REQUEST FOR PROPOSAL FOR:
Outreach Services
Advanced Manufacturing Initiative
Community College System of New Hampshire/TAACCCT grant
September 2013

GBC14-09

PURPOSE:
The purpose of this REQUEST FOR PROPOSAL is to establish a contract for the Community College System of New Hampshire (CCSNH) for Outreach Services to promote advanced manufacturing programs statewide under a federal Trade Adjustment Assistance Community College and Career Training (TAACCCT) grant.

VENDOR CERTIFICATIONS
The vendor who is awarded the contract must comply with the terms of the CCSNH P-37 contract and of the TAACCCT grant (available upon request by application to CCSNH Grant Administrator, cbarton@ccsnh.edu). Prospective bidders are encouraged to ensure they are able to comply with all applicable regulations. Compliance regulations are indicated further down in the document under the header COMPLIANCE BY CONTRACTOR WITH LAWS AND REGULATIONS.

A completed Alternate W-9 form (no fee) must be submitted with the contract.

CONTRACT TERM:
The term of any resulting contract shall end on or before Oct. 1, 2014.

CCSNH may terminate the contract at any time by giving the vendor a 30-day written notice, with or without cause. The vendor may terminate the contract upon 30-day written notice to CCSNH, with or without cause.

BACKGROUND - CCSNH & THE ADVANCED MANUFACTURING INITIATIVE:
CCSNH is a public system of seven community colleges dispersed across the state, with a central system office. CCSNH provides comprehensive, market-driven, accessible, quality programs of higher education and services that respond to the changing needs of students, businesses and communities. With enrollment having nearly doubled over the past decade, and a broadening array of educational/industry partnerships and programs, CCSNH is increasingly recognized as a key element in the higher education landscape in New Hampshire and has attained a new level of public awareness.

In 2010, President Barack Obama authorized $2 billion in funding to be spent over four years under the national TAACCCT program. Under the $19.9 million TAACCCT-NH grant, the largest in CCSNH’s history, lead applicant Great Bay Community College and its six sister colleges are charged with preparing a workforce qualified for immediate and projected job openings in the New Hampshire advanced manufacturing industry.

CCSNH, under the TAACCCT grant, is making comprehensive, system wide updates to college lab facilities and equipment and developing advanced manufacturing curriculum and programs, including a set of core manufacturing courses. Further, project managers and curriculum designers at each college are partnering with advanced manufacturers in their regions to custom design educational offerings that directly align with industry needs. Training and educational offerings will be as varied as free WorkReadyNH training and certification of foundational workplace skills; to “short courses” designed to put job seekers on a fast track to employment with intense, targeted training; to certificate courses; to associate degree programs. Classes will be offered in new or newly renovated state-of-the-art classrooms and laboratories at each college site and online. Advanced
manufacturing concentrations include advanced materials/composites, advanced machine tool, precision welding, mechatronics and robotics, precision manufacturing, automation and process control, and energy processes and controls.

As part of a larger CCSNH initiative, course offerings are also being vetted with an eye toward providing clear pathways to baccalaureate institutions.

CCSNH conducts outreach efforts in a decentralized yet coordinated manner. College-level outreach is designed to promote each college’s programs, services and regional identity; while system office outreach is designed to sustain coordinated messaging; strengthen the overall awareness of CCSNH and the benefits of community colleges; and promote statewide community college programs. In this way, each college can highlight its unique character and offerings, yet all benefit from a consistent and recognizable presence in the market.

CCSNH is now seeking to expand outreach specifically for the TAACCCT advanced manufacturing initiative that will allow the same flexibility and results.

For recent examples of outreach collateral please see ampednh.com.

**KEY AUDIENCES:**

The TAACCCT grant’s target audience includes, broadly, anyone in New Hampshire who could benefit from job training aligned with the advanced manufacturing industry. Audiences include CCSNH’s current students; prospective “traditional-age” students (ages 16-24) and the “gatekeepers” who influence their postsecondary choices, such as parents, guidance counselors and teachers; adults of all ages and educational backgrounds who are changing careers and/or are displaced from jobs; job-seekers and the under-employed/under skilled; and those who have never attended college. Also included are regional manufacturers, employment and career counselors, and community leaders.

Finally, as a federally funded grant program, TAACCCT-NH’s key audiences include state and federal governmental leaders.

**SCOPE OF SERVICES:**

CCSNH wishes to develop a coordinated outreach strategy to promote the opportunities of the advanced manufacturing industry in New Hampshire and to promote the training pathways available through the New Hampshire community colleges.

While a budget has not been finalizes, for planning purposes, bidders should work within $200,000 through Oct. 1, 2014. One hundred percent of such funding has been provided by the federal TAACCCT grant. CCSNH may seek to supplement with other funds.

Through this RFP, CCSNH seeks an external outreach partner with appropriate knowledge and expertise to assess, expand and improve current outreach collateral and activities in some or all of the following ways:

1. Work with CCSNH to develop and carry out an optimal media buying strategy and schedule across a variety of mediums, including but not limited to radio, television, online, print, out of home
   - Assess on a weekly basis effectiveness of plan and adjust as needed for maximum impact
   - Provide monthly status reports to CCSNH staff on media buy effectiveness using analytics and market research to determine success of outreach efforts
2. Update and expand the ampednh.com website as needed in keeping with the AMPed NH brand.
   - Provide Drupal CMS support to CCSNH staff administering Web pages.
3. Work with CCSNH to continually assess and improve AMPed NH’s strategic outreach plan for the statewide advanced manufacturing initiative, but also for each of the seven colleges’ TAACCCT-related programs, events and/or unique offerings
4. Increase PR exposure for the initiative both statewide and within each college’s region
5. Help CCSNH make the most of a limited TAACCCT grant outreach budget

The external outreach partner may also be required, and should be willing and prepared to:

1. Develop creative outreach concepts across a media mix appropriate to target audiences and in keeping with the current AMPed NH brand
2. Design/produce/update outreach products in a variety of media (television, cinema, radio, print, Internet, transit, social media, trade show display, etc.) in keeping with the current AMPed NH brand.
   - Of specific note: Film ad(s) to run on television, cinema, YouTube and social media platforms, audio ad(s) to run on radio stations statewide; banner ads for web sites; email newsletters; interactive career path lattice
3. Educate outreach staff on effective social media and online outreach practices, and assist in building short- and long-term strategies

Important characteristics for the successful vendor include:

1. Demonstrated knowledge of the AMPed NH brand, outreach and enrollment goals of CCSNH under AMPed NH, as well as its challenges and needs
2. Expertise and experience aligned to the goals noted above
3. An external partner who is familiar with and vested in the state and communities served by CCSNH
4. Experience with community colleges, post-secondary public education or similar
5. An understanding of the recruiting cycles of community colleges and how this affects the deployment of advertising and outreach activities
6. An understanding of the advanced manufacturing industry, especially sectors covered by CCSNH programs
7. Readily accessible with strong, effective and flexible avenues of communication with clients
8. Ability to work within budget constraints
9. Able to serve and support statewide/central outreach activities as well as those of each college, within the coordinated framework
10. A commitment to ethical and open dealings

**SELECTION AND IMPLEMENTATION TIMELINE:**

The selection committee could include the CCSNH TAACCCT outreach coordinator, CCSNH communications director, TAACCCT-NH grant director, Great Bay Community College president, Great Bay Community College public relations director, CCSNH TAACCCT online program developer; TAACCCT-NH project coordinators, the TAACCCT-NH grant analyst and other personnel as deemed appropriate by CCSNH. No contract is final without Board of Trustees Finance Committee approval and until all required documentation is completed to CCSNH’s satisfaction.

The tentative timeline for the selection and implementation of this proposed project is (times EST):

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Tuesday, Oct. 1</td>
<td>Post RFP on CCSNH bids page</td>
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<tr>
<td>Thursday, Oct. 3 - Oct. 4</td>
<td>Publish RFP notice in <em>Union Leader, Portsmouth Herald</em></td>
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<tr>
<td>Monday, Oct. 14, 12:00 p.m.</td>
<td>Deadline for RFP proposal submissions</td>
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<tr>
<td>Monday, Oct. 14, 12:15 p.m.</td>
<td>Bid opening</td>
</tr>
<tr>
<td>Friday, Oct. 18</td>
<td>Finalists notified of selection decision</td>
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**RFP PROPOSAL SUBMISSIONS:**

Proposals must address the Scope of Services (specifically highlighting media buy strategies and ability to adapt for optimum results, as well as ability to support and strengthen the AMPed NH brand across multiple mediums) and Important Characteristics listed in this RFP. In addition, proposals must include responses to 1-5 on Exhibit A (attached to this document), and the partial schedule of fees on Exhibit A.
Proposals are due on Monday, Oct. 14, at 12 p.m. Proposals should be mailed or hand carried to TAACCCT/Great Bay Community College, Attention: Outreach Coordinator Desiree Crossley, 320 Corporate Drive, Portsmouth NH 03801. The responder shall submit 10 copies of its RFP response. Proposals are to be sealed in mailing envelopes or packages with the responder’s name and address clearly written on the outside. At least one copy of the proposal must be unbound. CCSNH is not responsible for proposals not received due to equipment failure, mail delays, etc. If you wish to ensure your proposal was received, contact Desiree Crossley at 603-427-7733.

Proposals received after this date and time will be rejected without consideration. No faxed proposals will be accepted. For vendors wishing to attend the bid opening: only the names of the vendors submitting responses will be made public.

**ADDENDUM:**

In the event it becomes necessary to add to or revise any part of this RFP prior to the scheduled submittal date, CCSNH will post any changes to its website (www.ccsnh.edu/open-bids). **Before your submission,** always check for any addenda or other materials that may have been issued which would affect the RFP by checking this website. Any change, correction or deviation from this RFP must be addressed in a written addendum. Verbal changes will not be allowed.

**AWARD:**

All bidders will be notified of results of their bids by email on or after Friday, Oct. 18.

This contract will **not** be awarded solely based on price. Evaluation criteria for vendor selection will include:

1. Assessment of vendor’s overall proposal and demonstrated understanding of the project
2. Assessment of recommended outreach strategy
3. Evaluation of outreach materials submitted as examples of how to build and strengthen the AMPed NH brand
4. Firm’s capacity – evidence that vendor can carry out the project
5. Ability to carry out the project within available budget (assessment of the overall costs of vendor’s services)
6. References

**ADDITIONAL INFORMATION:**

CCSNH reserves the right to make a written request for additional information from a vendor to assist in understanding or clarifying a bid proposal. The responses are to be provided in writing.

CCSNH reserves the right to:
1. Reject any and all proposals received in response to this RFP;
2. Select a proposal for contract negotiation other than the one with the lowest cost;
3. Negotiate any aspect of the proposal with any vendor;
4. Terminate negotiations and select the next most responsive vendor for contract negotiations;
5. Terminate negotiations and prepare and release a new RFP;
6. Terminate negotiations and take such action as deemed appropriate.

All local, state and federal regulations are to be followed. Any fines assessed to CCSNH due to the lack of these regulations being followed will be the responsibility of the successful bidder.

The vendor who is awarded the contract will need to complete a CCSNH P-37 contract and provide the required Corporate Resolution (corporations/LLC) or Partnership Certificate of Authority or Sole Proprietor Certification of Authority, whichever applies, to show the individual signing the contract is authorized to do so.

Workers’ compensation requirements as outlined in the P-37 (15) and as required by NH law must be followed.
BID RESULTS

Bid results may be viewed when available, once the award has been made, on our website only at: www.ccsnh.edu/closed-bids under the closed tab (which is at the bottom of the page).

PAYMENT AND COMPENSATION:

Payment for services will be due within 30 days after satisfactory completion of work invoiced, receipt of the invoice, approval and acceptance by CCSNH.

OWNERSHIP OF MATERIALS PRODUCED:

CCSNH shall own any and all materials created or produced by vendor, including but not limited to still and video images, creative products, research, recommendations, and graphic elements. The vendor either shall provide all such elements to CCSNH or shall maintain all such elements in a manner acceptable to CCSNH, and shall provide all such elements to CCSNH at any time and upon cessation or termination of contract.

COMPLIANCE BY CONTRACTOR WITH LAWS AND REGULATIONS

In connection with the performance of the Services, the Contractor shall comply with all statutes, laws, regulations, and orders of federal, state, county or municipal authorities which impose any obligation or duty upon the Contractor, including, but not limited to the following:

i) The Contractor shall allow access by the grantee, the sub-grantee, the Federal agency, the Comptroller General of the United States, or any of their duly authorized representatives to any books, documents, papers, and records of the contractor which are directly pertinent to that specific contract for the purpose of making audits, examinations, excerpts, and transcripts.


iii) Copeland Anti-Kickback Act (18 U.S.C. 874 and 40 U.S.C. 276c), as supplemented by Department of Labor Regulations 29 CFR part 3. Contractors and Sub recipients performing services in excess of $2,000 for construction or repair, shall be prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he is otherwise entitled.

iv) Davis-Bacon Act, as amended (40 U.S.C. 276a to a-7) and supplemented by Department of Labor regulations (29 CFR part 5). Contractors and Sub recipients performing services in excess of $2,000 for construction or repair, shall be required to pay wages to laborers and mechanics at a rate not less than the minimum wages specified in a wage determination made by the Secretary of Labor. In addition, contractors shall be required to pay wages not less than once a week.

v) Contract Work Hours and Safety Standards Act (40 U.S.C. 327-333 sections 102 and 107), as supplemented by the Department of Labor Regulations (29 CFR part 5). Construction contractors performing services in excess of $2,000 and other contractors performing services in excess of $2,500 shall be required to compute the wages of every mechanic or laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than 1 and ½ times the basic rate of pay for all hours worked in excess of 40 hours in the work week. Section 107 of the Act is applicable to construction work and provides that no laborer or mechanic shall be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous.

vi) Clean Air Act (42 U.S.C 7401) and the Federal Water Pollution Control Act (33 U.S.C. 1251), as amended. Contractors and Sub Recipients performing services in excess of $100,000 agree to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act and the Federal Water Pollution Control Act.
Pollution control Act. Violations will be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency.

vii) Byrd Anti-Lobbying Amendment (31 U.S.C. 1352). Contractors who apply or bid for an award of $100,000 or more shall file a certification stating that it has not and will not use Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by this regulation. The contractor shall also disclose any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award.

viii) Rights to Inventions Made Under a Contract or Agreement. For contracts involving the performance of experimental, developmental, or research work, the Contractor agrees to comply with 37 CFR part 401 and give rights to the CCSNH and the Federal Government for any resulting invention.

ix) Debarment and Suspension (E.O.s 12549 and 12689). For contracts equal to or greater than $25,000, contract awards shall not be made to parties listed on the government-wide Excluded Parties List System, in accordance with the OMB guidelines at 2 CFR Part 180. CCSNH will be checking this system for the Contractor’s information, and if found, reserves the right to not award and/or rescind said contract.

x) The Contractor agrees to supply CCSNH with any necessary information as it relates to this contract for the purpose of any required federal reporting, either programmatic or financial.

xi) The Contractor agrees to the retention of all required records and documentation for three years after the College makes final payment and all other pending matters are closed.

PUBLIC INFORMATION:

The responding vendor hereby acknowledges that all information relating to this bid and any resulting order (including but not limited to fees, contracts, agreements and prices) are subject to the laws of the State of New Hampshire and rules under the federal TAACCCT grant regarding public information.

PUBLIC DISCLOSURE:

Any information contained in the bid that a vendor considers confidential must be clearly designated. Marking of the entire bid or entire section of the bid (e.g. pricing) as confidential will neither be accepted nor honored. Notwithstanding any provision of this bid to the contrary, vendor pricing will be subject to public disclosure upon the effective date of all resulting contracts or purchase orders.

Generally, each bid shall become public information upon the effective date of all resulting contracts or purchase orders; however, to the extent consistent with applicable state and federal law and regulations, as determined by the State, including, but not limited to, RSA Chapter 91-A (Right to Know Law), the state/CCSNH shall endeavor to maintain the confidentiality of portions of the bid that are clearly and properly marked confidential. If a request is made to CCSNH to view portions of a bid that a vendor has properly and clearly marked as confidential, CCSNH will notify vendor of the request and of the date that CCSNH plans to release the records. By submitting a bid, vendors agree that unless the vendor obtains a court order, at its sole expense, enjoining the release of the requested information, CCSNH may release the requested information on the date specified in the CCSNH’s notice without liability to the vendors.
**INSURANCE:**

Insurance will be more fully addressed at the time a P37 is submitted after the bidding process. The Contractor awarded the contract will need to furnish an insurance certificate which includes the following:

The Contractor shall, at its sole expense, obtain and maintain in force, and shall require any subcontractor or assignee to obtain and maintain in force, both for the benefit of the State and the Community College System of NH, the following insurance: Comprehensive general liability insurance against all claims of bodily injury, death or property damage, in amounts of not less than $250,000 per claim and $2,000,000 per incident, and fire and extended coverage insurance covering all property subject to subparagraph 9.2 (P-37) of these general provisions, in an amount not less than 80% of the whole replacement value of the property.

This insurance is in addition to the workers’ compensation insurance requirements outlined above in this document.

The policies shall be the standard form employed in the State of New Hampshire, issued by underwriters acceptable to the State, and authorized to do business in the State of New Hampshire.

The certificates shall contain a clause prohibiting cancellations or modifications of the policy earlier than 10 days after written notice thereof has been received by the Community College System of NH.

The certificates are required to name the Community College System of NH as additional insured.
EXHIBIT A

PROJECT: CCSNH OUTREACH SERVICES, ADVANCED MANUFACTURING INITIATIVE

GBC14-09

Community College System of NH

PLEASE RESPOND TO EACH OF THE FOLLOWING:

NOTE: For all, specifically highlight media buy strategy and strategies for building/strengthening the AMPed NH brand.

1. Given the goals of the grant, the scope of services and likely constraints of funding, what would you recommend as the Top 3-5 outreach priorities and how would you accomplish them?
2. How would you evaluate the effectiveness of TAACCCT-related outreach efforts?
3. Describe your company, including date of establishment, location(s), number of employees, etc. Include description of your core capabilities and those functions you would outsource. Attach resumes of key personnel who would be involved with this account and what their roles would be with CCSNH and the individual colleges.
4. Provide two recent case studies of work done for like clients (higher education or similar). Include samples of materials you developed. Should include TV, radio and print examples of your best work. Highlight work in higher education, specifically with community colleges or state colleges. Note: Vendor is encouraged to submit additional samples of materials developed outside the two required case studies.
5. Provide the names and contact information of at least three references (clients since 2009) that we may contact, with a brief description of work done for these clients.

PARTIAL SCHEDULE OF FEES:

Please provide below a schedule of fees your firm would charge CCSNH for the sample services outlined. These should be quoted as fully burdened (i.e., direct labor + overhead + profit) hourly or project-based rates offered on a time-and-materials basis. Prices stated below must be valid for the length of the resulting contract unless extended by mutual written agreement between CCSNH and the vendor. Make any explanatory notes/comments in the space provided on the following page.

<table>
<thead>
<tr>
<th>Description</th>
<th>PROJECT BASED</th>
<th>OR</th>
<th>HOURLY/EST. # HRS</th>
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<tbody>
<tr>
<td>Creation of interactive Web pages for initiative (to coordinate with CCSNH’s/AMPedNH’s current website)</td>
<td>$______________</td>
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<td>Creation of print ad:</td>
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<td>Consultation/Meeting Fees</td>
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<td>Creation of transit ads (bus wraps) and fee for placement services</td>
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<td>Development of press releases, research and story pitches, copywriting, etc.:</td>
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<td>PROJECT BASED</td>
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<td>Conducting focus groups:</td>
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<td>Compensation for media buying/placement:</td>
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<td>Creation/production of 30-second TV spot:</td>
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<td>Creation/production of radio spot:</td>
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Explanatory Notes for Any Item Above:

___________________________________________________________________________________________

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Signature: _______________________________________________________

Printed Name: _______________________________________________________________________

Date: _______________________________________________________________________________

Email address: _______________________________________________________________________

Telephone Number: _____________________________________________________________________

Fax Number: _________________________________________________________________________

Acknowledging Inclusion of Addendum (if needed):

Signature: _______________________________________________________

Printed Name: _______________________________________________________________________

Date: _______________________________________________________________________________

This bid must be signed by a person authorized to legally bind the bidder.