

REQUEST FOR PROPOSAL FOR:

Marketing Services
Community College System of New Hampshire

PURPOSE:

The purpose of this REQUEST FOR PROPOSAL is to establish a contract for the Community College System of New Hampshire (CCSNH) for Marketing Services.

VENDOR CERTIFICATIONS

The vendor who is awarded the contract must comply with the terms of the P-37 contract (sample available upon request by application to CCSNH Purchasing Manager, kbrent@ccsnh.edu). Prospective bidders are encouraged to view the contract to ensure they are able to comply with its terms.

The vendor who is awarded the contract must either be duly registered as a vendor authorized to conduct business in the State of New Hampshire or will need to submit a completed Alternate W-9 form (no fee) with the contract, and must be willing to comply with all terms and conditions of the State of New Hampshire.

NEW HAMPSHIRE SECRETARY OF STATE REGISTRATION

A person or persons conducting business under any name other than his/her own legal name must register with the NH Secretary of State. Businesses are classified as 'Domestic' (in-state) or 'foreign' (out-of-state). See the following website to find out more about the requirements and filing fees for both classifications: <http://www.sos.nh.gov/corporate>.

CONTRACT TERM:

The term of any resulting contract shall end on or before November 1, 2014. By mutual agreement, this contract may also be renewed annually for up to two additional years. CCSNH shall have the right to terminate the contract at any time by giving the Contractor a 30 day written notice, with or without cause. The vendor may cancel the contract upon 180 days written notice, with or without cause.

CCSNH MARKETING - BACKGROUND:

CCSNH is a public system of seven community colleges dispersed across the state, with a central system office. For most of its history, the college system was a department within the State of NH and was subject to State administration and management, and the colleges were known as technical institutes or community-technical colleges. However, over the last decade the colleges developed into comprehensive community colleges and have responded to a broadening array of demands, including preparing the skilled workforce for the evolving needs of NH industry and providing transfer pathways to baccalaureate institutions.

System leadership recognized that a more flexible governance structure, outside the State bureaucracy, was needed for the college system to thrive and appropriately serve NH residents, employers and the state economy. Major legislation in 2007 changed the governance of the system by establishing CCSNH outside of State government, transitioning to an independent, self-governing, public system of comprehensive community colleges under a Board of Trustees. With this change in 2007, CCSNH rebranded, restructured its operations, and each college changed its name to reflect a regional identity. Since that time, enrollment has grown by nearly 40% and a new level of public awareness has been attained.

Beginning in 2007 with the opportunity to rebrand, CCSNH developed a coordinated marketing strategy which replaced disparate and inconsistent marketing conducted by each college independent of the others. Working together through a system-wide marketing team with the support of an external marketing partner, CCSNH developed a common look and feel and messaging framework. Marketing activities are coordinated to streamline efforts and engage best practices. Advertisements are developed in templates which can be customized by each college.

College marketing activity is designed to promote each college's programs, services, elements of campus life, and key features. System office marketing activity is designed to sustain a coordinated brand identity, to provide a state-wide foundational awareness of CCSNH and the benefits of community colleges, to utilize certain state-wide marketing venues, and to provide central coordination. In this way, each college differentiates itself yet all benefit from a consistent and recognizable marketing presence.

In practice, CCSNH will be eight clients (seven colleges and the system office, each assigning a person who is responsible for marketing). Each of the eight entities will have individual marketing support needs, yet together the CCSNH marketing effort will work within an overall coordinated strategy and creative framework. College marketing budgets vary, as do in-house capabilities, so each college will have different needs and parameters.

For recent examples of marketing collateral please see <http://64.72.28.103/marketing-ccsnh.html>

KEY AUDIENCES:

The CCSNH audience extends well beyond the "traditional age" college students, prospective high school graduates and their parents. NH's community colleges also serve adults, including displaced workers, career-changers, those who never attended college or who are returning to meet a particular career goal. CCSNH's Running Start program engages current high school juniors and seniors in college credit-bearing courses they can take as part of their high school curriculum. Hence our marketing audience is broad both in demography and aspirations.

In general, key audiences for CCSNH are prospective students and the gatekeepers who influence the postsecondary choices of prospective students. Prospective students include high school graduates (or those holding a GED) who have not yet earned a two-year Associate degree or four-year Bachelor degree. Prospective students also include those who hold such degrees and seek additional education at a two-year community college in either credit or non-credit courses.

Prospective students include both traditional age students (students proceeding to college immediately or shortly after graduating from high schools) as well as non-traditional returning adult students (generally students age 26 to 54). Gatekeepers include parents, high school counselors, teachers, coaches, community leaders, corporate executives, human resource professionals, business owners and others who significantly influence the credit and non-credit higher education choices of prospective students.

Finally, as a state-supported institution, CCSNH's key audiences include business and governmental leaders, the New Hampshire Legislature and citizenry.

SCOPE OF SERVICES:

CCSNH wishes to maintain its coordinated marketing strategy, working with an external partner to enhance its marketing presence and ensure consistent high-quality advertising products. Work within this RFP shall include the provision of marketing services to CCSNH and its seven component colleges as further outlined immediately below. CCSNH seeks an external marketing partner with appropriate knowledge and expertise to:

1. Provide consultation and proactive recommendations for the development of strategic marketing plans and marketing materials for each of the seven colleges and the system office
2. Originate and develop creative advertising concepts across a media mix appropriate to target audiences

3. Design/produce/update marketing products in a variety of media (television, radio, print, internet, social media, etc.) as needed
4. Develop marketing plans and materials for specific programs and targeted audiences
5. Educate marketing staff on effective social media and online advertising practices, and assist in building short and long term strategies for each college which include content/messaging, placement strategies, and tracking, as well as the development of specific goals based on college resources and ability to maintain efforts
6. Work with marketing staff on optimal media buying that leverages CCSNH's resources
7. Increase earned media exposure for colleges and System
8. Help CCSNH make the most of limited marketing budgets
9. Structure and/or conduct pre/post market research to determine success of marketing efforts

Important characteristics include:

1. Expertise and experience aligned to the goals noted above
2. An external partner who is familiar with and vested in NH and the communities served by CCSNH
3. Experience with community colleges, post-secondary public education or similar
4. An understanding of the recruiting cycles of community colleges and how this affects the deployment of advertising and marketing activities
5. Readily accessible, with strong, effective and flexible avenues of communication with their clients
6. Capable of a hands-on relationship, yet structured with an awareness of budget constraints
7. Able to serve and support statewide/central marketing activities as well as those of each college, within the coordinated framework
8. An absolute commitment to ethical and open dealings

SELECTION AND IMPLEMENTATION TIMELINE:

The selection process will involve the CCSNH Director of Communications, the CCSNH Web Design Specialist, the Marketing and/or Communications Directors from each of the seven NH Community Colleges, and other personnel as deemed appropriate by CCSNH. This group will evaluate proposals and may recommend a vendor to the CCSNH Board of Trustees to award a contract. No contract is final without Board of Trustee approval and until all required documentation is completed to CCSNH's satisfaction.

The tentative timeline for the selection and implementation of this proposed project is (all dates 2011 and times EST):

Friday, August 5	Post RFP on CCSNH bids page
Sunday, August 7 - Tuesday, August 9	Publish RFP notice in <i>Union Leader</i>
Thursday, August 18, 2-3 PM	Bidders conference
Monday, August 22, 5 PM	Deadline to email questions
Thursday, September 1, 12 PM	Deadline for RFP proposal submissions
Friday, September 2 - Monday, September 12	Review RFP proposals
Monday, September 12	Finalists notified
Monday, September 19 - Thursday, September 22	Finalist presentations
Thursday, September 22	Complete selection process
Friday, September 23	Finalists notified of selection decision

BIDDERS CONFERENCE AND QUESTIONS SENT VIA EMAIL:

Prospective bidders may ask questions about CCSNH and the RFP at a bidder's conference on August 18, 2011 from 2-3 PM. Attendance is optional. The bidders conference will be held at NHTI-Concord's Community College, Grappone Hall, Simonton Lecture Hall, 31 College Drive, Concord, NH. Directions and a map can be found at <http://www.nhti.edu/directions.html>.

Questions on the RFP may be emailed to the CCSNH Director of Communications to sreid@ccsnh.edu with a copy to srafeal@ccsnh.edu. Subject line must read "CCSNH Marketing RFP Vendor Inquiry." Questions will be posted with responses at <http://www.ccsnh.edu/bidding/>. Questions received by 5 PM August 22 will be answered and posted by 5 PM Aug. 30. Information identifying the requestor will be removed. Questions received after 5 PM on August 22 will not be answered or posted.

RFP PROPOSAL SUBMISSIONS:

Proposals are due on September 1, 2011, at 12:00 pm. Proposals should be mailed or hand carried to Community College System of New Hampshire, Attention: Director of Communications, 26 College Drive, Concord, NH. The responder shall submit 10 copies of its RFP response. **Proposals are to be sealed in mailing envelopes or packages with the responder's name and address clearly written on the outside.** At least one copy of the proposal must be unbound. CCSNH is not responsible for proposals not received due to equipment failure, mail delays, etc. If you wish to ensure your proposal was received, please contact Ms. Sara Rafeal at (603) 271-2722.

Your response/proposal must include Exhibit A attached to this document and the narrative/questions referenced in Exhibit A.

Proposals received after this date and time will be rejected without consideration. **No faxed proposals will be accepted.** For vendors wishing to attend the bid opening: only the names of the Vendors submitting responses will be made public.

ADDENDUM:

In the event it becomes necessary to add to or revise any part of this RFP prior to the scheduled submittal date, CCSNH will post any changes to its website (www.ccsnh.edu/bidding/). Before your submission, always check for any addenda or other materials that may have been issued which would affect the RFP by checking this website.

Any change, correction or deviation to this RFP must be addressed in a written addendum. Verbal changes will not be allowed.

AWARD:

CCSNH will invite selected bidders to an interview session with a selection committee. All bidders will be notified by email on Monday, September 12 if they have or have not been selected for an interview.

This contract will not be awarded solely based on price. Evaluation criteria for finalist interviews and vendor selection will be as follows:

1. Adequacy and strength of the proposal, including your creative work – 20%
2. Capacity – evidence that the proposer can carry out the project – 10%
3. Awareness and understanding of the CCSNH and the higher education environment in New Hampshire – 10%
4. Relevant experience, including prior experience with two-year community colleges or other, comparable, postsecondary institutions – 10%
5. References – 10%
6. Personnel assigned: qualifications and the number applied to project needs – 10%
7. Cost and value to CCSNH – 30%

ADDITIONAL INFORMATION:

CCSNH reserves the right to make a written request for additional information from a Contractor/Vendor to assist in understanding or clarifying a Bid Proposal. The responses are to be provided in writing.

CCSNH reserves the right to:

1. Reject any and all proposals received in response to this RFP;

2. Select a proposal for contract negotiation other than the one with the lowest cost;
3. Negotiate any aspect of the proposal with any vendor;
4. Terminate negotiations and select the next most responsive vendor for contract negotiations;
5. Terminate negotiations and prepare and release a new RFP;
6. Terminate negotiations and take such action as deemed appropriate.

All local, state and federal regulations are to be followed. Any fines assessed to CCSNH due to the lack of these regulations being followed will be the responsibility of the successful bidder.

The Contractor who is awarded the contract will need to complete a P-37 contract and provide the required Corporate Resolution (corporations/LLC) or Partnership Certificate of Authority or Sole Proprietor Certification of Authority, whichever applies, to show the individual signing the contract is authorized to do so. The Contractor will also need to supply a current Certificate of Good Standing from the Secretary of State dated after April 1, 2011.

Workers' compensation requirements as outlined in the P-37 (15) and as required by NH law must be followed.

PAYMENT AND COMPENSATION:

Payment terms: payment for services will be due within 30 days after satisfactory completion of work invoiced, receipt of the invoice, approval and acceptance by CCSNH.

OWNERSHIP OF MATERIALS PRODUCED:

CCSNH shall own any and all materials created or produced by contractor, including but not limited to still and video images, creative products, research, recommendations, and graphic elements. The Contractor either shall provide all such elements to CCSNH or shall maintain all such elements in a manner acceptable to CCSNH, and shall provide all such elements to CCSNH at any time and upon cessation or termination of Contract.

COMPLIANCE BY CONTRACTOR WITH LAWS AND REGULATIONS - EQUAL EMPLOYMENT OPPORTUNITY.

The Contractor awarded the contract will need to comply with all the terms and requirements of the P-37 which states, in part, that in connection with the performance of the Services, the Contractor shall comply with all statutes, laws, regulations, and orders of federal, state, county or municipal authorities which impose any obligation or duty upon the Contractor, including, but not limited to, civil rights and equal opportunity laws. In addition, the Contractor shall comply with all applicable copyright laws. During the term of any contract, the Contractor shall not discriminate against employees or applicants for employment because of race, color, religion, creed, age, sex, handicap, sexual orientation, or national origin and will take affirmative action to prevent such discrimination. If the contract is funded in any part by monies of the United States, the Contractor shall comply with all the provisions of Executive Order No. 11246 ("Equal Employment Opportunity"), as supplemented by the regulations of the United States Department of Labor (41C.F.R. Part 60), and with any rules, regulations and guidelines as the State of New Hampshire or the United States shall issue to implement these regulations. The Contractor further agrees to permit the State or United States access to any of the Contractor's books, records and accounts for the purpose of ascertaining compliance with all rules, regulations and orders, and the covenants, terms and conditions of a proposed contract.

PUBLIC INFORMATION:

The responding vendor hereby acknowledges that all information relating to this bid and any resulting order (including but not limited to fees, contracts, agreements and prices) are subject to the laws of the State of New Hampshire regarding public information.

PUBLIC DISCLOSURE:

Any information contained in the bid that a vendor considers confidential must be clearly designated. Marking of the entire bid or entire section of the bid (e.g. pricing) as confidential will neither be accepted nor honored. Notwithstanding any provision of this bid to the contrary, vendor pricing will be subject to public disclosure upon

the effective date of all resulting contracts or purchase orders.

Generally, each bid shall become public information upon the effective date of all resulting contracts or purchase orders; however, to the extent consistent with applicable state and federal law and regulations, as determined by the State, including, but not limited to, RSA Chapter 91-A (Right to Know Law), the State/CCSNH shall endeavor to maintain the confidentiality of portions of the bid that is clearly and properly marked confidential. If a request is made to CCSNH to view portions of a bid that a vendor has properly and clearly marked as confidential, CCSNH will notify vendor of the request and of the date that CCSNH plans to release the records. By submitting a bid, vendors agree that unless the vendor obtains a court order, at its sole expense, enjoining the release of the requested information, CCSNH may release the requested information on the date specified in the CCSNH's notice without liability to the vendors.

INSURANCE:

Insurance will be more fully addressed at the time a P-37 is submitted after the bidding process. The Contractor awarded the contract will need to comply with all the terms and requirements of the P-37.

EXHIBIT A

PROJECT: CCSNH MARKETING SERVICES

Community College System of NH

BID FORM: SYS12-01

Company Name: _____

Address: _____

PARTIAL SCHEDULE OF FEES:

Overall spending levels for the marketing services contract have not been established. Please provide below a schedule of fees your firm would charge CCSNH for the sample services outlined. These should be quoted as fully-burdened (i.e., direct labor + overhead + profit) hourly or project-based rates offered on a time-and-materials basis. Prices stated below must be valid for the length of the resulting contract unless extended by mutual written agreement between CCSNH and the vendor. Make any explanatory notes/comments in the space provided on the following page.

	PROJECT BASED	OR	HOURLY/EST. # HRS
Creation of print ad:	\$ _____		\$ _____
Modification of existing print ad:	\$ _____		\$ _____
Design of catalog cover:	\$ _____		\$ _____
Consultation	\$ _____		\$ _____
Development of press releases, research and story pitches, copywriting, etc.:	\$ _____		\$ _____
Conducting film/photo shoots at college:	\$ _____		\$ _____
Conducting focus groups:	\$ _____		\$ _____
Compensation for media buying/placement:	\$ _____		\$ _____
Meeting Fees:	\$ _____		\$ _____
Initial creation of CCSNH (template) TV spots:			
Creative:			
30 Seconds	\$ _____		\$ _____
15 Seconds	\$ _____		\$ _____
Production/post-production:			
30 Seconds	\$ _____		\$ _____
15 Seconds	\$ _____		\$ _____

Customization of TV spots from template for college:

Creative:

30 Seconds \$ _____ \$ _____

15 Seconds \$ _____ \$ _____

Production/post-production:

30 Seconds \$ _____ \$ _____

15 Seconds \$ _____ \$ _____

Creative and production costs for college radio spots:

Creative:

30 Seconds \$ _____ \$ _____

60 Seconds \$ _____ \$ _____

Production:

30 Seconds \$ _____ \$ _____

60 Seconds \$ _____ \$ _____

Modifying TV and radio spots to update information (date/event tags, etc). Please include costs for any licensing fees related to talent, music, voice over's etc.:

\$ _____ \$ _____

Designing social media campaigns (list potential/recommended elements and associated costs):

Explanatory Notes:

IN ADDITION TO RETURNING EXHIBIT A, YOU MUST ATTACH A NARRATIVE THAT DESCRIBES:

- a. With reference to the elements cited in the **SCOPE OF SERVICES**, please describe why your company would be a good fit for CCSNH.
- b. How might you enhance our current branding and creative presence in the marketplace or take it in a new direction?
- c. How would you evaluate the effectiveness of CCSNH/college marketing efforts and specific marketing initiatives?
- d. Please describe how you would propose to interact with/report to CCSNH and each college and how you would handle quotes and billing.

Bidder's experience, capacity and credentials

- a. Describe your company, including date of establishment, location(s), number of employees, etc. Include description of your core capabilities and those functions you would outsource. Attach resumes of key personnel who would be involved with this account and what their roles would be with CCSNH and the individual colleges.
- b. Provide two recent case studies of work done for like clients (higher education or similar). Include samples of materials you developed. Should include TV, radio and print examples of your best work. Highlight work in higher education, specifically with community colleges or state colleges.
- c. Provide the names and contact information of at least three references (clients since 2008) that we may contact, with a brief description of work done for these clients.

Signature: _____

Printed Name: _____

Date: _____

Email address: _____

Telephone Number: _____

Fax Number: _____

Acknowledging Inclusion of Addendum:

Signature: _____

Printed Name: _____

Date: _____

This bid must be signed by a person authorized to legally bind the bidder.