



Request for Proposal

Development and implementation of advertising strategy

May 1, 2014

Preamble

Kellogg Community College (KCC) is a public institution of higher education which provides academic, occupational, general and continuing education opportunities, as well as lifelong learning for all people in its district and contiguous service area. The College is committed to providing a high-quality learning experience for its students at a reasonable cost and serving as a good steward of public funds.

This request for bids implies no obligation on the part of Kellogg Community College. The College reserves the right to reject any and all bids. KCC reserves the right to accept the bid that it believes most nearly meets its requirements based on “best value” and not necessarily the lowest price offered.

Kellogg Community College
450 North Ave.
Battle Creek, MI 49017-3397

May 1, 2014

**Request for Proposals for “Development and implementation of advertising strategy”
RFP #PIM-14-001**

Introduction

Kellogg Community College (KCC) is seeking proposals from advertising and marketing agencies to conduct market research, develop an advertising strategy and implement that strategy on the College’s behalf over the 2014-15 fiscal year. The strategy will aim primarily to recruit students to apply and register for classes at KCC.

All proposals are due to the Director of Public Information and Marketing, Kellogg Community College, Roll Building, Room 301K, 450 North Ave., Battle Creek, MI, 49017-3397 **no later than 12 p.m. (EST) June 6, 2014**. Proposals will be time-stamped as they are received. Proposals received after 12 p.m. (EST) June 6, 2014, will be rejected. There will not be a public opening.

SECTION I: INFORMATION & INSTRUCTIONS

1.0 Submission Requirements: Proposals must adhere to the following instructions.

1.1 The complete original proposal must be submitted in a sealed package and received in accordance with the instructions detailed above. All proposals shall be marked **KCC Advertising Strategy, RFP #PIM-14-001**. Proposers shall include all documents necessary to support their proposals. Proposers shall be responsible for the actual delivery of proposals during business hours to the address indicated above. It shall not be sufficient to show that the proposal was mailed in time to be received before scheduled closing time.

1.2 Proposal Format: Proposals shall be submitted in the following format and include the following information:

- a) Detailed description of capabilities as requested
- b) Detailed proposal demonstrating depth of current knowledge of the demographics and media within the KCC service district
- c) Signatures per instructions in Section III by responsible parties
- d) References

1.3 It is the sole responsibility of the **PROPOSERS** to ensure that they have received the entire Request for Proposal.

1.4 Proposers will be notified in writing of any change in the specifications contained in this RFP.

1.5 No verbal or written information which is obtained other than through this RFP or its addenda shall be binding on Kellogg Community College. No employee of the College is

authorized to interpret any portion of this RFP or give information as to the requirements of the RFP in addition to that contained in or amended to this written RFP document.

1.6 Right of Rejection and Clarification: Kellogg Community College reserves the right to reject any and all proposals and to request clarification of information from any proposer. The College is not obligated to enter into a contract on the basis of any proposal submitted in response to this document.

1.7 Request for Additional Information: Prior to the final selection, proposers may be required to submit additional information that the College may deem necessary to further evaluate the proposer's qualifications.

1.8 Denial of Reimbursement: Kellogg Community College will not reimburse proposers for any costs associated with the preparation and submittal of any proposal, or for any travel and/or per diem costs that are incurred.

1.9 Lobbying/Gratuity Prohibition: Proposers shall not offer any gratuities, favors or anything of monetary value to any official, employee or agent of the College for the purpose of influencing consideration of this proposal. Any proposer's attempt to lobby members of the Kellogg Community College Board of Trustees, College administration, College department heads, employees of the College Department of Public Information and Marketing or others affected by this RFP, including second-party contacts, will result in immediate rejection of that proposal. All inquiries regarding this RFP shall be made by strictly following the directions outlined in Section 1.19.

1.10 Right of Withdrawal: A proposal may not be withdrawn before the expiration of ninety (90) days from the proposal due date.

1.11 Right of Negotiation: Kellogg Community College reserves the right to negotiate with the selected proposer the exact terms and conditions of the contract.

1.12 Right of Rejection of Lowest Fee Proposal: Kellogg Community College is under no obligation to award this project to the proposer offering the lowest fee proposal. Evaluation criteria included in this document shall be used in evaluating proposals.

1.13 Exceptions to the RFP: Proposers may find instances where they must take exception with certain requirements or specifications of the RFP. All exceptions shall be clearly identified, and written explanations shall include the scope of the exceptions, the ramifications of the exceptions for Kellogg Community College, and a description of the advantages to be gained or disadvantages to be incurred by the College as a result of these exceptions.

1.14 Indemnification: Proposer, at its own expense and without exception, shall indemnify, defend and pay all damages, costs, expenses, including attorney fees, and otherwise hold harmless Kellogg Community College, its employees and agents from any liability of any nature or kind in regard to the delivery of proposed services.

1.15 Proprietary Information: Contractor is requested to mark specific information contained in the proposal that is not to be disclosed to the public or used for purposes other than evaluation of proposals. This information should be placed in a separate envelope that accompanies the proposal and marked as proprietary information. Pricing and source elements of the successful proposal will not be considered proprietary. All materials become the property of Kellogg Community College and may be returned only at Kellogg Community College's discretion. Proposals may be reviewed and evaluated by any person at the request of Kellogg Community College.

1.16 Rights to Submitted Material: All proposals, responses, inquiries and correspondence relating to or in reference to this RFP, and all reports, charts and other documents become the property of Kellogg Community College when received. Kellogg Community College is a public body and, therefore, subject to the Michigan Freedom of Information Act.

1.17 Basis of Award: Proposals will be evaluated according to the criteria found in Appendix I. Proposals shall be evaluated by a Selection Committee. The Selection Committee may, at its option, request any or all proposers to provide onsite demonstrations.

1.18 Copies: An original and four (4) copies of the proposal with supporting documents must be submitted in response to the RFP. All responses must relate to the specifications as outlined.

1.19 Requests for Information: All inquiries concerning this RFP should be submitted by email and directed to:

Eric Greene
Director of Public Information and Marketing
greenee@kellogg.edu

Questions from proposers will be answered within one (1) business day and those answers will be provided by email to all proposers. No inquiries will be accepted after 12 p.m. May 30, 2014.

1.20 Submittal of Qualifications: Proposers should submit experience and qualifications as described below. Additional information may be submitted as appropriate to further describe vendor capabilities.

- a) List of clients and contact names with contracts of similar size and scope
- b) Location of proposer's facilities
- c) Number of staff members (FTE) available to fulfill contract requirements

1.21 Contract: The binding contract between Kellogg Community College and the vendor shall consist of:

- a) The Request for Proposal (RFP) and any amendments thereto.

- b) The proposal submitted by the contractor in response to the RFP. In the event of a conflict in language between the two documents referenced above, the provisions and requirements set forth and/or referenced in the RFP shall govern. However, Kellogg Community College reserves the right to clarify any contractual relationship in writing with the concurrence of the contractor, and such written clarification shall govern in case of conflict with the applicable requirements stated in the RFP or the contractor's proposal. In all other matters not affected by the written clarifications, if any, the RFP shall govern.
- c) A letter of agreement signed by both the Contractor and the College.

1.22 Firm Offer: Each Contractor must agree in advance in written form to submit a proposal with cost figures, which will be firm for at least 60 calendar days after the opening date of the proposals. A written award or acceptance furnished to the successful proposal, within the time for acceptance specified in the offer, shall be deemed to result in a binding contract without further action by either party.

1.23 Contract Award: The selection of a Contractor is intended to be finalized and announced on or about July 16, 2014. The selected proposal will be the one that Kellogg Community College determines to be in its best interest, most responsive to its needs and offering the greatest benefit for the proposed cost. The contract will consist of the RFP and Contractor's response with any adjustments agreed to by both Contractor and the College. The evaluation criteria is listed in Appendix I.

1.24 Projected Schedule of Events:

May 1, 2014	Request for Proposals Issued
May 30, 2014	Deadline for RFP inquiries
June 6, 2014	Proposals due
June 20, 2014	Contractor presentations to Selection Committee
July 16, 2014	Board of Trustees Approval
July 17, 2014	Award and Notification
Aug. 1, 2014	Commencement of Service

1.25 Start Date/Contract Term: The successful Contractor will begin service on or about Aug. 1, 2014. The contract will be for 11 months (through June 30, 2015) and is renewable for consecutive extensions if performance meets or exceeds requirements. The College's fiscal year is July 1 to June 30. Extensions will be made based upon the recommendations of the authorized representatives of Kellogg Community College and the Contractor. Final approval for any extensions shall be made by Kellogg Community College's Board of Trustees. In the case of extensions, the budget submitted in the Contractor's proposal may be increased or decreased and has to be mutually agreed upon annually by the College and the Contractor at least 45 days prior to the termination of the contract period.

1.26 Performance Reviews: Monthly performance reviews will be held between the Contractor's site/project manager and PIM Director to ensure the Contractor is meeting the

College's expectations. These reviews may occur in conjunction with other reports, meetings, conference calls and discussions.

1.27 Termination/Cancellation: If, at any time, the Contractor is noncompliant with any portion of the contract, Kellogg Community College will give the Contractor 30 days' written notice to comply. If compliance is unsatisfactory after 30 days, then Kellogg Community College may give final written notice to terminate the contract 30 days thereafter.

1.28 Compliance with Laws: In connection with the furnishing of supplies or performance of work under the contract, the Contractor agrees to comply with the Fair Labor Standard Act, Equal Opportunity Employment Act, and all other applicable Federal and State laws, regulations and executive orders to the extent that the same may be applicable and further agrees to insert the foregoing provision in all subcontracts awarded hereunder.

1.29 Identity Use: Any use of the Kellogg Community College name or logos in any advertising must first be approved by the College in writing. Further guidance on KCC logos and usage can be found at <http://www.kellogg.edu/about/public-info-marketing/logos-guidelines-forms/>.

SECTION II: SCOPE OF WORK

2.0 Purpose: The purpose of this Request for Proposal is to establish an 11-month contract with a qualified Contractor (agency) to:

- Identify opportunities by conducting research on the market demographics of people within the KCC service district
- Use the newly compiled research data to develop an advertising strategy (using the creative look of KCC's latest ad/graphic theme launched in 2013) aimed at recruiting students to enroll at KCC
- Implement the strategy by negotiating, purchasing and placing media on all relevant outlets over the course of the 2014-15 academic year
- Provide meaningful and ongoing return on investment (ROI) data for all media placed

2.1 Scope of Services: With a new ad campaign launched in 2013 and a new website launched in 2014, the College is looking for an agency to continue to bolster the College's marketing and advertising approach using the latest and most effective tactics and technology available. The College is a traditional organization, but that doesn't mean our marketing and advertising have to always be traditional. In fact, we seek to discover new ideas for reaching and recruiting students while enhancing the overall reputation of the College. The agency's efforts will need to coordinate with and supplement ongoing work by KCC's Public Information and Marketing Department, which leads a host of public relations, media relations, legislative, graphic design and publication efforts for the College.

At a minimum, proposals should demonstrate the expertise, methodology and foresight of an agency that will:

- a) Provide accurate demographic data of the people who reside, work and travel in the KCC service district, which covers Barry, Branch and Calhoun counties in Michigan. Said data should, at a minimum, include analysis of each population's characteristics, including, but not limited to, gender, age, ethnicity, primary language, secondary language, disability, income, educational attainment, home ownership, employment status and home location.
- b) Analyze the demographic data to determine primary, secondary and tertiary marketing targets for purposes of recruiting students who will apply and register for courses at KCC.
- c) Provide accurate data of the media consumption, media preferences and other relevant habits of the primary and secondary target markets. Data-gathering may include a combination of written surveys, telephone polls, focus groups and any other methods deemed meaningful.
- d) Develop an advertising placement/purchasing strategy for 2014-15 that is designed primarily to recruit students and secondarily to enhance the reputation of KCC. Said strategy can include, but is not limited to, a combination of traditional (print, TV, radio, etc.) and non-traditional (Internet radio, social media, guerrilla, etc.) channels. Said strategy should include a detailed calendar of media placements and data compilations that take into account KCC's three annual course registration periods (which precede semesters starting in August, January and May) and ongoing recruitment efforts (high school visits, College Night events, direct mail campaigns, etc.) led by KCC's Admissions Department.
- e) Negotiate competitive rates and purchase media on the College's behalf for 2014-15.
- f) Resize, rearrange, add to and otherwise alter advertisements as needed, using the "Blaze Your Trail" ad theme launched in 2013, when placing media. All creative content should take into account modern graphic design and advertising standards while adhering to KCC's design preferences.
- g) Provide ongoing return on investment (ROI) information that specifically demonstrates the effectiveness of every facet of the ad strategy, from traffic data and motorist demographics (billboards, signs and posters) to click-through rates, gross rating points and online engagement (websites, broadcast and social media). The ROI data should be provided regularly in an easy-to-understand, easy-to-access manner (e.g., dashboard concept) and include comparisons to industry standards/expectations in each medium.

2.2 Budget: It is anticipated that the College will allocate approximately \$130,000 to \$150,000 for research, ad production, media buying and agency expenses in 2014-15.

2.3 Customization: Proposals should include a description of how the agency will proactively maintain an open dialogue with the College, via its PIM Director, and allow for customizing the advertising strategy, placement decisions and feedback process based on the College's needs throughout the life of the contract.

2.4 Examples: Proposals should include at least three examples of previous work that demonstrate the agency's research, creative and strategic abilities.

2.5 Customer Service: The availability of no-charge phone/email access for College staff to contact the agency's customer/client service personnel is required.

2.6 Invoicing: A monthly summary billing of deliverables shall be provided to the College for payment processing. A sample of similar summary billing should be included with proposal.

2.7 Qualifications: It is expected at a minimum that the successful proposer:

- a) Have sufficient financial capacity, working capital and technical and management resources to perform the requirements of this contract.
- b) Have provided services similar in size and scope to this contract for a minimum of three (3) years. Proposal shall include a detailed description of the company's ability to meet each requirement listed in this request for proposal. This will include but not be limited to the size of the company and the number of staff and administrative billing offices.
- c) List the qualifications of key personnel who would be assigned to this project, including relevant experience, degrees, certifications and professional affiliations.

2.8 References: A minimum of three references with contracts similar in size and scope to this contract shall be included. Each reference should include a contact person, phone number and company name and address.

2.9 Presentations: Proposers may be requested to offer a demonstration of their services and/or a presentation based on their proposal. Presentations by the finalist(s) may occur during the weeks of June 20 and July 16, 2014.

2.10 Addendum: Contractor is responsible for determining and acknowledging any addenda issued in connection with this request for proposal.

SECTION III: PROPOSAL

I have read and understood the requirements set forth in this RFP # PIM 14-001 and agree to comply except as noted.

SUBMITTED BY: _____

PROPOSER: _____

SIGNED: _____

NAME (PRINT): _____

ADDRESS: _____

CITY/STATE: _____ **ZIP:** _____

TELEPHONE: _____

FAX: _____

Confirm receipt of any addenda issued for RFP # PIM-14-001 Addendum # _

Date _____

CONFLICT OF INTEREST STATEMENT

The proposal must contain the following certification immediately preceding the signature of the authorized individual submitting the proposal:

The undersigned certifies that to the best of his/her knowledge that either:

_____ There is no officer or employee of Kellogg Community College, or relative, who has a substantial interest in any contract award subsequent to this RFP;

or

_____ The names of any public officer or employee of Kellogg Community College who has, or whose relative has, a substantial interest in any contract award subsequent to this RFP are identified as part of this proposal.

Signature

Title

APPENDIX I**Evaluation Criteria**

CRITERIA	POINTS
1. Qualifications	
a. Experience	10
b. Personnel	5
c. Supervision dedicated to project	5
2. Proposal	
a. Ability to conduct comprehensive, relevant research	15
b. Quality and visual appeal of creative work	15
c. Expertise in media buying, negotiation	10
d. Depth of ROI compilation methods	15
3. Cost	
a. Project cost	25

Subtotal: 100Additional points for in-person presentations (**Finalist only**) 20**Grand Total: 120**