

(2) DESCRIBES THE VARIOUS ELEMENTS OF THE COUNTER-MARKETING AND MEDIA COMPONENT AND HOW THE DEPARTMENT PLANS TO IMPLEMENT THE COMPONENT; AND

(3) IDENTIFIES THE DIFFERENT TARGET AUDIENCES OF THE COUNTER-MARKETING AND MEDIA COMPONENT.

(E) (1) THE DEPARTMENT MAY CONTRACT WITH A HIGHER EDUCATION INSTITUTION OR PRIVATE ENTITY TO IMPLEMENT ANY PART OF THE COUNTER-MARKETING AND MEDIA COMPONENT.

(2) IF THE DEPARTMENT DETERMINES THAT ANY PART OF THE COUNTER-MARKETING AND MEDIA COMPONENT SHOULD BE IMPLEMENTED BY A HIGHER EDUCATION INSTITUTION OR PRIVATE ENTITY, THE DEPARTMENT SHALL ISSUE A REQUEST FOR PROPOSAL TO SELECT THE ENTITY THAT WILL IMPLEMENT THAT PART OF THE COMPONENT.

(3) AT A MINIMUM, THE REQUEST FOR PROPOSAL SHALL:

(I) STATE WITH SPECIFICITY THE GOALS OF THE COUNTER-MARKETING AND MEDIA COMPONENT;

(II) STATE WITH SPECIFICITY THE OBJECTIVES AND PERFORMANCE CRITERIA THAT WILL BE USED TO MEASURE THE SUCCESS OF THE PROGRAM TO WHICH THE REQUEST FOR PROPOSAL RELATES; AND

(III) REQUIRE THAT THE RESPONSE TO THE REQUEST FOR PROPOSAL INCLUDE A PLAN TO REACH THE TARGETED AUDIENCES IDENTIFIED BY THE DEPARTMENT.

(4) IF THE DEPARTMENT ISSUES A REQUEST FOR PROPOSAL TO SELECT AN ENTITY TO IMPLEMENT ANY PART OF THE COUNTER-MARKETING AND MEDIA COMPONENT, THE DEPARTMENT SHALL USE THE CRITERIA ESTABLISHED IN § 13-1003(E)(5) OF THIS SUBTITLE AS A GUIDE IN ADMINISTERING THE REQUEST FOR PROPOSAL PROCESS.

(F) TO THE EXTENT PRACTICABLE, THE DEPARTMENT SHALL TAKE STEPS TO MAXIMIZE THE COST EFFECTIVENESS OF THE COUNTER-MARKETING AND MEDIA COMPONENT, INCLUDING:

(1) USING ADVERTISEMENTS AND OTHER COMMUNICATIONS AND PUBLIC RELATIONS PRODUCTS AND SERVICES THAT HAVE BEEN DEVELOPED BY AND SHOWN TO BE EFFECTIVE IN OTHER STATES;

(2) SUBJECT TO SUBSECTION (G) OF THIS SECTION, USING MONEY THAT IS ALLOCATED TO THE COUNTER-MARKETING AND MEDIA COMPONENT TO OBTAIN MONEY FROM THE FEDERAL GOVERNMENT, THE NATIONAL PUBLIC EDUCATION FUND, OR ANY OTHER ENTITY; AND

(3) COORDINATING THE PURCHASE OF BROADCAST TIME WITH OTHER STATES.