



REQUEST FOR PROPOSALS

FOR

## **Marketing Services**

At

The Community College System of New Hampshire

RFP #CHA23-03

Date of Issue: November 17, 2022

Proposals must be received no later than  
4:00 PM on December 9, 2022

All questions related to the RFP should be submitted via e-mail to:

Anne Banks, Apprenticeship Programs Manager at [abanks@ccsnh.edu](mailto:abanks@ccsnh.edu)

The full content of this Request for Proposals, Attachments, Appendices, Response to Questions and all Addenda via CCSNH website located at:

<https://www.ccsnh.edu/about-ccsnh/bidding-rfp/>

The RFP contains specific protocols relating to discussion and other communications regarding this RFP. Any violations of these provisions may result in immediate disqualification of a firm's submission.

Prospective firms are encouraged to promptly notify CCSNH of any apparent inconsistencies, problems, or ambiguities in the RFP.

**PURPOSE:**

The purpose of this REQUEST FOR PROPOSAL is to establish a contract in the amount of up to \$80,000 for the Community College System of New Hampshire (CCSNH) for Marketing Services to promote the development of registered apprenticeships and pre-apprenticeships across the state through the alignment of established programs with regional apprenticeship hubs.

**BIDDER CERTIFICATIONS**

The bidder who is awarded the contract must be duly registered to conduct business in the State of New Hampshire.

**CONTRACT TERM:**

The term of any resulting contract shall end on or before June 30, 2026.

The Community College System of NH shall have the right to terminate the contract at any time by giving the Contractor a thirty (30) day written notice.

**SCHEDULE OF KEY EVENTS:**

Issuance of Request for Proposal	Thursday, November 17, 2022
Proposal Due Date & Time	Friday, December 9, 2022
Award and Notification to Successful Bidder, no later than	Friday, December 23, 2022
Commencement of Services	January, 2023

**PAYMENT AND COMPENSATION:**

Payment terms: 100% due within 30 days after satisfactory completion of work as assigned and invoiced, receipt of the invoice, approval, and acceptance by the Community College System of NH. Partial payments are allowed.

**SCOPE OF SERVICES:****OVERVIEW**

Community College System of New Hampshire will be building upon its current workforce development program, ApprenticeshipNH, to develop statewide apprenticeship resources and networks by establishing four Regional Apprenticeship Hubs that align with community college partner geographic locations. The main purpose of the registered apprenticeship hubs is to support the needs of industry in the development and expansion of registered apprenticeship programs across a spectrum of sectors and occupations, including the state-identified in-demand industries: Healthcare, Technology, Manufacturing, Construction, Hospitality, Transportation/Logistics, and Education/Childcare.

**OBJECTIVE**

Work within this request for proposal (RFP) shall include the following:

1. Bidder agrees to provide marketing services to the Community College System of NH, to be targeted at employers, industry leaders, and community organizations for the purpose of promoting the development of registered apprenticeships and pre-apprenticeships across the state through the alignment of established programs and creation of regional apprenticeship hubs.
2. The duties will include:
  - A. Develop marketing campaign to include print materials, digital and social media

- B. Develop print marketing materials
- C. Assist with event planning and promotion
- D. Provide connections to news media outlets
- E. Expand and manage existing Apprenticeship NH website

**ADDITIONAL INFORMATION:**

The Community College System of NH reserves the right to make a written request for additional information from a bidder to assist in understanding or clarifying a Bid Proposal. The responses are to be provided in writing.

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

The Contractor who is awarded the contract will need to complete a Form Contract for Services (sample available upon request) 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. The Contractor will also need to supply a current Certificate of Good Standing from the Secretary of State.

Workers' compensation requirements as outlined in the Form Contract for Services and as required by NH law must be followed, and includes, in part, providing proof by the Contractor of workers' compensation insurance coverage for all of its employees on this site.

After the Award of Bid, the Contractor shall submit a list of all employees, all subcontractor's employees, and other related personnel who will be physically required to work at the Community College System of NH, providing the following information for each person:

Name:

Employer's Company Name:

The Community College System of NH reserves the right to request a criminal background check on any employee of Contractor. The Community College System of NH also in its discretion may decide that anyone with a criminal history, other than traffic violations that have not been annulled, will not be allowed to work at the project site.

**COMPLIANCE BY CONTRACTOR WITH LAWS AND REGULATIONS - EQUAL EMPLOYMENT OPPORTUNITY.**

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, civil rights and equal opportunity laws. In addition, the Contractor shall comply with all applicable copyright laws. During the term of any contract, the Contractor 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 any part by monies of the United States, the Contractor 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 Contractor further agrees to permit the State or United States access to any of the Contractor'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.

**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.
- ii) Equal Employment Opportunity E.O. 11246 (30 FR 12319, 12935, 3 CFR, 1964-1965 Comp., p.339), as amended by E.O. 11375, Amending Executive Order 11246 Relating to Equal Employment Opportunity and as supplemented by regulations at 41 CFR part 60, Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor.
- iii) Copeland Anti-Kickback Act (40 U.S.C. 3145), 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. 3141-3148) 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. 3701-3708), as supplemented by the Department of Labor Regulations (29 CFR part 5). Construction contractors performing services in excess of \$100,000 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. 1251-1387), as amended. Contractors and Sub Recipients performing services in excess of \$150,000 agree to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act and the Federal Water Pollution control Act. 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.

## **INSURANCE:**

Insurance will be more fully addressed at the time a Form Contract for Services 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, for the benefit of CCSNH, the following insurance: Comprehensive general liability insurance against all claims of bodily injury, death or property damage, in amounts of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate.

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 CCSNH, 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 Community College System of New Hampshire as additional insureds.

**ADDENDUM:**

In the event it becomes necessary to add to or revise any part of this RFP prior to the scheduled submittal date, the Community College System will email addenda to all who have already submitted bids and post any changes to its website <https://www.ccsnh.edu/about-ccsnh/bidding-rfp/>. 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 to this RFP must be addressed in a written addendum. Verbal changes will not be allowed.

All answers to bidder questions will be answered in writing via RFP addendums.

**SUBMISSION OF RFP RESPONSE:**

Bids are due on December 9, 2022, at 4:00 pm. If any Addenda to the RFP are issued, please acknowledge in your bid. Bids should be emailed to [abanks@ccsnh.edu](mailto:abanks@ccsnh.edu). The Community College is not responsible for proposals not received due to equipment failure, etc. If you want to ensure your proposal was received, please verify by calling Anne Banks at 603-230-3544.

At a minimum, Bidder responses should include the following:

- Completed Exhibit A – Bid Form
- A brief overview of your firm
- A detailed strategy and execution plan
- Examples of past performance that demonstrate your firm has provided satisfactory work on similar projects
- Bidder's W9
- Bidder's COI

**AWARD:** as applicable:

The contract will be awarded based on the following scoring criteria:

- Strategy, including campaign integration and proposed media mix – 30%
- Creative elements presented - 30%
- Optimizing available funds – 20%
- Recommendations to coordinate between statewide and college levels of marketing – 10%
- Identification of PR and value-ad opportunities – 10%

The Community College System of NH reserves the right to accept or reject any or all of the proposals.

The Community College reserves the right to waive any and all informalities in its best interest.

**BID RESULTS:**

Bid results may be viewed when available, once the award has been made, on our web site only at:  
<https://www.ccsnh.edu/about-ccsnh/bidding-rfp/>

There will be no public bid opening. **Only the names of the Bidders submitting responses will be made public.**

**EXHIBIT A**

**PROJECT: Marketing Services**

**COLLEGE NAME: Community College System of NH**

**BID FORM**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

**All labor to complete the project:** \$ \_\_\_\_\_

**All materials and equipment to complete the project:** \$ \_\_\_\_\_

**Project Total** \$ \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Acknowledging Inclusion of Addendum:**

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

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