

**HACC, Central Pennsylvania's Community College
Harrisburg, Pa.**

Request for Proposal

**RFP15-03
For
Integrated Marketing Communications Services**

Issued: August 20, 2014

Deadline for Questions: August 25, 2014, by 1 p.m.

Response to Questions: August 26, 2014, by 4 p.m.

PROPOSAL DUE DATE: August 27, 2014, by 1 p.m.

Interviews: September 8-12, 2014

Award of Contract: Following the October 7, 2014, HACC Board of Trustees meeting

Sealed Proposals Must Be Delivered to: HACC, Central Pennsylvania's Community College
Procurement and Contracts
Ted Lick Administration Building Room 203
One HACC Drive
Harrisburg, PA 17110

All firms who respond to the request for proposal (RFP) will receive a notification letter in the mail within one week after the Board of Trustees meeting.

Bid results will be posted on HACC's website at
<http://www.hacc.edu/Purchasing/RequestforProposals/RFPs-FY15.cfm>

For information concerning the RFP process, required format and the schedule of activities, please direct questions via email to:

Monique Y. Baylor, MBA
Director of Procurement
Telephone: (717) 736-4121
Email: procurement@hacc.edu

ACKNOWLEDGMENT FORM

HACC, Central Pennsylvania's Community College

Request for Proposal

RFP15-03 Integrated Marketing Communications Services

Acknowledgement: Please acknowledge receipt and interest in this Request for Proposal (RFP) by completing the information requested below and faxing it to (717) 236-0709 or emailing it to procurement@hacc.edu.

Acknowledgement due date is **August 25, 2014**

Also, please include this page with your proposal.

Offerer Name: _____ Contact Name: _____

Address (include City, State, Zip): _____

Phone: _____ Fax: _____ Cell Phone: _____

Email: _____ Website: _____

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I. BACKGROUND

Project Identification

This RFP, issued by HACC, Central Pennsylvania's Community College, is for a consultant who will:

- Complete all tasks necessary as listed under the project's expectations
- Assist HACC in expanding overall awareness of the College by increasing the visibility of the College, tracked via a completion management program to develop and assess the College's long-term relationships with students
- Assist HACC in lead generation by increasing student recruitment efforts and enrollment

The College intends to award a one-year contract, with the possibility of an extension if the relationship proves to be mutually beneficial.

Background Information

HACC is the largest and oldest of the Pennsylvania's 14 community colleges and is the sole such institution serving the Central Pennsylvania region. HACC, Central Pennsylvania's Community College, offers more than 150 career and transfer associate degree, certificate and diploma programs to nearly 20,000 students at campuses in Gettysburg, Harrisburg, Lancaster, Lebanon and York and through online classes. In addition, HACC serves more than 29,000 students in noncredit workforce development, public safety, adult basic education and continuing education programs offered at all campuses and off-site locations in many communities in Central Pennsylvania.

Many of the College's students come to HACC for affordable training for a specific career. Approximately one-third of HACC students come to the College to transfer credits toward a bachelor's degree to be continued at a four-year college or university. HACC has articulation agreements with several four-year institutions that allow students to transfer seamlessly from HACC to the third year at the institution.

The average age of a full-time HACC student is 23.1 years old, and the average age of a part-time student is 28.1 years old. The majority of students, 62.7 percent, are female, compared to males, who number 37.3 percent. Most of HACC students, 70.6 percent, are Caucasian, with the next largest racial group, African Americans, encompassing 10.6 percent.

Although HACC experienced double-digit growth in the decade ending in fall 2010 with an enrollment of 23,210 students, the College is experiencing a nationwide trend of declining enrollments at postsecondary institutions. In fall 2011, HACC experienced its first decline in enrollment, with 22,595 students enrolled and 21,945 students enrolled in fall 2012. The trend has continued, with 17,743 students enrolled in fall 2014.

In 2013, a firm was hired to conduct research to help the College achieve its enrollment goals and develop and implement a new brand. The research confirmed that many Central Pennsylvania residents believe that HACC belongs to them. They feel a kinship with the College and believe in it. As a result, the new brand was developed to be flexible, relatable and unique while also communicating HACC is YOUR college. The new brand, YOURS, launched in February 2014 to engage and retain students enrolled at HACC's five campuses in Gettysburg, Harrisburg, Lancaster, Lebanon and York and through its global virtual learning program. Using simple words, such as "Completely YOURS." or "Financially YOURS.," HACC is

encouraging and showing traditional and non-traditional students, the parents of high school students, community leaders and the public that HACC supports you – whether you are completing two courses, transferring to a four-year college or completing your associate degree.

Now, the College is prepared to continue to incorporate the brand and execute campaigns with support from a firm. The creative messaging will continue to be based on research and other data about HACC's target audiences and the effective means of promoting the College to 21st century students.

Project Expectations

It is the intent of this RFP to seek proposals that address the components listed below. It is anticipated that a contract for services will be executed following the Board of Trustees meeting on October 7, 2014.

The firm that is selected as a result of this RFP will provide sufficient information to satisfy the goals and duties.

This project will be supervised directly by HACC's Office of College Advancement.

Goals

- Determine the College's primary target audiences in terms of student recruitment and marketing
- Determine the potential enrollment growth based on the target audiences
- Identify where and how the College should market to the target audiences
- Develop the College's marketing deliverables

Duties

- Produce materials in line with HACC's Communication and Style Guide and Visual Identity Standards Guide
- Write content related to advertising, branding, marketing and public relations and in support of student recruitment and retention
- Handle the purchasing of HACC mailing lists
- Develop and design publications related to advertising, branding, marketing and public relations and in support of student recruitment and retention
- Manage printing of student recruitment materials
- Develop and design online materials related to advertising, branding, marketing and public relations and in support of student recruitment and retention
- Manage media planning and buying (and negotiate with media outlets) in support of student recruitment, retention and special projects under the direction of the integrated marketing communications department
- Provide monthly analytic reports with recommendations for campaign improvements
- Meet and work with the integrated marketing communications department to receive approvals and achieve goals
- Demonstrate understanding of and write content in AP style

II. REQUIREMENTS

The proposal shall be **clear, concise and limited to no more than 15 typed and single-spaced pages.**

The title page accompanying the proposal shall be signed by the person or persons required and authorized to legally bind the firm to the proposal and shall specifically state that the firm shall complete all services set forth in the proposal within the proposed time limits to the satisfaction of the College. Proposal shall be on 8 ½ x 11 paper only.

Cover Letter

The cover letter shall contain a brief introduction of the Offerer and the proposal. The letter shall be concise and need not repeat any of the detailed information set forth in the proposal; however, any terms or conditions of this RFP to which the Offerer objects and/or does not accept shall be clearly stated in the cover letter along with any alternatives or further explanation. At a minimum, the cover letter page shall be on company letterhead and shall include the name and working address of the firm submitting a proposal, the name and telephone number of the primary company representative to be contacted with reference to the proposal and the date of submission.

Offerer History and Qualifications

Each proposal must contain a complete proposal. The College reserves all rights as to the evaluation of any and all responses submitted by each Offerer and to the College's determination of the Offerer's qualifications.

Each proposal must include a brief (one page) profile demonstrating an established, successful track record of past performance in providing services closely related to the requirements specified in this RFP. Explain the firm's experience with projects of similar size and scope, number of years in business, and history of the firm.

Each proposal should:

- 1) Include information about three successful higher education integrated marketing communications plans developed, implemented and evaluated within the past five years.
- 2) Include demonstrated success in generating leads and increasing enrollment.
- 3) Include the description of previous projects, noting overall size, value, owner's name, mailing address, telephone number and email address.
- 4) Demonstrate the capabilities and resources to fulfill the scope of services outlined in this RFP.
- 5) Demonstrate an ability to come to a HACC campus on a monthly basis at a minimum.

Project Cost

Please explain how your firm establishes budgets, manages invoices and modifies client budgets if needed. Additionally, please explain the firm's:

1. Rate structure
2. Billing methods
3. Out-of-pocket expenses, including travel
4. Fees for brand strategy and messaging, development of collateral, evaluation and measurements and consultation

III. EVALUATION

Proposal Process

1. After the date established for receipt of proposals, a register of proposals shall be prepared which shall include the name of each proposer. The register of proposals shall be open to public inspection only after proposal opening. No additional proposals will be accepted after the opening date.
2. The evaluation shall be based on the evaluation factors set forth in this RFP. Factors not specified in the RFP shall not be considered.
3. Discussions may be held with one or more proposers to:
 - a. Promote understanding of the College's requirements and the Offerer proposals;
 - b. Facilitate arriving at a contract that will be most advantageous to the College, taking into consideration all factors set forth in the RFP;
 - c. Discussions may include oral presentations, interviews and demonstrations, responses to specific questions, modifications and negotiations. Offerers shall not be informed of their rank at the time of discussions. The College reserves the right to visit and inspect other sites of the potential Offerer;
 - d. Offerers must be prepared to send qualified personnel to discuss technical and contractual aspects of the proposal;
 - e. One or more Offerers may be provided an opportunity to submit a "best and final" offer.
4. References and the credit and financial responsibility of the proposals may be verified as appropriate.

Evaluation Criteria

All proposals must meet or exceed mandatory requirements outlined in this RFP in order to be reviewed. Those proposals meeting the minimum mandatory requirements will be considered based upon a point scoring evaluation system described in this section.

Information and data for scoring will come from information supplied with the Offerer's proposal, from the references and any clarification information requested by the College. Points will be tallied for three areas: Qualifications/Specifications, Project Plan and Total Cost of the proposal. The maximum possible points for the combined areas are 100 points.

Offerer History and Qualifications (25 points maximum)

Information provided by references and in the general proposal will be evaluated and awarded a maximum of twenty-five (25) points. Particular attention will be given to years in business, prior experience with projects of similar size, particular experience with other educational institutions and customer service.

Project Plan (65 points maximum)

The project plan will be evaluated for feasibility, completeness and thoroughness in addressing the scope of work and awarded a maximum of sixty-five (65) points.

Total Cost (10 points maximum) - SUBMITTED IN SEALED SEPARATE ENVELOPE

- A. The cost envelopes of the top-rated proposals in the areas above, along with ties, will be opened and will receive points according to the following formula:

$$\frac{\text{Lowest cost}}{\text{Proposal being evaluated}} \times \text{maximum points (10)} = \text{points awarded}$$

For example, among the three top rated proposals, Vendor A's proposal is \$150,000, Vendor B's proposal is \$160,000 and Vendor C's proposal is \$170,000.

Vendor A receives 10 points, calculated as follows:

$$\$150,000 / \$150,000 = 1 \text{ times } 10 = 10 \text{ points.}$$

Vendor B receives 9.375 points, calculated as follows:

$$\$150,000 / \$160,000 = .9375 \text{ times } 10 = 9.375 \text{ points.}$$

Vendor C receives 8.824 points, calculated as follows:

$$\$150,000 / \$170,000 = .8824 \text{ times } 10 = 8.824 \text{ points.}$$

- B. The remaining proposals will not receive points for cost.

IV. GENERAL PROVISIONS

Before submitting a proposal, the Offerer shall be thoroughly familiar with all contract conditions referred to in this document and any addenda issued before the proposal submission date. Such addenda shall form a part of the RFP and shall be made a part of the contract. It shall be the Offerer's responsibility to ascertain that the proposal includes all addenda issued prior to the proposal submission date.

By submitting a response to this RFP, the Offerer represents that the Offerer has read and understands the contract specifications and conditions.

Confidentiality of HACC Information

The selected Offerer may have access to, may obtain or be given confidential information, including, without limitation, information concerning the College's business strategies, political and legislative affairs, students, faculty, employees, contractors, customer lists, finances, properties, methods of operation, computer and telecommunication systems and software and documentation. Certain confidential information may be protected under the Family Educational rights and Privacy Act (FERPA) and the Gramm-Leach-Bliley Act.

The selected firm must have administrative, technical and physical safeguards to protect the security, confidentiality and integrity of the College's confidential information.

HACC may conduct discussions with Offerers in order to evaluate their abilities and responsiveness to the RFP. In order to facilitate the discussions and to allow the Offerer to propose responsive solutions to HACC's needs and requirements, HACC is willing to disclose certain confidential information to the Offerer, including, without limitation, information concerning HACC's business strategies, political and legislative affairs, students, employees, contractors, customer lists, finances, properties, methods of operation, computer and telecommunications systems and software and documentation ("Confidential Information").

By submitting a proposal in response to this RFP, Offerers agree: (i) to use Confidential Information solely for purposes of responding to and discussing the RFP; and (ii) not to disclose, permit or cause use of or provide access to Confidential Information to any third person or entity. Upon request by HACC, Offerers may be required to sign a Non-Disclosure Agreement.

Arbitration

All disputes between the parties to this agreement arising out of or in connection with the contract documents shall be submitted for arbitration. If arbitration is selected by the College, the College shall also select the number of arbitrators and the manner of arbitration, which shall be either: (1) arbitration according to the rules of the American Arbitration Association; or (2) referral to one of more arbitrators mutually agreed upon by the parties.

When a written decision of the College states that the decision is final but subject to arbitration, a demand for arbitration of a claim covered by such decision must be made within thirty (30) days after the date on which the party making the demand received the final written decision. Failure to demand

arbitration within said thirty (30) days period shall result in the College's decision becoming final and binding upon the College and Offerer.

In responding to a claim brought by an Offerer, the College shall have a minimum of forty-five (45) days in which to respond to a revised claim prior to the arbitration hearing.

Litigation

In the event that any term of this contract is the subject of litigation, it is hereby agreed that the parties in that litigation shall pay their own attorney's fees and court costs incurred, including court costs and attorney's fees incurred in appellate proceedings.

Venue and Jurisdiction

The terms and conditions herein constitute the sole and entire agreement among parties and the laws of the Commonwealth of Pennsylvania shall govern any disputes. In the event of litigation concerning this agreement, venue shall be in the County of Dauphin Courts, Harrisburg, PA.

Right to Audit

The College and appropriate designated representatives reserve the right to audit the College account records and other financial records of the Offerer, as they pertain to the College. Auditors selected by the College, if deemed necessary by the College, shall perform such audits.

Force Majeure

Neither party to this Agreement will be liable to the other for any failure or delay in performance under this Agreement due circumstances beyond its reasonable control including, without limitation, Acts of God, accident, labor disruption, acts, omissions and defaults of third parties, and official governmental and judicial action not the fault of the party failing or delaying in performance.

V. PROPOSAL SUBMISSION

Any term or condition stated in this RFP document shall be considered accepted by the Offerer unless specifically objected to by the Offerer. The College may accept or reject Offerer's alternative proposals to the terms of this RFP. A proposal may be rejected if it is incomplete or conditional.

Proposal Deadline

To be considered for selection, proposals shall arrive at HACC, Central Pennsylvania's Community College, Procurement and Contracts, Ted Lick Administration Building Room 203, One HACC Drive, Harrisburg, PA 17110 by 1 p.m. on or before August 27, 2014. Proposals must be in a sealed container, clearly marked "Request for Proposal #RFP15-03, Integrated Marketing Communications Services." Pricing must be submitted in a **separately sealed envelope** (only one copy of pricing required). Allow time for normal mail delivery to ensure timely receipt of proposals by HACC's Procurement Department. Proposals arriving after the deadline will not be considered. All proposals become the property of the College.

RFP Clarification

Offerers may request an explanation of the intent or content of this RFP and clarification of procedures used for this procurement. No interpretation made to any Offerer as to the meaning of the RFP shall be binding on the College unless repeated in writing and distributed as an addendum by the College's Procurement Department. Official written responses to all relevant written questions will be emailed or faxed by the College's Procurement Department.

Requests for written explanation, clarification and/or questions shall be made via email marked "Questions Related to RFP15-03" to procurement@hacc.edu. Such requests must be received no later than August 25, 2014 at 1 p.m.

Failure of the Offerer to make appropriate inquiries, evaluate any special conditions or verify requirements of this RFP shall not relieve the Offerer of responsibility for fulfilling the contract in accordance with the terms of this RFP.

Oral communication with any College employee, unit, department or organization concerning this RFP is not binding on the College and shall in no way modify the RFP or the obligation of the College or the Offerer.

Number of Copies and Mailing of Proposal

Seven (7) copies of the general proposal will be submitted in a sealed container clearly marked with the name of the proposal and labeled "Request for Proposal RFP15-03, Integrated Marketing Communications Services." One (1) of the copies shall be marked "Master Copy" and will contain original signatures. The remaining copies do not require original signatures. **No cost information is to be contained in the general proposal. Rather, cost information should be submitted in a separately sealed envelope.**

In lieu of supplying seven (7) copies of the bid, one (1) Master Copy and an electronic media (CD, memory stick, etc.) will be preferred providing they are all in the sealed envelope.

Addenda to the RFP

In the event that it becomes necessary to revise any part of this RFP, HACC's Procurement Department will provide addenda in writing to the Offerers who indicate that they are interested by returning the Acknowledgment Form of this document (page 2). All addendums and notices will be posted on HACC's website: <http://hacc.edu/Purchasing/RequestforProposals/RFPs-FY15.cfm>. No oral statements, explanations or commitments by whosoever made shall be of any effect except as the College's Procurement and Business Services Office has confirmed the same in writing.

Acceptance of Proposals

The College reserves the right in awarding the contract to consider the competency, responsibility and suitability of the Offerer, as well as the services to be provided. The College further reserves the right to accept or reject any or all proposals, to waive any irregularities or informalities and to award the contract in the best interest of the College. Neither the College nor any agent thereof on behalf of the College will be obligated in any way by any Offerer's response to this RFP.

The College also reserves the right to allow an Offerer to correct a defect in its Bid provided that correction of the defect does not alter the amount of the Bid or the scope of work required under the Bid.

The College will review all proposals. The College reserves the right to cancel the selection process or the negotiations when a selection is made or at any time prior to entering into a formal written agreement with the Offerer.

The College intends to execute a contract with the Offerer submitting the proposal which the College determines to best meet the College's requirements. The College will be the sole judge of the acceptance of any and all proposals.

Economy of Preparation

Proposals should be prepared simply and economically, providing a straightforward, concise description of the proposer's capabilities to satisfy the requirements of the RFP. Special bindings, colored displays, promotional materials, etc., are not desired. Emphasis should be on completeness and clarity of content.

Incurred Cost

The College is not liable for any costs incurred by Offerers in the preparation and presentation of their proposals.

Signatories

The proposal shall include information as requested throughout the RFP. The signature of all persons authenticating the proposal shall be printed and written in longhand on the cover letter. The proposal shall be signed with ink.