



July 26th, 2018

This is your invitation to submit a proposal to provide integrated marketing services for Bishop State Community College. Specifications and requirements are enclosed.

You are invited to attend the opening. Instructions regarding the location and timeframe are contained herein.

RFPs must be sealed and identified on the outside of the envelope and/or shipping boxes as **“Sealed RFP 2017-010, (Integrated Marketing Services)” - Open, Wednesday, August 29th, 2018 at 1:00pm.**

Adam Merkle
Business Office
Bishop State Community College
Administration Building
351 North Broad Street
Mobile, AL 36603-5898

Sincerely,

Mr. La'Keith Miller
Dean of Business and Finance

RS:acm

Enclosures

Main Campus • 351 North Broad Street • Mobile, Alabama 36603-5898 • (251) 405-7000
Carver Campus • 414 Stanton Street • Mobile, Alabama 36617-2399 • (251) 662-5400
Central Campus • 1365 Dr. Martin Luther King Jr. Avenue • Mobile, Alabama 36603-5362 • (251) 405-4400
Southwest Campus • 925 Dauphin Island Parkway • Mobile, Alabama 36605-3299 • (251) 665-4100

Request for Proposals

Marketing Services - #2017-010

Bishop State Community College

351 North Broad Street

Mobile, AL 36603

Purpose: Bishop State Community College is a state supported two-year college in the Alabama Community College System. The purpose of this RFP is to identify a vendor who is capable of providing high quality, cutting edge marketing services for the college. Bishop State is focused on growing our brand as the premier educator of choice in the region offering 2-year academic degrees w/transferrable credits, career/technical training, adult education, and workforce development solutions for local business and industry.

RFP Response: Please provide a brief response to the following 5 categories. Decisions regarding vendor selection will be weighted as noted:

	Weight
1) <i>Describe capabilities and plan</i> for setting up and execution	15%
2) <i>Review needs</i> and develop written response	35%
3) List <i>three references</i> with whom we can speak	15%
4) Wet-signed <i>formal RFP response sheet</i> w/features and descriptions	35%
5) Complete all <i>required forms</i> and affidavits on the RFP checklist	Pass/Fail

Capabilities: The current agreement is set to expire in October of 2018. Please describe your firm's integrated marketing capabilities, evaluate the current marketing concept based on readily available information, and propose a plan for designing and implementing a marketing strategy for the upcoming year. Review the needs and specifications on page 3 of this RFP for detailed information to include in your response.

Review Needs: Pages 3 and 4 of this RFP list the needs and specifications requested by Bishop State. In your written response/proposal, please address each item by number. Budgeted amounts for the base response are noted. Please propose all fees/costs associated with each alternate.

Three References: Please provide a list of at least 3 satisfied customers including examples of creative/branding ideas implemented by your firm. Include contact information for these references so that we may call them to discuss their relationship with you.

Formal RFP Response Sheet: The formal RFP response sheet should be filled out electronically, then printed and wet-signed and included in your proposal package.

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.

Period of Contract: The term of the agreement will be 1 year, with 2 options to renew for additional years with total maximum contract length of 3 years. Provisions for a 120-day notice of termination by either party with or without cause will be included in the agreement.

Projected Date to Begin Service: October 2018

Sealed, mailed or hand-delivered proposals will be received until August 29th, 2018 at 1:00pm. At that time, the college will unseal all proposals and begin evaluation with the goal to narrow down the respondent list to finalists. As a member of the public you are invited to attend the RFP unsealing at the address below. However no decision will be made at the public meeting.

The college plans to invite finalists on campus for live interviews on September 5th or 6th - where you will be asked to present your proposal to the RFP committee.

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

Bishop State Community College
Business Office
Adam Merkle, *Purchasing Agent*
SEALED RFP 2017-010
351 N Broad Street
Mobile, AL 36603
(251) 405-7128
amerkle@bishop.edu

Marketing Services -- Needs and Specifications

RFI deadline is August 22nd, 5:00pm CST. Answers will be posted by August 24th.

Annual Funding

Market Research and Strategy Development **\$25,000**

- 1) Explain how you would allocate funds to conduct research about customer segments and how that will lead to marketing strategy development
- 2) Explain timeframes, research methods, and goals for one-time research outcomes
- 3) Discuss ongoing research activities you will conduct throughout the year

Branding & Creative **\$35,000**

- 4) Discuss plans for maintaining brand consistency and/or why branding should be modified
- 5) Propose and elaborate on ways to advance and develop the brand
- 6) Quantify number and type of new traditional spots and/or digital ads you would create

Advertising Spend **\$175,000 College Programs / \$20,000 Adult Education**

- 7) Using \$175k - lay out a potential ad spend calendar running 11/2018 – 10/2019

Traditional

- 8) Discuss how you would approach traditional ad placement
- 9) Explain ad channel selection/annual targeted spending levels by traditional channel

Digital

- 10) Discuss how you would approach digital ad placement
- 11) Explain ad channel selection/annual targeted spending levels by digital channel

Alternate #1 Website Conversion **Propose One-Time Cost**

- 12) Evaluate current website at bishop.edu and propose a website modernization concept
- 13) Describe editing platform, key elements of new site, examples of the style and flow based on similar sites, and length of time for conversion to be completed
- 14) Cost shall include a basic manual and one day of self-update training for Bishop staff

Alternate #2 Website Maintenance **Propose Hourly Rates**

- 15) Provide hourly rate for site cosmetic maintenance requests by Bishop State
- 16) Provide hourly rate for onsite consultations at Bishop State regarding new page creation

Alternate #3 Digital-Socials; 24/7 Presence Management Propose Annual Cost

- 17) Propose a solution to manage all social media channels including Facebook, YouTube, Twitter, LinkedIn, Instagram, and Snap Chat, including 24/7 monitoring and responsiveness. Comment on whether channels should be added or deleted.
- 18) When would you respond directly to posts? When would you involve college personnel?

Alternate #4 Custom Creative Content Production Propose Hourly Rates

- 19) Provide hourly rate for digital video creation that would include both digital video capture services (on-campus/at Bishop State events) and editing at your site
- 20) Provide hourly rate for flat digital artwork creation at your site
- 21) Provide hourly rate for digital publication creation and editing at your site

Selected Enrollment and Demographic Information

<u>Student Type</u>	<u>2017 Annual Approximate Peak Enrollment</u>
Academic 2 Year	1700
Technical	1000
Dual Enrollment (HS)	600
Adult Education	1400
Total - All Segments	4700

	<u>Men</u>	<u>Women</u>
Hispanic/Latino	42	58
Native American/Alaska	22	31
Asian	41	67
African American	1078	1874
Native Hawaiian/Pacific	3	2
White	619	753
Two or More	18	45
Unknown	10	7
NR Alien	46	32
Total	1879	2869

ADDITIONAL PROVISIONS

1. For the purpose of this RFP, 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. 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.