



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

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

**Marketing Campaign for the TAACCCT IV Grant (I)**

**Date: July 13, 2015**

**Propose Due On: July 17, 2015**

**Return Proposal To: Kurt Klappenbach  
Kennebec Valley Community College  
92 Western Avenue  
Fairfield, Maine 04937**

**Or by Email to: [kklappenbach@kvcc.me.edu](mailto:kklappenbach@kvcc.me.edu)**

**Phone: 207-453-5860**

# Competitive Bid Request for Proposal Marketing Campaign for the TAACCCT IV Grant (I)

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## Competitive Bid Request for Proposal Marketing Campaign for the TAACCCT IV Grant (I)

### 1.0 Introduction

*Kennebec Valley Community College (KVCC) is soliciting proposals from radio broadcast firms with broadcast areas in the Kennebec valley for an 11 week marketing campaign – commencing July 20, 2015.*

### 2.0 Background

KVCC is one of the seven community colleges within the Maine Community College System (MCCS). KVCC was organized in 1969 by the 104th Maine Legislature and first classes began in the fall of 1970, with 35 full-time and 131 part-time students. Since then, the College has undergone many changes and has grown to an enrollment of 2,263 full- and part-time students in credit courses for the fall 2013 semester. KVCC currently offers 24 full-time associate degree programs, and 14 diploma/certificate programs. In addition, KVCC offers a comprehensive schedule of continuing education courses and business and industry outreach programs.

KVCC is a commuter college with two (2) campuses: a sixty-acre campus in the town of Fairfield, mid-Maine and over 500 acres of land and more than a dozen structures in Hinckley, Maine. The latter is six (6) miles from the main campus in Fairfield. The College is a public, non-profit, post-secondary institution which has strived to meet the educational needs of mid-Maine residents for over forty-three years.

The two largest geographic regions served by the College are Kennebec and Somerset Counties. Kennebec County is a primarily rural area with two small urban centers: Waterville (population 15,722 at the 2010 census) which is adjacent to Fairfield, and Augusta (population 19,136 at the 2010 census). Somerset County is much more rural. Peaking in 2010 with an enrollment of almost 2,500 students, KVCC has experienced a decline in enrollment; leveling in the past year at approximately 2,100 students in academic programs and as non-degree seeking students.

### 3.0 Schedule / Modifications

Description	Day/Date	Time
RFP Issued	July 13, 2015	
Please email all questions to:	kklappenbach@kvcc.me.edu	
RFP Deadline	July 17, 2015	5:00 P.M. EST
Award Decision	July 20, 2015	

The College's obligation and liabilities hereunder are subject to the appropriation of funds. If funds are not appropriated for the purpose of this Agreement, the Agreement shall terminate and neither party shall have any further obligations hereunder.

#### 4.0 Agreement/Contract

Agreement/Contract: The term of the contract shall be approximately July 20 through October 4, 2015. The College may terminate this contract, 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 to the time of termination. The Contractor shall promptly submit an invoice of its termination claim for payment.

Before commencing work under the Services Agreement, the successful Proposer shall produce evidence satisfactory to the College that it has appropriate professional liability insurance coverage.

#### 5.0 Submission of Bids

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 17, 2015 by 5:00 p.m. (EST)** .

All proposals are to be marked "Marketing Campaign for the TAACCCT IV Grant (I)" and submitted by mail or email to:

Kurt Klappenbach, Project Coordinator TAACCCT IV Grant  
Kennebec Valley Community College  
92 Western Avenue  
Fairfield, ME 04937  
**Email: kklappenbach@kvcc.me.edu**

#### 6.0 Scope of Services

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 to be incorporated into the Professional Services Agreement shall be negotiated between the College and the successful Proposer. Following are the deliverables the College is seeking to accomplish with this contract:

- (1) A comprehensive 11 week marketing campaign to include the three academic programs of the TAACCCT IV grant. Information on the TAACCCT IV Grant is available on the kvcc.me.edu site.
- (2) Creation of a comprehensive on-air marketing campaign. It should include:
  - On-air radio (broadcast) spots to run on multiple stations, each with a distinctly different audience demographic.
  - On-air radio (streaming via the web) spots to run on multiple stations, each with a distinctly different audience demographic.

- A promotional sweepstakes promoted on-air (broadcast & Streaming) the culmination of which coincides with the start of the academic year.

(3) Creation of an Internet marketing campaign. It should include:

- Integration of web banners, and preferably to include site skins, on each of the radio station(s) internet websites.
- Preferably to also include the use of “roadblock” ads on each of the radio station(s) **mobile** websites.

## 7.0 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 that proposer who, 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.

### 2. Non - Responsive Proposals

- A. Non-responsive proposals may be rejected by the purchasing department, and will not be distributed to the evaluation team for consideration. Additionally, the evaluation team may determine that required submittals/documentation is so inadequate as to be determined to be non-responsive. Non-responsive proposals may include, but are not limited to the following:
  - Failure to sign the proposal
  - Failure to acknowledge addenda (unless all changes are not material)
  - Failure to provide required submittals/documentation
  - Submission of a late proposal
  - Proposer does not meet minimum requirements
- B. The evaluation team will evaluate all responsive written proposals to determine which proposals best meet the needs of the College based on the evaluation criteria.

### 3. Short Listing

- A. Upon completion of the evaluation of all proposals, the evaluation team may recommend award to the Proposer with the highest score, or request additional information from the top two Proposers to best determine the proposal that is in the best interest of the College.

#### 4. Statement of Qualification

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

### 8.0 Instructions for Preparing Proposals

In preparing your overall responses for this proposal, please include the following items:

1. The information, resources and due diligence strategies you would employ to understand the prospective student audience and to target your proposed marketing efforts effectively.
2. Sample themes/messages that you think would be an effective centerpiece of KVCC's marketing campaign and how you would work with KVCC to refine themes to create a simple, inspiring message or unique value proposition.
3. Your experience in marketing, any experience directly related to higher education marketing, samples of relevant work and your overall reputation and philosophy. A full description of all costs associated with the marketing activities described above, as well as a schedule of hourly rates for the most common services your organization offers.

#### **Proposal Format**

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. Each proposal should consist of three sections to include:

#### **Section 1: Basic Submittal Information and forms**

- A. Letter of Intent: This letter will summarize in a brief concise manner, the proposer understands the scope of work and make 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 proposer is a corporation, provide a copy of the certification from the State Secretary verifying proposer'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 proposers experience which qualifies you to provide the services identified in Proposal Specifications section.
- B. Staff Credentials: List experience of each staff member within the firm 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 proposer's firm.

- C. List of federal grants the organization has successfully applied for and received for clients, including: name of organization who won the grant, federal granting agency, name of grant, date, amount of award.

**Section 3: Fee Structure**

Provide a fee and expense proposal for the cost of services. The proposal fee should be an hourly rate up to a maximum amount. The maximum amount shall include everything necessary 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.

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 certify that I have received the following addenda (if any):

Addendum \_\_\_\_\_ Dated \_\_\_\_\_

Signature \_\_\_\_\_

Name(s) and Title(s) \_\_\_\_\_

Legal Name of Proposer \_\_\_\_\_

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: \_\_\_\_\_

(\$500,000 combined single limit minimum)

Kennebec Valley Community College, will be named additional insured for General

Liability coverage if our 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 Taxation and Compliance

MCCS d/b/a KVCC is an educational institution organized under the laws of the State of Maine and so 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.

Dated:

By: