BISHOP STATE COMMUNITY COLLEGE

REQUEST FOR PROPOSAL
(RFP #2016-001)

Date: May 13, 2016
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Summary of Dates Relating to RFP # 2016-001

  May 20, 2016 by 12:00 p.m. noon CST - Final RFP Questions (if any) are due
  May 26, 2016 by 10:00 am CST- All proposal packages are due
  May 26, 2016 at 10:00 am CST – Proposal Opening
  June 10, 2016 – College Decides on Awarded Proposal
  July 16, 2016 – Marketing and Advertising for New College in Full Effect
EXECUTIVE SUMMARY

Bishop State Community College (BSCC), requests proposals for comprehensive marketing services, brand development and advertising to be completed and presented to the institution by May 26, 2016 at 10:00 am CST.

Questions regarding this RFP should be directed to heaton@bishop.edu no later than 5:00 pm CST on May 20, 2016. Three hard copies of the proposal should be submitted with the “RFP #2016-001, May 26, 2016, Submission for Public Relations Services” in the subject line. When submitting a hardcopy proposal, three hard copies with being the original must be received by the proposal deadline to Bishop State Community College, 351 North Broad Street, Mobile, Alabama 36603-5898.

With this Request for Proposal (RFP), Bishop State seeks to acquire the services of a qualified marketing/advertising firm with experience in brand development and management; advertising; and marketing. Responders must follow exactly and be responsive to, ALL requirements of this RFP. It is the responsibility of the responder to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

The issuance date of the Request for Proposal (RFP) is May 13, 2016 with a submission date from firms responding to the RFP #2016-001 of May 26, 2016 by 10:00 am CST. Recommendations and decisions will be made by the College by June 10, 2016. The contract period will be from June 13, 2016, through June 13, 2017. Based on performance, the contract might be extended on a no-bid basis.

Background

A minimum of three firms/corporations were selected to receive the RFP #2016-001. Other companies are allowed to submit proposals related to RFP #2016-001, but all proposals must be received by the deadline.

See accompanying RFP for the below listed items:

- Responders Qualifications
- Procedure for submitting a proposal
- Information about the college, the Alabama Community College System and the history of the institution
- A synopsis of the target audience and services areas of the college
- Office of Public Relations policies and procedures (for informational purposes)
- The point system to be used to select the firm for the new brand marketing and advertising
Proposal Evaluation

Firms submitting proposals will be evaluated on certain criteria, including:

- Proposal Submission Responsiveness
- Delivery of Product
- Creativity
- Scope of Marketing
- Cost of Proposed Campaign
- Experience with Higher Education Marketing

INVITATION TO RESPOND

RFP # 2016-001

STATE OF ALABAMA
COUNTY OF MOBILE

Notice Is Hereby Given that Bishop State Community College, an institution of higher education under the direction and control of the Alabama Community College System Board of Trustees will receive and open proposals on the 26th day of May 2016 at 10:00 am CST in the Dean of Finance’s Office located at 351 North Broad Street, Mobile, AL 36603 on Bishop State Community College’s main campus for the selection of a marketing firm. The intent of this request is to select a firm to assist in the marketing and advertising goals of the college.

SEE ATTACHED SPECIFICATIONS

This invitation package consists of 37 pages. Responders should ensure that they have received all pages as indicated.

General Proposal Information

Responders should carefully read all parts of the invitation package with its accompanying schedules and attachments, if any. Any explanation or additional information desired on the meaning or interpretation of the conditions or specifications of this invitation shall be referred to Harrietta Eaton at 251-405-7135 or via e-mail at heaton@bishop.edu as specified in sections 2.1.2 and 2.1.3. Contact initiated by a potential responder with a college official will be as specifically set out in the invitation. Any other contact with a college official initiated by a potential responder regarding this RFP, between the date of this RFP to the date of the bid award,
shall be deemed as an attempt to unduly influence the award and may be grounds for rejection of the proposal submitted by the responder initiating such contact at the discretion of Bishop State Community College.

**RESPONDERS QUALIFICATIONS**

All responders, to the best of their knowledge and belief, must be in compliance with all applicable federal, Alabama State, county and municipal laws, regulations and ordinance. In particular, if applicable, Title 34, Chapter 8 (dealing with general contractor licensing for business with construct or superintend the construction of any building, highway, sewer, grading or any improvement or structure costing $20,000 or more), Title 40, Chapter 12 (dealing with privilege licenses and store licenses), Title 40, Chapter 14 (dealing with permitting, franchise tax and other taxation of corporations conduction business in the state), Title 40, Chapter 23 (dealing with sales and use tax), Title 39, Chapter 1 (dealing with submission of performance bonds, payment bonds and advertising the completion of public works contracts), Title 39, Chapter 3 (dealing with use of domestic products and workmen and laborers who have actually resided in Alabama 1975, as amended; provided, the responder is not exempted from the above mentioned code sections elsewhere in the code., All responders submitting proposals should be prepared to timely submit non-confidential evidence or documentation supporting the fact that they are presently licensed under the applicable code sections, suitable to and upon request by, Bishop State Community College. Such non-confidential evidence or documentation may be submitted with the proposal.

**Submitting the Proposal**

Responses are to be submitted on forms provided, completed fully and notarized.

Proposals may be hand delivered to the office of the Dean of Financial Services, Attn: Bonita Allen, Bishop State Community College, Administration Building, 351 North Broad Street, Mobile, Alabama 36603 or may be mailed to the same address. The College cannot guarantee that proposals sent by mail or courier will be received on or before the bid opening day and time.

All responses received must be in a sealed envelope plainly marked with the RFP Number 2016-001 and “Bishop State Community College for the selection of a Marketing Firm.” They should be addressed as follows:

Ms. Bonita Allen  
Dean of Business/Finance  
Administration Building  
351 North Broad Street  
Mobile, AL 36603-5898

Responders and any other interested individuals are invited to attend the proposal opening.
PROPOSAL AWARD

No errors in proposal awards may be corrected after the proposals are opened.

Proposal prices must be good for at least 90 days after the proposal opening. Although a certain number of items may be specified for initial purchase, the College reserves the right to purchase additional items as proposed within three (3) years of the proposal opening as long as the price(s) remain constant. This pertains to the purchase of materials, supplies, equipment or contractual services.

The length of time involving delivery and/or installation of items may be a determining factor in awarding the bid. Specify delivery and installation time involved. Installation costs are to be listed separate from equipment costs.

All factors stated in this invitation package will be evaluated in determining the successful responder. Any omission(s) of the herein stated requirements may be cause of rejection of the proposal(s) submitted solely as determined by Bishop State Community College. Bishop State reserves the right to study proposals as to their correctness and to award the proposal at a later date of not more than thirty (30) days.

Contractual services award to vendor may not be subcontracted to other vendors without the College’s express approval.

Bishop State Community College reserves the right to reject any and all proposals, to waive any informality in proposals and to accept in whole or in part, such proposals, solely at its discretion.

Done this 13th day of May, 2016.

Dr. Reginald Sykes, Acting President
Bishop State Community College
I. Proposal Process

A) Purpose of This Request for Proposal

Bishop State Community College is requesting marketing services to market the college. The intent of this request is to select a firm to assist in the marketing and advertising goals of the college. The purpose of the Request for Proposals (RFP) is to establish a contract on a competitive basis with qualified vendors and/or developers who shall directly supply marketing services to Bishop State Community College. The term of this agreement will be twelve (12) months with an option at the discretion of the college for two (2) additional twelve (12) month terms.

B) Summary Scope of Work

The selected vendor shall accept purchase orders from and deliver to Bishop State Community College marketing and branding services.

C) Scope of Procurement

The selected firm will provide branding and marketing services to the college.

D) Definition of Terminology

This section contains definitions that are used throughout this procurement document, including appropriate abbreviations.

- “Contract” means an agreement for the procurement of items of tangible personal property or services.
- “Desirable” includes terms such as “may”, “can”, “should”, “preferably,” or “prefers” to identify a sought-after, but discretionary, item or factor.
- “Evaluation Committee” means a body appointed to perform the evaluation of vendor responses.
- “Mandatory” includes terms “must”, “shall”, “will”, “is required” to identify a compulsory item or factor. Failure to meet a mandatory item or factor will result in rejection of the vendor’s bid.
- “Vendor”, is a firm or agency who chooses to submit a bid.
- “Request for Proposals”, or “RFP”, means all documents, including those attached or incorporated by reference, used for soliciting marketing and branding proposals.
- “Responsible vendor” means a company who submits a responsive bid furnishing, when required, information and data to prove that financial resources, production or service facilities, personnel service reputation and experience are adequate to make a satisfactory delivery of the services or items of tangible personal property described in the bid.
- “College” means Bishop State Community College.
E) **Timetable**

A proposed timetable should be submitted with the proposal. The College will need full marketing materials by July 16, 2016. It is important that the vendor designate phases of completion form the time of award to the July 2016 deadline. It is recommended that any print and video advertisements are completed in June so they are ready to be launched in July 2016.

F) **Submission Deadline**

Proposals will be received until 10:00 a.m. CST on May 26, 2016.

G) **Pre-Proposal Conference and Site Visits**

There will be no pre-proposal conference or site visits scheduled in relation to this RFP.

H) **Communication**

Potential vendors may submit written requests (letter, or email) as to the intent or clarity of the RFP. Requests for clarification are to be addressed to the College’s Director of Public Relations & Marketing as follows:

Bishop State Community College  
Attn: Harrietta Eaton, Director of Public Relations & Marketing  
351 North Broad Street  
Mobile, AL 36603  
Email: heaton@bishop.edu  
Office: 251-405-7135

The requests and responses will be sent to all vendors with the requestor’s name and contact information redacted. Potential vendors may submit written questions as to the intent or clarity of the RFP until noon 12:00 p.m. CST on May 20, 2016.

I) **Proposal Acceptance**

Bishop State Community College shall have the right to accept or reject any proposal. In particular, the college may reject a proposal not accompanied by data required by the RFP, or in any way incomplete or irregular. Conditional proposals will not be accepted.

J) **Contract Award**

Award may be made to the one qualified firm whose Proposal is determined to be the most advantageous when taking into consideration the evaluation factors set forth in the sections that follow, including overall long-term value to the College. There is no obligation on the part of the College to award a contract. Any contract awarded will be awarded to a single firm.
K) **Fees and Operating Costs**

Fees will be considered a part of the overall operating cost. Operating cost will be viewed as one of the number of component determinants of overall best value and will be considered in accordance with the criterial established herein.

L) **Addenda**

Any changes to the RFP will be made by addendum and such changes will prevail over previously issued information. Each firm submitting a proposal is responsible to be sure that latest addendum is incorporated.

Anyone obtaining RFP documents from a source other than Bishop State Community College must notify the college of a contact name, address, telephone, e-mail and fax number in order to receive any correspondence, including addenda.

M) **Open Competition**

Bishop State Community College encourages free and open competition. Whenever possible, specifications and proposal terms and conditions are designed to accomplish this objective consistent with the necessity to satisfy the needs of the College and the assurance of an economically and operationally sound solution.

N) **Non-Collusion**

Submission of a Proposal guarantees that the Proposal has been prepared without collusion with other firms and without effort to preclude the Bishop State Community College from obtaining the best possible competitive value. The firm certifies that neither its officers nor its employees have bribed or attempted to bribe or influence in any improper manner any officer, employees or agent of Bishop State Community College and that the firm has disclosed any known beneficial relationship between a college official and the firm.

O) **Withdrawal or Modification**

A Proposal may be withdrawn, but only before the Submission Deadline and only in its entirety. A withdrawn proposal may be resubmitted after modification, but only before the Submission Deadline. A Proposal may not be withdrawn or modified for a period of 60 days following the Submission Deadline.

P) **Errors**

Bishop State Community College is not liable for any errors or misinterpretations made in responding to the RFP. Responding party is responsible for any errors or misinterpretation to the RFP.

Q) **Preparation Expense**

Proposals submitted in response to the RFP must be supplied at the sole expense of the proposing firm, irrespective of the final decision of Bishop State Community College as to the contract award.
R) Inquiries

The college will not provide verbal answers to inquiries or verbal instructions regarding the RFP. A verbal statement by any person representing Bishop State Community College shall be considered non-binding. The College is not liable for increased cost or other consequence resulting from the reliance on such of verbal direction.

S) Interpretation

Any questions as to the meaning of the RFP should be directed in writing to the individual indicated in Section H above. Bishop State Community College will attempt to provide adequate clarification to specific questions directly to the firm submitting the question. Only in cases where Bishop State discovers probable cause for all proposing firms to misinterpret the meaning and intent of the document will be an addendum issued. All clarifications and interpretations issued by the College will be final and binding upon the recipient.

T) Qualifications

A contract will only be awarded to a qualified firm with proven capability to provide the full range of services specified. Bishop State Community College may require evidence of qualification, including:

1) Evidence of appropriate licensing to perform the work specified.
2) Experience record showing expertise and success in similar work.
3) Proof of substantial experience in providing marketing campaigns with respect to post-secondary institutions.

U) Selection

Selection shall be made of one firm deemed to be fully qualified and best suited among those submitted Proposals on the basis of the evaluation factors identified herein. Bishop State Community College can cancel the RFP, reject Proposals or any portions thereof at any time prior to an award and is not required to furnish a statement of the reason why a particular Proposal was not deemed to be the most advantageous. Should the College determine (at its sole discretion) that only one firm is fully qualified, or that one firm is clearly more suitable than the others under consideration, a contract may be awarded to that firm.

V) Negotiations

Final negotiations may be conducted with the selected firm in order to insure the best overall program design and to achieve the best business arrangement for the parties.

W) Americans with Disabilities Act

If special accommodations are needed in order to attend meetings or to accomplish building site visits, please contact the Bishop State at least one (1) week prior to the event to ensure such accommodations.
X) Certifications

Included with this RFP are certain certifications mandated by Alabama Law. These certifications are to be completed and returned with the RFP. The awarded vendor will be further required to provide additional certifications relative to compliance with certain ethics related laws and immigration laws.

II. Proposal Conditions

A) Contract Term

The successful firm may be awarded a contract with a term up to three years.

Code of Alabama, 1975, Section, 41-16-27 (e) 1 provides that for public two-years colleges, contracts which either generate funds or will reduce annual cost by awarding the contract for longer term than a period of three years may be let for periods not greater than ten years. After an initial three years contract period, a determination will be made of cost reduction and related savings attributable to the services of the marketing firm. Should such savings or cost reduction be realized, the College at its sole discretion may extend the initial agreement up to the amount of time permitted by this statute.

B) Appropriation

If funds for the services provided under the contract are not appropriated in a given College fiscal year, Bishop State Community College may terminate the contract upon 60 days’ notice.

C) Illegal Workers

Bishop State Community College shall consider the intentional employment of unauthorized aliens by the selected firm in violation of U.S. immigration laws cause for unilateral cancellation of any contract resulting from this RFP.

The selected firm in addition to federal immigration compliance must further be in compliance with applicable Alabama statues regarding employment of illegal immigrants and provide the College the required certification documents and evidence of enrollment in the E-Verify program.

D) Pricing and Payment

Vendors should submit with their proposals a phased timeline of completing various stages of the marketing and branding efforts.

E) Payment Responsibility

The payment responsibilities of the parties will be clearly spelled out in the contract and in the proposal.

F) Assignment

Assignment of contract may only be made to an affiliate or wholly-owned subsidiary of the selected firm and must be expressly approved by the College.
G) **Notices and Amendments**

All notices and amendments must be in writing.

H) **Force Majeure**

The contract may contain a provision limiting obligation and liability due to catastrophe or other force majeure.

I) **Indemnity**

To the extent permitted by law, each vendor will indemnify Bishop State Community College against loss due to its negligent acts or omissions.

J) **Termination**

Any contract resulting from this RFP may be cancelled upon 60 days’ notice without cause or upon 30 days’ notice for cause.

K) **Jurisdiction**

This agreement will be construed and governed by the laws of the State of Alabama.

III. **Proposal Submissions**

A) **Proposal Submission**

Three (3) Proposal documents are to be submitted in a sealed envelope(s) or box(es). One must be an original. Please indicate with the response the name of the firm, contact person and contact information. The College reserves the right to request additional copies or information without cost or to duplicate information submitted as required for the purpose of evaluating Proposals.

Proposals should be mailed or delivered to:

Bonita Allen  
Dean of Business/Finance  
Administration Building  
Bishop State Community College  
351 North Board Street  
Mobile, AL 36603-5898

E-mail and faxed proposals will not be accepted. Late proposals will be returned unopened.

B) **Proposal Format**

Proposals should provide a straightforward, concise description of the capabilities of the firm and must satisfy at least the basic requirements of the RFP. Emphasis
should be on completeness and clarity of content. The response may be placed in any order, but should be formatted in the following major sections:

1) Required Documents – This section should include any specific document required by the RFP, such as completed forms supplied by the College, examples of work, etc. It is highly recommended that the vendor refers to the point system to be used by Bishop State Community College in determining the awarded firm/company in its Proposal.

2) Company – This section should include information about the firm and its qualifications and should include references.

3) Financial – This section should include pricing and related information sufficient to explain the fees and costs associated with providing the services.

4) Operations – This section should include operational information concerning the method of service delivery, including programs and management.

5) Implementation – Information concerning the general plan for implementations should be provided in this section.

6) Supplemental – This section should include any additional information the firm wishes to provide which it believes will help the Bishop State Community College make a determination about its capability and suitability to provide the services contemplated by this RFP.

C) Specific Requirements

Proposals should be as thorough and detailed as necessary so that the College may properly evaluate the capabilities of the firm to provide the required services. Each firm is required to submit completely the following items.

1) A complete response to the RFP

2) Evidence of experience in providing services similar to those described herein.

3) A minimum of three (3) references for which the firm has provided similar services of the same or similar scope as outlined herein.

4) Please include any other pertinent information that demonstrates the firm’s corporate capability to successfully perform the services.

5) Please indicate and identify those capabilities and resources produced within the firm’s organization as opposed to those to be acquired through the use of third party employees or subcontractors. If sub-contractors are to be employed in the performance of the specified services, provide a written narrative describing the rationale used for utilizing those resources for the purposes of this contract.
Additional Terms and Conditions

The following provisions 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:

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.

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.

(INsert name of 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.

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.

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.

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.

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.

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.
IV. Overview

BISHOP STATE COMMUNITY COLLEGE

Founded in 1927, Bishop State Community College was originally the Mobile Branch of Alabama State College (University) in Montgomery, Alabama during the presidency of Dr. Harper Council Trenholm. It was established as an in-service arm of Alabama State College that offered extension courses to African American elementary and secondary teachers in Mobile. Bishop State prides itself on being one of the most affordable state colleges in its region providing a high quality education.

Bishop State Community College is a state-supported, open-admission, urban community college located in Mobile, AL. The College consists of four campuses in the city dedicated to serving the residents of Mobile and Washington counties in southwest Alabama. The College is part of the Alabama Community College System, the state supported network of two year community and technical colleges. Bishop State offers university transfer programs for students wanting to continue their education at a four year school. Other programs provide the skills needed to immediately enter the workforce after completion of coursework at the college.

The four campuses make Bishop State the most convenient college option in Mobile. All four campuses- Main, Baker-Gaines Central, Carver and Southwest are located within the city limits. The Main and Baker-Gaines Central campuses offer day-care services for parents enrolled in Bishop State classes. There are five off campus sites located in Mobile and Washington counties.

The College has an open admission policy and considers students for admission throughout the academic year. This makes Bishop State a good place to start. Students that have earned either a high school diploma or their GED are accepted by the college.

Bishop State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate degrees and other types of certifications. This offers the student a variety of options as they pursue their education.

More than 3,000 students are currently enrolled with over 90% of them being Alabama residents. A little over 80% of students receive financial aid. BSCC provides a variety of student support services for students that include financial aid, academic advising, career guidance and counseling services. Bishop State offers men’s and women’s basketball, men’s baseball and women’s softball. Some of our athletes have been recognized conference wide as being a player of the week and player of the year.

Bishop State Community College’s vision is to be a comprehensive learning institution that equips students and the community with the skills, knowledge and ability to achieve real world success. The key objectives of the college are to provide: transfer education to prepare students to transfer to other colleges and universities; general education courses to support all college degree programs; technical, vocational, occupational and career education courses that prepare students for immediate employment, retrain existing employees and promote local and state economic stability and competitiveness.
Bishop State Community College serves traditional as well as nontraditional students. The average age of the students is 26 years old. On the academic and general education side, there are programs in business, computer information systems, mathematics, natural sciences and social sciences that prepare students to transfer to four year colleges and universities. The Technical/Workforce Development Department serves students desiring short term training, long term training and/or degree programs. Technical programs offered are: automotive technology, auto body, cosmetology, electrical technology, electronics engineering, diesel technology, instrumentation, air conditioning and refrigeration, graphic communications technology, jewelry design, nail technology, truck driving, drafting and design, process maintenance technology, welding, watch repair, commercial food service, barbering, hair styling and plumbing. BSCC also provides Adult Education for individuals needing to earn their high school equivalence. Additionally, the Ready-to-Work (RTW) Program offers a system of job readiness, basic computer skills and Work Keys assessment and testing to adult job seekers and dislocated workers. Work Keys is a job skills assessment system that measures real world skills. Technical Dual Enrollment provides high school students an opportunity to take college courses while in high school.

COLLEGE ACCREDITATIONS:

Bishop State Community College is accredited by the Southern Association of College and School Commission on Colleges (SACSCOC) to award associate degrees, certificates and short certificates.

Additional Accreditations

- **Practical Nursing and Associate Degree Nursing**: Accreditation Commission for Education in Nursing (ACEN)
- **Funeral Service Education**: The American Board of Funeral Service Education
- **Commercial Food Service**: American Culinary Federation Educational Institute Accrediting Commission
- **Physical Therapist Assistant**: Commission on Accreditation in Physical Therapy Education
- **Health Information Technology**: Commission on Accreditation of Allied Health Programs
- **Automotive Body Technology**: National Automotive Technicians Education Foundation
- **All associate degree programs in the Division of Business and Economics**: Association of Collegiate Business Schools and Programs

HISTORY OF THE COLLEGE

Founded in the summer of 1927, Bishop State Community College was originally the Mobile Branch of Alabama State College in Montgomery, Alabama that was established as an in-service
arm to offer extension courses to African-American elementary and secondary teachers in Mobile. Alabama State College is now known as Alabama State University.

In 1936, O.H. Johnson was appointed as dean. The first full-time faculty included pioneers in education such as Dr. Benjamin F. Baker, Mary Wilber Weeks Burroughs and C.F. Powell. Dr. Sanford D. Bishop, Sr. joined the teaching staff of the “The Branch” in 1938 as an instructor of English and Music. In 1947, he was named dean.

In 1942, property was acquired on Broad Street, the site of the present Main Campus. The campus consisted of a two-story framed building, which prior to the purchase of the property, was used by the Voluntary Fire Fighters Society #11. It was purchased with a loan that was later repaid by students through fundraising efforts. In 1963, the name “Mobile Branch of Alabama State College” was changed to “Alabama State College-Mobile Center.”

In 1965, the Alabama State Legislature ratified the Alabama State Board of Education’s action establishing the “Alabama State College-Mobile Center” as “Mobile State Junior College” and severed its affiliation with Alabama State College in Montgomery. Dr. Bishop was appointed president of the new independent junior college. In 1971, the Alabama State Legislature renamed the College as “S.D. Bishop State Junior College.”

Upon the death of Dr. Bishop on June 21, 1981, Dr. Joseph Christopher Mitchell was selected to serve as interim president. In September 1981, Dr. Yvonne Kennedy was appointed as the second president.

On February 23, 1989, the Alabama State Board of Education renamed the college as Bishop State Community College to reflect its growth in vocational/career offerings, transfer offerings and community service activities. On August 22, 1991, the Alabama State Board of Education consolidated Southwest State Technical College and Carver State Technical College with Bishop State Community College.

Southwest State Technical College, now the Southwest Campus of Bishop State Community College, was established to provide postsecondary vocational training in the Mobile area under the 1947 Regional Trade School Act. The city of Mobile provided the 26 acres of land for the campus. The first graduates in 1954 were 15 members of a practical nursing program who had begun classes in January 1953. The college officially opened in May 1954 with an enrollment of 100 students in eight programs.

Carver State Technical College, now the Carver Campus of Bishop State Community College, was authorized on January 1, 1962, by the Alabama State Legislature and was later constructed in 1962 in the Toulminville area of Mobile. On November 19, 1976, the Alabama State Board of Education approved changing the name of Carver State Technical Trade School to Carver State Technical Institute and later to Carver State Technical College.

In 1995, the College added an extension to the Main Campus with the opening of the Baker-Gaines Central site. This site was formerly the historic Central High School. The facility houses the Division of Health Related Professions. In addition, it includes a museum, childcare center, an auditorium that seats 1,200, multimedia center and a bookstore.
Dr. Yvonne Kennedy was president for 26 years, retiring on July 31, 2007. James Lowe, Jr., became the interim president on August 1, 2007 and served as president from May 22, 2008, until his death on February 18, 2015. Dr. Ulysses McBride was appointed as interim president on March 10, 2015 and severed until August 26, 2015.

Upon his departure, Dr. Valerie Richardson was appointed as interim president on August 27, 2015 and on October 20, 2015, she was appointed president and served until her departure on February 18, 2016. On February 22, 2016, Dr. Reginald Sykes, was appointed as the acting president by Dr. Mark Heinrich, Chancellor of the Alabama Community College System.

**Member of the Alabama Community College System**

Bishop State Community College is a member of the Alabama Community College System.

**1925 – Alabama opens its first public two-year college**

The first public two-year college in Alabama, a state-operated trade school, opened in 1925. Several private two-year institutions trace their roots to the late 1800’s. Both technical and academic institutions emerged as part of the college landscape.

**1947 – Truman calls for creation of public “community” colleges**

After World War II, thousands of veterans returned with GI Bills funds, but limited access to higher education. President Harry S. Truman created a commission on higher education that identified a huge gap between public high schools and the limited access of universities. That gap was making it impossible for veterans with families, working people and the vast majority of America’s rural population to advance their education. Truman called for the creation of public “community” colleges-two-year institutions of higher education located in communities for general academic education as a doorway to universities and for technical training and degrees. The goal was to make higher education more accessible and to fuel America’s booming economy that required ever-increasing workplace skills.

**1963 – The Alabama Legislature forms college system and Department of Postsecondary Education.** In 1969, the Alabama Legislature aligned the public two-year colleges in a single system governed by the State Board of Education. As in other states, the number of two-year colleges and the student population grew quickly. Over the years, a dual system of primarily African-American trade schools and primarily white junior and technical colleges were merged into a single system. In 1982, the Alabama Legislature created the Department of Postsecondary Education, separating it from the State Department of Education and creating the position of Chancellor.

Bishop State Community College is a recognized HBCU (Historically Black College and University). It is one of only 15 such institutions in Alabama and the only one located in Mobile County and its surrounding area. There are presently 107 HBCUs in the United States including public and private institutions, community and four year institutions, medical and law schools. Most of these institutions were created in the aftermath of the Civil War and are located in former slave states. The Higher Education Act of 1965 amended and defined them as “any historically black college or university that was established before 1964, whose principal mission
was and is, the education of black Americans and that is accredited by a nationally recognized accrediting agency or association determined by the Secretary of Education to be a reliable authority as to the quality of training offered or is, according to such an agency or association, making reasonable progress toward accreditation.” Part B of the 1965 Act provides direct federal aid to HBCUs.

**Cost Savings**

Overall, Bishop State Community College is the most affordable institution of its type in Mobile County. The college provides a quality and affordable education option for the community it serves.

**Remembering the Goal**

President Truman’s goal was to “make higher education more accessible to and to fuel America’s booming economy that required ever-increasing workplace skills.” The Alabama Community College System continues to evolve to meet the educational and economic needs. More advanced technology, guaranteed college-credit transfer, specialized workforce development training for new and expanding industry as well as for existing businesses, adult education, access to distance learning and education for healthcare professionals now characterize Alabama’s two-year colleges. That’s quite a distance from the system’s origins—but directly on target with the goal of more accessible higher education in the heart of communities.

**Mission of the ACCS**

To provide a unified system of institutions dedicated to excellence in delivering academic education, adult education and workforce development.

**Vision of the ACCS**

To develop an educated, prosperous population by providing an affordable pathway to help citizens of any walk or state of life succeed through quality education and training; a community college system where education works for all.

**Values of the ACCS**

- Integrity
- Excellence
- Accessibility
- Accountability
- Diversity

**Current Trends at Bishop State Community College**
In December of 2015, the Alabama Community College System Board of Trustees approved the consolidation of several colleges in the system. Bishop State Community College remained a single institution serving Mobile County and Washington County primarily. The college was not consolidated with any other nearby institution. One of the main goals of the college is to provide a qualified workforce for the ever changing industries in the region. Partnerships have and continue to be formed with entities in the area who share this same goal. The collaborative efforts are being done with other stakeholders in the community such as SAWDC, Mobile Area Chamber of Commerce, Mobile County Public School System, etc.

It is important to note that both Bishop State Community College and Faulkner State Community College will service the Mobile area. Both institutions are members of the Alabama Community College System. There is other competition in the service area including Virginia College, Fortis, University of Mobile, Springhill College and the University of South Alabama.

The enrollment at Bishop State Community College for 2014-2015 was 3,113 students. The figure is expected to increase since the college has partnered with the University of South Alabama to form Pathway USA Program. The academic partnership allows students an opportunity to graduate with and Associates Degree from Bishop State Community College and they complete their Bachelor’s Degree at the University of South Alabama. The Pathway USA Program begins in the 2016 fall semester and it focuses on students who are not admitted at the University of South Alabama as well as those who prefer to gain their education at Bishop State. Students who enter the Pathway USA program will be guaranteed admission to the University of South Alabama upon successful attainment of an Associate’s Degree from Bishop State Community College with a minimum 2.0 GPA.

The most recent enrollment reflects a slightly greater female population. It also reflects African American/Black as the primary race followed by Caucasian/White. Additional statistics on Bishop State Community College can be found on the National Center for Education Statistics, College Navigator website.

https://nces.ed.gov/collegenavigator
Request for Proposal Brand Research & New Brand Campaign

Summary

It is proposed that a new brand is developed to represent the institution. Bishop State Community College presently has several different logos. There is a need to select and create a logo that will be consistent and used on all advertising, brochures, commercials and any communications disseminated by the college.

A new slogan or tag line is desired to be included on all advertisement and marketing of Bishop State Community College.

It is proposed that a new brand is developed to represent one unified institution. It is imperative the positive reputation of the institution and the confidence stakeholders have in the institution, is maintained and supported, even while going through a rebranding campaign.

The Office of Public Relations and Marketing has developed logos and official school colors. These can be incorporated into the rebranding effort. Examples of these are included later in this RFP.

Purpose

The purpose of the Request for Proposal is to secure an experienced vendor, specializing in facilitating brand development and brand identity processes with community colleges or higher education institutions. The vendor will research and develop a new brand campaign for Bishop State Community College. The brand campaign should reflect marketing and enrollment management initiatives. The primary goals of the brand campaign are (1) establish a new brand for the College to include brand identity not only for the college but for the key components, (2) build support and buy-in for the new brand and (3) support efforts to emphasize and promote the college as an agent of change. A new brand and brand identity for Bishop State Community College will enhance name recognition, support marketing and enrollment initiatives and position the college to become the first choice among consumers in the primary service areas.

Timeline – July 1, 2016 Deadline – No flexibility on this date

This is a very time sensitive project. All marketing efforts should be ready to launch by July 1, 2016. This includes media buys, development of print advertisements (newspaper and magazine), development of online advertisements, video production for new TV commercials, promotional videos and other critical components of the marketing objectives.

**Firms should not submit RFPs for this project if the July 1 deadline is not feasible for that firm to meet the marketing objectives of Bishop State Community College’s Office of Public Relations.**

The point system to determine the selected firm can be found on page 33 of this RFP.
Bishop State Community College Current Brand

The current primary logos (next page) have been used for many years at Bishop State Community College. They are recognized by all surrounding communities and stakeholders. The current brand is strong and holds a level of prestige among students, businesses and industry leaders and other key stakeholders. We want the new brand and image to be even stronger and widely recognized.

We will retain the green and yellow primary colors. We have used the following colors for most of our publications and logo usage.

- Pantone 349
- Pantone 7406
- Pantone 872
Bishop State Community College Logos

(Horizontal)

Bishop State
Your time has come.

Bishop State
Your time has come.

Bishop State

Bishop State

Bishop State

Bishop State

Bishop State

Bishop State
# Bishop Community College Demographics

## Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2014</td>
<td>3,320 students</td>
</tr>
<tr>
<td>Fall 2015</td>
<td>3,113 students</td>
</tr>
</tbody>
</table>

## Ethnic Origins

**Fall 2014:**
- African American/Black: 2,113 students
- Caucasian/White: 949 students
- Other: 258 students

**Fall 2015:**
- African American/Black: 1,952 students
- Caucasian/White: 870 students
- Other: 231 students

## Tuition Costs

**2015-2016**
- In state: $4,320.00
- Out-of-state: $7,700.00
Public Relations Policies and Procedures

Publicity Guide
The Office of Public Relations and Marketing developed a Publicity Guide to advise the faculty and staff on the proper procedures to use when dealing with the media. The main policy to be adhered to is that all contact with the media must be channeled through the Office of Public Relations and Marketing to assure that correct and accurate institutionally approved information is released. The guide covers internal and external communications; media release forms, photography, advertising, campus bulletin boards, graphic design, etc.

The Office of Public Relations & Marketing serves the communication and marketing office for all of the campuses. Any advertising, marketing, public information, crisis communications and other communication efforts must be approved by the Director of Public Relations & Marketing. The Office maintains an active role in the promotion of the college, its students, athletic programs, academic programs, faculty and special events. The Office Public Relations provides information by communication with the public through various media outlets and resources.

News Media Requests
Communication with the news media plays a vital role in enhancing the reputation of the Bishop State Community College. To ensure that the college provides accurate and complete information, all requests for information from the news media must be forwarded to the Office of Public Relations and Marketing for approval. No one representing the College should provide information to the media without first seeking approval. If members of the faculty, staff or administration speak to news media representatives, they are urged to be aware of the sensitive nature of quotations and representation of the College in relationship of issues of political, moral or social impact.

Advertising
All advertising, with the exception of Human Resources Office, is developed in the Office of Public Relations & Marketing. This is to ensure the college’s message and brand is consistent throughout the service area.

Public Information
The Office of Public Relations and Marketing assists faculty, staff and student organizations in developing news releases, media advisories and event promotion. To ensure adequate coverage of the many activities and events at the New College, faculty and staff must submit their requests and notices of events as early as possible and must relay any changes in dates or times of the event as soon as possible. The Office of Public Relations and Marketing encourages a four week notice in advance for any events to be shared with the news media.

News Release Submissions
Faculty and staff are encouraged to submit event and activity information to the Office of Public Relations and Marketing to be shared with news outlets and on the college’s website and social media. To submit a release, include:
Basic facts of the story, activity or event (who, what, when where and why)
A point of contact for the Office of Public Relations and Marketing
Correct titles of individuals in stores or photographs submitted
If photographs are submitted, identify, in order from left to right, all people in the photograph

Requests for Photography
All requests for photography must be submitted four weeks prior to the event or activity. Also submit the intention to use the photographs (i.e. for a division webpage, for a brochure, to promote an upcoming event, etc.).

Requests for Brochures and Other Printed Publications
In an effort to ensure all offices and departments have appropriate marketing materials, the Office of Public Relations and Marketing request a four week notice of materials needed for an event. The layout and development of a publication or brochure extends that time due to the need for approvals of proofs. Any delay in returning a proof may cause a delay in the development and printing of a publication. Printing a publication or brochure can take up to four weeks, so deadlines are critical. Any materials or items representing Bishop State Community College must be approved by the Office of Public Relations and Marketing prior to ordering and distributing the materials to the general public.

Letterhead and Business Cards
To ensure all employees of Bishop State Community College represent the brand consistently, all letterhead and business cards must follow the approved design in the Identity Guide. No employees should create their own layout or design for official college representation.

Social Media Policy and Guidelines
Any person or group representing Bishop State Community College in an official capacity on any social media site, including but not limited to You Tube, Twitter, Facebook and Instagram, must first seek written approval from the Office of College Relations. This is to ensure consistent messaging and proper activity on the variety of social media sites. All official social media sites must be maintained by a College employee and must add a member of the Office of Public Relations and Marketing as an administrator of the account. The Public Relations office’s administrator has the authority to remove any content that does not meet College policy or branding efforts and has the authority to transfer administrative privileges to the appropriate employee should the person creating the account change position. Before any social media site is developed for the College, the employee must fill out the Social Media Needs Assessment Form and await approval/recommendations from the Office of Public Relations and Marketing.

After receiving written approval from the Office of Public Relations and Marketing, the employee is strongly encouraged to follow the guidelines below.

General Social Media Recommendations – New College Employees
The keys to success in social media are being honest about who are, being thoughtful before you post and respecting the purpose of the community where you are posting.
If you are maintaining a social media site on the College’s behalf, you are encouraged to understand the network pace of that particular social media network.

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
<th>LinkedIn</th>
<th>Pinterest</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum</td>
<td>3 x per week</td>
<td>5 x per week</td>
<td>1 x per day</td>
<td>2x per week</td>
<td>5x per day</td>
<td>As needed</td>
</tr>
<tr>
<td>Maximum</td>
<td>10x per week</td>
<td>None</td>
<td>10 x per week</td>
<td>5 x per week</td>
<td>10 x per day</td>
<td>None</td>
</tr>
</tbody>
</table>

Be transparent. Be honest about your identity, especially if you acting in an official capacity for the College.

Be accurate. Make sure that you have all the facts before you post. It is better to verify information with a credible source first than to have to post a correction or retraction later. Be careful what information you share. As a state institution, Bishop State Community College cannot endorse or recommend products, companies or services.

Be respectful. You are more likely to achieve your goals if you are constructive and respectful.

Be a valued member. If you join a social network like a Facebook group or comment on someone’s blog, make sure you contribute valuable insight and make sure you are contributing content to the site to keep the site from being stale.

Consider your audiences. Social media often span traditional boundaries between professional and personal relationships. Use privacy settings appropriately for the site or group you maintain. Choose profile photos and avatars carefully. Be thoughtful about the type of photos you upload.

Think before you post. There is no such thing as a “private” social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post.

Maintain confidentiality. Do not post confidential or proprietary information about the college, its students, its alumni or fellow employees. Use good ethical judgment and follow College policies and federal requirements, such as FERPA.

Respect college time and property. It is appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. You should maintain your personal sites on your own time using non-college property.

Keep in mind that Bishop State Community College is not responsible for the content of any website outside of its domain. The inclusion of any non-college link, whether by an employee or anyone posting on the site, does not imply endorsement by Bishop State of that website.

If you maintain an official college social media account, you are legally responsible for the comments you post.
By posting any comments, links, or other material on college-sponsored websites, you give Bishop State Community College the irrevocable right to reproduce, distribute, publish, display, edit, modify, create derivative works from and otherwise use your submission for any form and on any media. You also agree that you will not:

1) Post material that infringes on the rights of any third party, including intellectual property, privacy or publicity rights.
2) Post material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful or embarrassing to any other person or entity as determined by the college in its sole discretion.
3) Post ads or solicitations of business.
4) Impersonate another person.
5) Allow any other person or entity to use your identification for posting or viewing comments.

If you have been authorized by the Office of Public Relations and Marketing to create an official social media site or a video for posting on sites, such as YouTube, contact the Office of Public Relations and Marketing for an approved logo and other images and to ensure coordinating with other College sites and content. Videos must be approved by the Office of College Public Relations and Marketing before posting to external audiences.

Keep your personal views separate. Uphold the College’s mission and values in your activities. Do not include political comments or comments on social issues. If you have a personal site, do not use the Bishop State Community College logo or brand, especially when making endorsements. Do not use the college logo on your personal social media sites.

Do not use the college’s name or any version of Bishop State’s name to promote or endorse any product, cause or political party or candidate.

Tips for Handling Negative Post
It is important to be calm, thorough and strategic when dealing with negative post. The person who wrote the post is often upset and may have launched a personal attack; never respond in the kind. Take time to consider whether and how to respond. You are acting on the college’s behalf. Seek guidance from the Office of Public Relations and Marketing when handling negative posts.

Clarify: Sometimes social media posts are so brief that they can be misunderstood. Make sure your intent is clear. You also want to be sure you understood the intent of the person who posted; if the person seems really upset or the topic is sensitive, you may want to do this offline. Any posts deemed as threatening, harassing or violent, whether toward the college, an employee or a student, must be immediately reported to the Office of Public Relations and Marketing or Bishop State’s Police Department.

Every social media channel has rules in its terms of service regarding harsh speech, harassment and similar attacks. Cite these rules when you remove such posts and if necessary, block repeat offenders.
Logos and Social Media Icons
All use of Bishop State Community College’s logos and signatures must be approved by the Office of Public Relations and Marketing prior to use.

Marketing & Advertising

Website
The college website is maintained by an independent consultant under the supervision of the Director of Public Relations and Marketing.

Digital Signage
The Office of Public Relations and Marketing will develop and maintain content for the digital signage.

Advertising
Suggested advertising methods should be included in the RFP response and quote. These services will ensure a consistent brand across all service areas. Proposals should include media buys in the list of service to be provided.

Photographs
Professional photographers are hired on an event by event basis as needed. Each campus location has a camera designated for taking pictures of events. The Director of Public Relations and Marketing is available with advance notice to take photographs of campus events. Faculty and staff also submit photos to the Office of Public Relations and Marketing.
**Evaluation of Selected Vendor/Firm for the Marketing and Branding of Bishop State Community College.**

Qualifying marketing firms must be comprehensive in all areas. A submitted proposal will be evaluated by the Marketing Evaluation Committee based on the listed weighted criteria.

**IMPORTANT: If the firm cannot meet the strict July 2016 deadlines, the firm should not submit a proposal for this project. Bishop State Community College’s marketing should be ready to release the first of July 2016.**

<table>
<thead>
<tr>
<th>PTS</th>
<th>1)</th>
<th>Proposal Submission Responsiveness – Complete packet received within the time frame described.</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>2)</td>
<td>Delivery of Product – The firm can immediately begin marketing and branding efforts upon issuance of a purchase order. Because the college is a state institution, no payment can be made until completion of a project. Therefore, it is recommended that the proposal be identified in steps of completion so payment can be made at the completing of each step or phase of implementation.</td>
</tr>
<tr>
<td>30</td>
<td>3)</td>
<td>Creativity - The firm should submit ideas for marketing.</td>
</tr>
<tr>
<td>40</td>
<td>4)</td>
<td>Scope of Marketing – The firm should submit ideas for where and how Bishop State Community College’s marketing will be placed. Brand awareness and stakeholder confidence building are key elements to this proposal.</td>
</tr>
<tr>
<td>40</td>
<td>5)</td>
<td>Experience with Higher Education Marketing – Consideration will be given to the firm that has higher education marketing, (preferred two-year college marketing) experience.</td>
</tr>
<tr>
<td>30</td>
<td>6)</td>
<td>Cost of Proposed Campaign – Consideration will be given to the firm that has the lowest overall price for the proposal submitted.</td>
</tr>
</tbody>
</table>

**TOTAL POINTS - 180 POINTS**

Additional components may be considered in the selection of the firm. Vendors are encouraged to list and describe additional components that may be valuable to the college.

The narrative that is submitted in support of the list should provide the Evaluating Committee with clear indication of the breadth of the marketing efforts and the timeline of implementation. Also, the total cost associated with the services should accompany any phases of implementation or listed costs. **The College needs a comprehensive price breakdown for the total Proposal.**
V. **Forms**

The following forms are attached following the page and should be completed and included in the response document by the proposing firm.

1) Performance Timeline  
2) Collusion Acknowledgement  
3) Certification Pursuant to ACT No. 2006-57
Performance Timeline

The vendor must complete the following and return this page with the attached forms.

1. Bid prices are good for ____________days.
2. List below any stages/phases of implementation or the projected timeline of delivery of services:
3. Vendor or Name: ____________________________________________________
4. Mailing Address: ____________________________________________________
5. Phone Number: ____________________________________________________
6. Email Address: ____________________________________________________
7. Fax Number: ____________________________________________________
Collusion Acknowledgment

I hereby affirm that I have not been in any agreement or collusion among responders in restraint of freedom of competition, by agreement to quote a fixed price or to refrain responding or otherwise.

By:

________________________________________________________________________
Vendor

________________________________________________________________________
Print Name

________________________________________________________________________
Signature

________________________________________________________________________
Title

________________________________________________________________________
Date

This proposal must be notarized

Sworn to and subscribed before me on this _________________day of ________________, 2016.

________________________________________________________________________
Notary

My commission expires: __________________________
Certification Pursuant to ACT No. 2006-557

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 proposal, the Responder is hereby certifying that they are in full compliance with ACT No. 2006-557.** They are not barred from responding 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.

__________________________________________
Vendor/Contractor                                Date

End of RFP # 2016-001