REQUEST FOR PROPOSAL FOR:
Marketing Services
Advanced Manufacturing Initiative
Community College System of New Hampshire/TAACCCT grant
November 2012

PURPOSE:

The purpose of this REQUEST FOR PROPOSAL is to establish a contract for the Community College System of New Hampshire (CCSNH) for Marketing 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 Purchasing Manager, kbrent@ccsnh.edu). Prospective bidders are encouraged to view the contract to ensure they are able to comply with its terms. 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 Sept. 24, 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. Manufacturers in the state, frustrated by a lack of skilled workers necessary to their growth, have been crying out for years about the problem and are seeking changes to an educational system producing far too few STEM (science, technology, engineering and math) graduates.

CCSNH, under the TAACCCT grant, is answering their call with comprehensive, system wide updates to college lab equipment and 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 marketing efforts in a decentralized yet coordinated manner. College-level marketing is designed to promote each college’s programs, services and regional identity; while system office marketing 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 marketing presence.

CCSNH is now seeking a marketing program specifically for the TAACCCT advanced manufacturing initiative that will allow the same flexibility and results.

For recent examples of marketing collateral please see http://64.72.28.103/marketing-ccsnh.html

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 marketing 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 yet been established, for planning purposes, bidders should assume $100,000 per year for two years. 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 marketing partner with appropriate knowledge and expertise to:

1. Working from marketing staff’s vision, develop fully interactive advanced manufacturing industry and education Web pages for CCSNH. As a note: CCSNH is currently in the process of redesigning its website, and messaging and visual elements of the advanced manufacturing initiative Web pages will need to coordinate.
   ○ Drupal CMS training will be required for CCSNH staff who will be updating page content
2. Work with CCNSH to develop a strategic marketing plan for the statewide advanced manufacturing initiative, but also for each of the seven colleges’ TAACCCT-related programs, events and/or unique offerings
3. Originate and develop creative advertising concepts across a media mix appropriate to target audiences
4. Design/produce/update marketing products in a variety of media (television, cinema, radio, print, Internet, transit, social media, trade show display, etc.)
   ○ 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
5. Educate marketing staff on effective social media and online advertising practices, and assist in building short- and long-term strategies
6. Work with marketing staff to develop an optimal media buying strategy and schedule
7. Increase PR exposure for the initiative both statewide and within each college’s region
8. Help CCSNH make the most of a limited TAACCCT grant marketing budget
9. Structure and/or conduct pre/post market research to determine success of marketing efforts

Important characteristics for the successful vendor include:

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

SELECTION AND IMPLEMENTATION TIMELINE:

The selection committee could include the CCSNH TAACCCT marketing 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):

Friday, Nov.9
Post RFP on CCSNH bids page
Tuesday, Nov. 13 - Thursday, Nov. 15
Publish RFP notice in Union Leader, Portsmouth Herald
Monday, Nov. 19, 2-3 p.m.
Bidders conference (optional)
Friday, Dec. 7, 12 p.m.
Deadline for RFP proposal submissions
Friday, Dec. 7, 3 p.m.
Bid opening
Friday, Dec. 21
Notification of finalists
Tuesday, Jan. 15, 2013
Finalist presentations
Friday, Jan. 18, 2013
Finalists notified of selection decision

BIDDERS CONFERENCE:

Prospective bidders may ask questions about CCSNH and the RFP at a bidders conference on Monday, Nov. 19, from 2-3 p.m. Attendance is optional. The bidders conference will be held at Great Bay Community College, 320 Corporate Drive, Portsmouth, N.H. Directions and a map can be found at www.greatbay.edu.

RFP PROPOSAL SUBMISSIONS:

Proposals must address the Scope of Services 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 Dec. 7, 2012, at 12 p.m. Proposals should be mailed or hand carried to TAACCCT/Great Bay Community College, Attention: Marketing 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.

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 may be viewed when available, once the award has been made, on our website only at: www.ccsnh.edu/bidding 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.

**CONTRACTOR COMPLIANCE WITH REGULATIONS - EQUAL EMPLOYMENT OPPORTUNITY:**

The vendor awarded the contract will need to comply with all the terms and requirements of the P-37 which states, in part, that 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 vendor, including, but not limited to, civil rights and equal opportunity laws. In addition, the vendor shall comply with all applicable copyright laws. During the term of any contract, the vendor shall not discriminate against employees or applicants for employment because of race, color, religion, creed, age, sex, handicap, sexual orientation, or national origin and will take affirmative action to prevent such discrimination. If the contract is funded in part by monies of the United States, the vendor shall comply with all the provisions of Executive Order No. 11246 (“Equal Employment Opportunity”), as supplemented by the regulations of the United States Department of Labor (41C.F.R. Part 60), and with any rules, regulations and guidelines as the State of New Hampshire or the United States shall issue to implement these regulations. The vendor further agrees to permit the State or United States access to any of the vendor’s books, records and accounts for the purpose of ascertaining compliance with all rules, regulations and orders, and the covenants, terms and conditions of a proposed contract.

**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 P-37 is submitted after the bidding process. The Contractor awarded the contract will need to comply with all the terms and requirements of the P-37.
EXHIBIT A

PROJECT: CCSNH MARKETING SERVICES, ADVANCED MANUFACTURING INITIATIVE

Community College System of NH

SYS13-04

PLEASE RESPOND TO EACH OF THE FOLLOWING:

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 marketing priorities and how would you accomplish them?
2. How would you evaluate the effectiveness of TAACCCT-related marketing 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>Service Description</th>
<th>Project Based</th>
<th>OR</th>
<th>Hourly/Est. # Hrs</th>
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<tbody>
<tr>
<td>Creation of comprehensive, interactive Web pages for initiative (to coordinate with CCSNH’s current website redesign)</td>
<td>$______________</td>
<td>$______________</td>
<td></td>
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<tr>
<td>CCSNH staff instruction for how to update website content through Drupal:</td>
<td>$______________</td>
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<tr>
<td>Creation of print ad:</td>
<td>$______________</td>
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<tr>
<td>Revision of print ad:</td>
<td>$______________</td>
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<tr>
<td>Consultation/Meeting Fees</td>
<td>$______________</td>
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<tr>
<td>Creation of transit ads (bus wraps) and fee for placement services</td>
<td>$______________</td>
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<tr>
<td>Development of press releases, research and story pitches, copywriting, etc.:</td>
<td>$______________</td>
<td>$______________</td>
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<tr>
<td>Conducting film/photo shoot at college</td>
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</table>
or industry partner site:  

Conducting focus groups:  

Compensation for media buying/placement:  

Creation of 30 Second TV spot:  
Creative:  
Production/post-production/ 
project management:  

Revision of TV spot:  
Creative:  
Production/post-production  
Project management:  

Creation of radio spot:  
Creative:  
Production/post-production  
Project management:  

Revision of radio spots (update event tags, etc.)  

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.