



**Kennebec Valley Community College
92 Western Avenue
Fairfield, ME 04937**

**Competitive Bid
Request for Proposal
This is Not an Order**

Facebook Management Services

Date:	June 22, 2018
Pre-Bid Meeting	Not Applicable
Proposals Due On:	July 6, 2018 by 3:00 P.M. (EST)
Return Proposals to:	Kennebec Valley Community College Attn: Karen Normandin Vice President of Student Affairs 92 Western Avenue Fairfield, Maine 04937
Telephone:	(207) 453-5019
Email:	knormandin@kvcc.me.edu



**Competitive Bid Request for Proposal:
Facebook Management Services**

1.0 Overview

Kennebec Valley Community College (KVCC) is soliciting proposals from companies/professionals experienced and qualified to provide management of the KVCC Facebook page to include creating posts, responding to page comments and messages, creating event pages, contests, and polls, and calendar maintenance.

Duration of the contract will be for one year —July 1st through June 30th — renewable twice, with reasonable inflationary increases, and by mutual agreement.

A detailed explanation of the scope and specifications is contained in **Section 3.0, Scope and Specifications**. Preference will be given to the proposals conforming to the specifications provided; however, alternate recommendations may be considered. If a vendor chooses to make inquiries on the specifications provided, the rules set forth in **Section 7.0, Interpretation of Contract Documents**, apply. KVCC reserves the right to accept or reject any or all of the proposals received, in part or in whole.

2.0 Schedule

Proposal Due On: July 6, 2018 by 3:00 P.M. (EST)

Review of Proposals: July 9, 2018

Notification of Award: July 11, 2018

Contacting references may require this period to be extended.

3.0 Scope and Specifications

The scope of services set forth in this RFP represents an outline of the services the College anticipates the successful proposer to perform and is presented for the primary purpose of allowing the College to compare proposals. The precise scope of services shall be negotiated between the College and the successful Proposer.

3.1 Background

Kennebec Valley Community College (KVCC and College) is a comprehensive community college offering technical, career, and transfer education in addition to customized training for businesses and industries in Kennebec, Somerset, Waldo and Knox Counties. The College is located on two campuses in mid-Maine. Its 70-acre main campus in Fairfield, Maine, is reached by taking Exit 132 off Interstate 95. The 600-acre Harold Alfond Campus is located seven miles north of the Fairfield campus on U.S. Route 201 in Hinckley, Maine.

3.2 Scope

Provide management services for the KVCC Facebook page to include message posting, responding to page comments and messages, creating event pages, contests, and polls, and maintaining the calendar.

Duration of the contract will be for one year —July 1st through June 30th — renewable twice, with reasonable inflationary increases, and by mutual agreement.

3.3 Specifications

1. Manage an inbox containing information about various departments in the college community to be distributed via social media
2. Post two to four (2-4) times per day; seven (7) days per week based on the academic calendar and college community needs
3. Respond to page comments and/or direct message via social media channels
4. Create-
 - a. Visual assets for posts
 - b. Event pages, contests, and polls
 - c. Ad campaigns based on demographics for each program
 - d. Weekly editorial calendar taking into consideration the needs of each department and event deadlines
5. Provide monthly reporting of work performed and effectiveness of program, and offer recommendations for potential optimization to improve communication and increase engagement.

3.4 Agreement

The college may terminate this agreement, in whole or in part, at any time by written notice to the Contractor. The contractor shall be paid reasonable costs on work that has been performed at the time of termination. The Contractor shall promptly submit an invoice of its termination claim for payment.

4.0 Contractor Insurance

The Contractor shall maintain throughout the term of the agreement general liability insurance insuring against all claims of bodily injury or death, and property damage, arising out of work performed under this agreement. Such insurance shall provide coverage in an amount not less than \$1,000,000 per occurrence and shall list KVCC as an added insured Contractor shall also maintain worker's compensation insurance in amounts required by state law.

5.0 Bid Review and Evaluation

The College reserves the right to reject all proposals, to waive any informalities and technicalities, and to solicit and re-advertise for new proposals, or to abandon the project in its entirety. The College reserves the right to make the award to the vendor whose proposal, in the opinion of the College, will be in the best interest of and/or the most advantageous to the College.

1. Evaluation Method

A. The College will appoint an evaluation team to evaluate proposals, and to recommend award of a contract with the Proposer, which meets the best interests of the College. The College shall not in any event be required or constrained to award the Agreement to the Proposer on the basis of price alone. The College may award an Agreement on the basis of initial proposals received, without discussion; therefore, each initial proposal should contain the Proposer's best terms from a cost and technical standpoint.

B. The College shall be the sole judge of its own best interests, the proposals, and approval of the resulting contract. The College's decisions will be final.

6.0 Examination of Specifications

Each bidder or authorized agent is expected to examine the bid specifications, contract documents and all other instructions pertaining to the proposal being requested. Failure to do so will be at the bidder's own risk, and the bidder cannot secure relief on the plea of error in the bid. KVCC reserves the right to accept or reject any and all bids in part or in whole.

7.0 Interpretation of Contract Documents

No oral interpretation will be provided to any bidder as to the meaning of the specifications or other contract documents. Every request for such interpretation shall be made in writing at least three (3) or more days before the proposal due date and submitted to:

Karen Normandin
Vice President of Student Affairs
Kennebec Valley Community College
92 Western Avenue
Fairfield, Maine 04937

or via email knormandin@kvcc.me.edu

Any interpretation made to a bidder will be issued in the form of an addendum to the contract/bid documents which, if issued, shall be sent as promptly as practicable to all persons to whom the specifications have been issued. All such addenda shall become part of the contract/bid documents.

8.0 Preparation of Bids

To ensure all proposals are fairly evaluated, scored and ranked, it is very important that the RFP responses are prepared according to the prescribed format. Failure to follow this requirement may result in the disqualification of your proposal.

Proposal Format

Section 1: Basic Submittal Information and Forms

- A. Letter of Intent: This letter will summarize in a brief concise manner, that the bidder understands the scope of work and makes a positive commitment to perform the work/service in a timely manner. The letter must be signed by an official authorized to make such commitments and enter into a contract with the College. The letter must indicate the official's title or authority. The letter should not exceed two (2) pages in length.
- B. Proposer Certification form – (Attached below)
- C. Contractor's Qualification Statement (Attached below)
- D. Corporate Information: If the bidder is a corporation, provide a copy of the certification from the Secretary of State verifying the bidder's corporate status and good standing, and in the case of out of state corporation, evidence of authority to do business in the state of Maine.

Section 2: Organization, Experience & Staff Qualifications

- A. Organization Credentials: Provide a description of bidder's experience which qualifies you to provide the services identified in Proposal Specifications section.
- B. Staff Credentials: List experience of each staff member within the organization who will be assigned to this project. Include current job description, resume, education/college degrees, licenses, and professional certifications. Designate number of years with the company and if all experience is while employed by the bidder's organization.
- C. Current References: The organization will provide a listing of, at minimum, three (3) clients it has or is providing services to that are consistent with the requirements and

the scope set forth in this RFP. The listing shall include name of the client, the name of the contact person, address, email, and telephone number and a brief explanation of the services that were provided.

Section 3: Fee Structure

Provide an itemization and sum total of the fees and expenses for all services required for the execution and completion of the Agreement.

The College shall not be liable for any expenses incurred in connection with the preparation of a response to this RFP.

PROPOSAL CERTIFICATION

I certify that this proposal is made without prior understanding, agreement or connection with any corporation, firm or person submitting a proposal for the same materials, supplies or equipment, and is, in all respects, fair and without collusion or fraud. I agree to abide by all conditions of this proposal; I certify that I am authorized to sign this proposal.

I hereby agree to furnish the items and/or services at the prices and terms stated in my proposal. I have read and understand the terms and conditions of the Request for Proposal.

I further certify that this company is in compliance with the non-discrimination clause contained in Section 202, Executive Order 11246, as amended by Executive Order 11375, relative to Equal Employment Opportunity for all people without regard to race, color, religion, sex or national origin and the implementing rules and regulations prescribed by the Secretary of Labor.

I also certify that I have received the addenda described below (if any).

Addendum _____ Dated _____

Addendum _____ Dated _____

Signature _____

Name(s) and Title(s) _____

Legal Name of Bidder _____

Mailing Address _____

City, State, Zip _____

Telephone _____ Fax _____

State of Incorporation _____

Tax ID Number _____

Email _____

Date _____

CONTRACTOR'S QUALIFICATION STATEMENT

The undersigned certifies under oath the truth and correctness of all statements and all answers to questions and information provided hereinafter.

Submitted to: Kennebec Valley Community College

Submitted by: Name: _____ () Corporation

Address: _____ () Partnership

Principal Office: _____ () Individual

(Note: Attach separate sheets as required.) () Joint Venture

() Other

1. How many years has your organization provided the requested services? _____

2. How many years under the present business name? _____

If applicable:

Former business name: _____ # Years: _____

3. Corporations, answer the following:

Date of incorporation: _____

State of incorporation: _____

President: _____

Regional Manager: _____

District Manager: _____

4. Partnerships, answer the following:

Date of organization: _____

Type of partnership: _____

Names and addresses of partners (if applicable):

1). _____

2). _____

3). _____

5. If other than a corporation or partnership, describe organization and name principals: _____

1). _____

2). _____

3). _____

6. Have you ever failed to complete any contract awarded to you? If so, indicate when, where, why, and name/telephone number of persons we may talk to about this: _____

1). _____

2). _____

3). _____

7. Has any officer or partner of your organization ever been an officer or partner of another organization that failed to complete a contract? Yes _____ No _____

If yes, state circumstances: _____

8. Worker's Compensation insurance policy number: _____

Name of company: _____ Policy amount: _____

9. Comprehensive General Liability policy number: _____

Name of company: _____ Policy amount: _____

(\$1,000,000 combined single limit minimum)

Will Kennebec Valley Community College be named an additional insured for General Liability coverage if your firm is awarded the bid? Yes _____ No _____

A "No" answer will disqualify your bid.

10. Name(s) and telephone number(s) of person(s) designated as liaison with the College in administering the contract in the event of bid award (attach sheet if necessary):

Date: _____

Name of Company: _____

By: _____

(Authorized Signature)

Title: _____

9.0 Submission of Bid

The Proposal, which must be signed by a person having proper authority to legally obligate the offering company, along with any additional supporting material, **must be received no later than July 9, 2018 by 3:00 P.M. (EST).**

All proposals shall be clearly marked “FACEBOOK MANAGEMENT” and mailed to:
Karen Normandin
Vice President of Student Affairs
Kennebec Valley Community College
92 Western Avenue
Fairfield, Maine 04937

Proposals may also be e-mailed to: knormandin@kvcc.me.edu., with the subject line “FACEBOOK MANAGEMENT.”

10.0 Withdrawal of Bids

All proposals must be valid for at least thirty (30) days after the proposal due date, after which time proposals shall expire unless the bidder was notified and agreed to an extension.

KVCC reserves the right to modify or withdraw this invitation, to reject any or all proposals, and to terminate any subsequent negotiations at any time. KVCC also reserves the right to choose the proposal that best meets the needs of its facility and training programs.

11.0 Taxation and Compliance

MCCS d/b/a KVCC is an educational institution organized under the laws of the State of Maine and its purchase of goods is exempt from state, federal, and local sales and use taxes. The successful bidder agrees to comply with all applicable federal, state and local statutes, laws, codes, rules, regulations, ordinances and orders in the performance of the Contract.

12.0 Prohibited Terms and Conditions

NOTICE TO ALL BIDDERS REGARDING CONDITIONS ON BIDS STANDARD TERMS AND CONDITIONS APPLICABLE TO ALL KVCC CONTRACTS

The following Kennebec Valley Community College (KVCC) standard contracting terms and conditions are incorporated and shall become a part of any final contract that will be awarded by any college or other operating unit of KVCC. These terms and conditions derive from the public nature and limited resources of KVCC.

KVCC DOES NOT AGREE TO:

1. provide any defense, hold harmless or indemnity;
2. waive any statutory or constitutional immunity;
3. apply the law of a state other than Maine;
4. procure types or amounts of insurance beyond those KVCC already maintains or waive any rights of subrogation;
5. add any entity as an additional insured to KVCC policies of insurance;
6. pay attorneys' fees or costs for any other entity;
7. promise confidentiality in a manner contrary to Maine's Freedom of Access Act;
8. permit an entity to change unilaterally any term or condition once the contract is signed; and
9. automatic renewals for term(s) greater than month-to-month.

By submitting a response to a Request for Proposal, bid or other like offer to do business with KVCC, YOUR ENTITY UNDERSTANDS AND AGREES THAT:

1. The above standard terms and conditions are thereby incorporated either expressly or by reference to this notice into any agreement entered into between KVCC and your entity, and that your entity will not propose or demand any contrary terms;
2. The above standard terms and conditions will govern the interpretation of such agreement notwithstanding the expression of any other term and/or condition to the contrary;
3. Your entity will not propose to any college or other operating unit of KVCC any contractual documents of any kind that are not in at least 11-point font and completely contained in one Word or PDF document, and that any references to terms and conditions, privacy policies or any other conditions referenced outside of the contract will not apply; and
4. Your entity will identify at the time of submission which, if any, portion or your submitted materials are entitled to "trade secret" exemption from disclosure under Maine's Freedom of Access Act; that failure to so identify will authorize KVCC to conclude that no portions are so exempt; and that your entity will defend, indemnify and hold harmless KVCC in any and all legal actions that seek to compel KVCC to disclose under Maine's Freedom of Access Act some or all of your submitted materials and/or contract, if any, executed between KVCC and your entity.