	\$263.50	34	\$8,959.00
	Executive Creative Director	\$403.75	14	\$5,652.50
GROSS TOTAL			498	\$101,906.50

*Rates noted are based on the previously agreed 15% discount.

NOTE: Allocation of hours and fee are directional. Specific resources may shift based on business priorities and/or availability as aligned to by TAMU and VMLY&R Business Lead throughout project course.

GENERAL ASSUMPTIONS & CONDITIONS:

- VMLY&R cannot begin work until a signed SOW is received.
- VMLY&R does not warrant the performance of any third-party product or service.
- All creative deliverables include three rounds of review (initial + two rounds of revisions).
- Actual hours incurred against the job will be billed each month per the terms in the MSA.
- Travel and other out-of-pocket expenses, such as production, will be billed at net.
- If TAMU, or any third party, will be providing personnel or other resources for the project described, such personnel must adhere to the description of services, specifications for deliverables and deadlines for delivery for which they are responsible.
- If resources are required to activate additional campaigns requiring other agency support, VMLY&R will provide a Change Order for approval.
- In the event TAMU desires to change any of the services, deliverables or deadlines or obligations of TAMU (or third party), a Change Order will be required to be signed by both TAMU and VMLY&R.
- Hours are limited by budgets defined.

Per client discussions, half of each phase will be paid by 2 separate entities at TAMU.



MARCOM BUDGET

Phase 1: Messaging & Discoverability

Total Budget: \$94,622

MarCom Allocation = \$47,311

Phase 2: GTM Planning + Creative Concepting

Total Budget: \$101,606

MarCom Allocation = \$50,803

TOTAL Phases 1 & 2: \$98,114

Signature below provides (1) approval of the 50% coverage detailed above by the MarCom Team as well as (2) approval to cover the corresponding fee with funds previously pre-billed in 2021 as part of the larger agreement. VMLY&R will invoice against the fee above for financial tracking purposes, credit from previously mentioned pre-bill will applied and no payment on that invoice will be necessary.

ENMED BUDGET

Phase 1: Messaging & Discoverability

Total Budget: \$94,622

EnMed Allocation = \$47,311

Phase 2: GTM Planning + Creative Concepting

Total Budget: \$101,606

EnMed Allocation = \$50,803

TOTAL Phases 1 & 2: \$98,114

Signature below provides approval of the 50% coverage detailed above by the EnMed Team. Due to the limited duration of the assignment (estimated ~3 months) VMLY&R will pre-bill in full upon receipt of PO.

[signatures continue on next page]



TAMU APPROVAL

Dean K. Endler

Clients Printed Name

DocuSigned by:
Lindy Beasley
59BED4BF5ABC4DB...

Lindy M. Beasley
Executive Director, Contract Administration

Signature

For: Dean K. Endler

University Contracts Officer

5/13/2022 | 11:37:42 CDT

Client's Title

Date

VMLY&R REQUESTOR

Jennifer Wilson

Approver's Printed Name

DocuSigned by:
Jennifer Wilson
23C1729284064CF...

Signature

Group Director, Client Engagement

5/13/2022 | 11:42:29 CDT

Approver's Title

Date