

# Request for Proposals

Marketing and Advertising - #2021-007

Bishop State Community College  
351 North Broad Street  
Mobile, AL 36603

**Purpose:** Bishop State Community College is a state supported, open admission, two-year community college in the Alabama Community College System. As further described on page 3, the purpose of this RFP is to identify a fully integrated marketing and communications agency to further Bishop State's communications and marketing goals.

**RFP Response:** Please provide a brief response to the following 5 categories - addressing your firm's capabilities to meet the college's expectations.

	Weight
1) Describe <u>experience including 3-5 references</u> with whom we can speak	20%
2) Describe marketing and advertising <u>strategy development</u>	30%
3) Develop and submit a <u>creative proposal</u>	25%
4) Wet-signed <u>formal RFP response</u> sheet w/pricing	25%
5) Complete all required forms and affidavits on the RFP checklist	Pass/Fail

**Experience and References:** Please provide a written introduction describing the firm's expertise and overall approach to entering into a marketing services relationship with Bishop State. Include a resume or brief professional biography of individuals or subcontractors that the vendor anticipates will perform major duties and functions under this proposed contract. Include role, responsibility, and qualifications. Also provide a list of 3-5 satisfied customers and include examples of the creative work developed by your agency for at least 2 of those customers. Include contact information for these references so that we may call them to discuss their relationship with you.

**Strategy Development:** Include your agency's assessment of the Strengths, Weaknesses, Opportunities, and Threats facing Bishop State Community College in its marketing efforts. Describe how your firm would work from its SWOT assessment to market Bishop State.

**Creative Proposal:** Page 5 of this RFP lists the details of a creative proposal we would like for you to submit with your response.

**Formal RFP Response Sheet:** The formal RFP response sheet contains the basic outline of how we would like to review your pricing proposal. Additional details may be requested during the selection process.

**Required Forms:** Please complete and return the RFP checklist and all properly signed and/or notarized forms and affidavits as required by the state of Alabama's laws and regulations regarding procurement with public funds, and any federal guidelines that may apply.

*Sealed proposals* (only) will be received until June 4<sup>th</sup>, 2021 at 12pm. At 12:30pm, the college will unseal and begin evaluation. As a member of the public you are invited to attend the unsealing at the address below. However, no decision will be made at the public meeting.

During the following weeks, if further evaluation is needed, finalists may be invited to the campus to present their ideas.

The planned award will be a one-year agreement with the possibility for future annual renewals.

All inquiries and questions regarding the marketing and advertising of the College should be directed to Courtney Steele via email at: [csteele@bishop.edu](mailto:csteele@bishop.edu)

*Sealed* proposals should be clearly labeled on the outside and directed to:

Bishop State Community College

Business Office

Adam Merkle, *Purchasing Agent*

**SEALED #2021-007**

351 N Broad Street

Mobile, AL 36603

(251) 405-7128

[amerkle@bishop.edu](mailto:amerkle@bishop.edu)

## **1. Purpose**

The purpose of this Request for Proposals (RFP) is to identify a fully integrated data-driven marketing and communications firm (“Agency”) to further Bishop State’s communications and its marketing goals.

The Agency will work with Bishop State Community College (Bishop State) to achieve its marketing goals in support of Bishop State’s mission, vision, and strategic goals. Chief goals of our marketing strategy include:

- Increasing awareness of Bishop State as a high-quality, affordable, accessible, and supportive institution of higher education, which prepares students for lifelong success.
- Increasing enrollment by motivating students to consider and enroll at Bishop State.
- Increasing awareness of Bishop State as an engaged community member with resources for all.
- In addition to general awareness efforts, Bishop State is seeking to promote apprenticeship and manufacturing career opportunities provided by the college to those living in this region and throughout the state.

The selected Agency will be required to demonstrate its ability to work in all communications channels – traditional media and digital, paid and non-paid, and promotions – in addition to providing an effective long-term strategic platform and flawless marketplace execution, all at a competitive cost to Bishop State.

## **2. Overview**

Bishop State Community College (Bishop State) is Mobile’s gateway to world-class, affordable education and technical training for the necessary skills to compete in a constantly evolving workforce. The college consists of four (4) city campuses throughout Mobile -- Main Campus, Central Campus, Southwest Campus, and the Carver Campus -- dedicated to serving the residents of Mobile and Washington counties in southwest Alabama. Each campus offers a different set of classes and programs and has its own unique personality and provisions, however, we are all one College with one common goal - to serve our students and the community as Mobile’s Community College.

Tuition at Bishop State is less than half the cost for the same core, academic courses as those taught at four-year universities in the state.

The average age of our student body is 23.2 years old and students here extend well beyond “traditional age” college students, prospective high school graduates, and their parents. We also serve adults, including displaced workers, career-changers, those who never attended college, or who are returning to meet a particular career goal. Our dual enrollment programs engage current high school juniors and seniors in college credit-bearing courses they can take as part of their high school curriculum. Our marketing

audience is broad in demographic attributes, educational background, and aspirations.

The Agency will need to understand our audiences: who they are, what are their characteristics as well as other audience characteristics (age, economic status, prior educational performance, and plans). With limited funds, we need to consider which audience segment(s) we should focus on and what are the most effective strategies to reach and influence them.

The Bishop State Community College provides:

- General education and other collegiate programs at the freshman and sophomore levels prepare students for transfer to four-year institutions to complete baccalaureate degrees.
- Adult Education focuses on improving individuals' skills, productivity, and training with GED preparation and testing, basic skills, and English as a Second Language.
- Workforce development initiatives provide customized, flexible, short-term training programs that are responsive to industry needs—from highly specialized training to programs that help prepare entry-level employees to meet growing demands.

**Mission:**

Bishop State Community College provides open access to an affordable, quality education, which promotes student success, academic transfer, workforce training, adult education, and community partnerships.

**Vision:**

Bishop State Community College will be a comprehensive learning institution that equips students and the community with the skills, knowledge, and ability to achieve real-world success.

### **3. Anticipated Scope of Work**

The Bishop State is seeking a fully integrated marketing and communications firm to increase community awareness and its enrollment. Bishop State seeks comprehensive services from planning to execution and assessment. Elements will include, but not necessarily be limited to:

- Develop messaging based on market research for various stakeholder groups to include: potential students, parents, counselors, elected officials, and business and industry leaders.
- Develop and implement marketing campaigns to include: digital and social media platforms, radio, television, out-of-home, print. (Could also include mailings, billboards, geofencing, IP address targeting, and other associated methods of reaching the target audience.)
- Develop creative for all aspects of the campaign including, print, digital, television, and radio advertisements.

# **Creative Proposal Guidelines**

Using the SWOT assessment the Agency developed for Bishop State, provide a sample marketing campaign for Bishop State directed toward a target audience identified by the SWOT assessment.

- Who is the target audience?
- What is the purpose/goal of the message?
- Why are you sending this message to our (prospective) students?
- When and how would this message be delivered?
- What benefit does the message provide the audience/(prospective) student? Why should they care?
- Describe how the message could benefit the college.
- Include creative examples of the message in both print and digital imagery. Show how Bishop State will look under your care.
- Does this campaign refer back to the college's marketing strategy goals, vision, and/or mission?
- Explain how the success of this and any other campaign is measured. What are the KPIs?

## **Estimated Costs**

## **Based on Anticipated Scope of Work**

We would like to review proposals from your agency based on three possible spending levels. Proposals should be broken down into two sections (1) Creative/Agency Work, and (2) Media Buys. Please also include what kind of marketing and advertising an average month's spending would provide the college.

Option A: a proposal of what the Agency can provide for an amount not to exceed \$250,000.

Option B: a proposal of what the Agency can provide for an amount not to exceed \$375,000.

Option C: a proposal of what the Agency can provide for an amount not to exceed \$500,000.

## ADDITIONAL PROVISIONS

1. For the purpose of this RFB, the College designates a preference zone to include those entities operating within the state of Alabama.
2. The College reserves the right to accept bids in any combination, or reject any bid or part thereof and waive information that might be in the best interest of the College. The College expressly reserves the right to reject all bids if, in its sole discretion, the College believes the rejection of all bids would be in the best interests of the College.
3. After the bids are opened, all bids become the property of the College and will be made available for public inspection.
4. The proposal is to be made without connections with any other person, company, or party making a bid proposal and is to be in all respects fair and in good faith, without collusion or fraud.
5. Bishop State Community College is tax-exempt under number: 49-1557. Alabama Law (Section 41-4-116, Code of Alabama 1975) provides that every bid submitted and contract executed shall contain a certification that the vendor, contractor, and all of its affiliates that make sales for delivery into Alabama or leases for use in Alabama are registered, collecting, and remitting Alabama state and local sales, use, and/or lease tax on all taxable sales and leases into Alabama. **BY SUBMITTING THIS RFP or RFP, THE BIDDER IS HEREBY CERTIFYING THAT THEY ARE IN FULL COMPLIANCE WITH ACT NO. 2006-557.** They are not barred from bidding or entering into a contract pursuant to 41-4-116, and acknowledge that the awarding authority may declare the contract void if the certification is false.
6. Bid awards are subject to change or cancellation due to unanticipated decrease in funding (including tuition, local, state or federal). Bid awards are also subject to change or cancellation due to changes in local, state, federal laws, regulations or policies or in changes in the policies of the Alabama Community College System Board of Trustees.
7. Act 2001-955 requires the Disclosure Statement (included with this bid request) be completed and filed with all proposals, bids, contracts, or grant proposals to the State of Alabama in excess of \$5,000.00.
8. Alabama laws require that, as a condition for the award of a contract by a college to a business entity or employer with one or more employees working in Alabama, the business entity or employer must provide documentation of enrollment in the E-Verify program. During the performance of the contract, the business entity or employer shall participate in the E-Verify program and shall verify every employee that is required to be verified according to the applicable federal rules and regulations. The contractor's E-Verify Memorandum of Understanding must be included with the bid. If you do not

believe these requirements are applicable to your entity, include an explanation justifying such exemption. An entity can obtain the E-Verify Memorandum of Understanding upon completion in the E-Verify enrollment process located at the federal web site [www.uscis.gov/everify](http://www.uscis.gov/everify). The Alabama Department of Homeland Security (<http://immigration.alabama.gov>) has also established an E-Verify employer agent account for any business entity or employer with 25 or fewer employees that will provide a participating business entity or employer with the required documentation of enrollment in the E-Verify program. An Employer Identification Number (EIN), also known as a Federal Tax Identification Number, is required to enroll in E-Verify or to establish an E-Verify employer agent account.

9. Invoicing frequency should generally be no more than once per month at the end of the billing period. Payment terms are net 30.

**If Contract is awarded, the following conditions will apply and shall take precedence over any and all contrary or conflicting provisions of the agreement between the parties and shall govern the rights and obligations of the parties:**

10. This agreement shall be governed by and construed in accordance with the laws of the State of Alabama without giving effect to any choice- or conflict- of- laws, provisions, or rules (whether of the State of Alabama or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than those of the State of Alabama.
11. It is further agreed that the terms and commitments contained herein shall not constitute a debt of the State of Alabama in violation of Section 213 of the Constitution of Alabama of 1901, as amended by Amendment Number 26. If any provision of this agreement shall contravene any statute or constitutional provision, either now in effect or which may be enacted during the term of this agreement, then the conflicting provision of this agreement shall be deemed null and void. Vendor understands, acknowledges, and agrees that its sole and exclusive remedy for any claim which may arise from or relate to this agreement is to file a claim with the Board of Adjustment of the State of Alabama.
12. By signing this contract, the contracting parties affirm, for the duration of this agreement, that they will not violate federal immigration law or knowingly employ, hire, for employment, or continue to employ an unauthorized alien within the State of Alabama. Furthermore, a contracting party found to be in violation of this provision shall be deemed in breach of this agreement and shall be responsible for all damages resulting there from.
13. The relationship between the parties is that of independent contractors. Nothing contained herein shall be construed as creating any agency, partnership, joint venture, or other form of joint enterprise, employment, or fiduciary relationship between the

parties, and neither party shall have authority to contract for or bind the other party in any manner whatsoever.

14. This agreement constitutes the sole and entire agreement of the parties to this agreement with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings, negotiations, and agreements, both oral and written, with respect to such subject matter.
15. In accordance with the recommendations of the Governor and the Attorney General of the State of Alabama, the parties shall consider settling all disputes arising from or related to this agreement by using appropriate forms of non-binding alternative dispute resolution.
16. In the event of proration of the fund from which payment under which this agreement is to be made, the agreement will be subject to termination.
17. This agreement may be executed in counterparts, each of which shall be deemed and original, but all of which together shall be deemed to be one and the same agreement.

**Federal Funding Provisions, because a portion of funding may come from the federal government, federal contracting regulations could apply including everything listed in Appendix II to Part 200 of 2 CFR Chapter II.**

18. By submitting bid or proposal, vendor agrees to comply with all federal guidelines including but not limited to:
  - a. Equal Employment Opportunity
  - b. Davis-Bacon Act, Copeland Anti-Kickback Act
  - c. Contract Work Hours and Safety Act
  - d. Rights to Inventions Made Under a Contract or Agreement
  - e. Clean Air Act and Federal Water Pollution Control Act
  - f. Energy Policy and Conservation Act
  - g. Debarment and Suspension Clauses
  - h. Byrd Anti-Lobbying Amendment