

HACC, CENTRAL PENNSYLVANIA'S COMMUNITY COLLEGE

Request for Proposal
08-10: PUBLIC RELATIONS

Acknowledgement: Please acknowledge receipt of this RFP by completing the information requested below and faxing to 717/780-2325 upon receipt.
Please also include this page with your response.

Bidder Name:		Contact Name:	
Address (include city, state, zip):			
Phone:		Fax:	
		Email:	

Check One:	<input checked="" type="checkbox"/> We will	<input type="checkbox"/> Will Not	be responding to this RFP.
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If not responding, please explain briefly:	

Dates:

Date of Issue: **Friday – October 12, 2007**

Submit Notice of Intent to Attend Mandatory HACC Presentation: **Monday – October 29, 2007 – by 11:00AM**

Bidder's questions to the Selection Committee: **Wednesday – October 31, 2007 – by 1:00PM**

Mandatory Visit of HACC's Presentation/Concept: **Friday – November 2, 2007 – 9:00AM to 11:00AM**

Bidder's schedule Bidder Presentations with Purchasing: **From November 19, 2007 thru November 21, 2007**

Bidder Presentations/Proposal: **One hour session on November 30, 2007, December 3, 2007, or December 6, 2007**

Board Meeting: **Tuesday, January 8, 2008** (Please note: Final official bid results will be released after this date. All bidders who respond to the RFP will receive an award notification letter in the mail within one week of this date.)

HACC Information and Proposal Delivery:

Address: Purchasing Office/W130

One HACC Drive
Harrisburg PA 17110-2999

Contact: Garry Crider, Director of Purchasing
Or Sue Davis, Purchasing Technician

Phone: 717/780-1164

Fax: 717/780-2325

Request For Proposal
HACC, Central Pennsylvania's Community College
#08-10

for

PUBLIC RELATIONS

for

HACC, CENTRAL PENNSYLVANIA'S COMMUNITY COLLEGE
Harrisburg, PA

DEADLINE TO SUBMIT PROPOSALS:

During the one hour sessions set up for:
November 30, 2007, December 3, 2007, or December 6, 2007
Presentations must be scheduled through the Purchasing Department
Sealed Proposal must be submitted at the time of the Bidder's Presentation to HACC

PROPOSALS MUST BE DELIVERED TO:
HACC, CENTRAL PENNSYLVANIA'S COMMUNITY COLLEGE
PURCHASING AND BUSINESS SERVICES
ONE HACC DR
HARRISBURG, PA 17110

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

Garry Crider, Director of Purchasing
HACC, Central Pennsylvania's Community College
Purchasing and Business Services
Harrisburg PA 17110
Telephone: 717-780-1164

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1. KEY DATES

Important dates including proposal deadlines are shown below. Formal addendum to this RFP will be issued to the Proposers notifying of any changes to these dates. Dates indicated are tentative and may be changed during the RFP process due to revision(s) of any part of the Request for Proposal because of questions from Proposers and/or additional information requested after the Proposal Opening.

ACTIVITY	DATE & TIME
Advertisement	Wednesday – October 12, 2007
Submit Notice of Intent to Attend Mandatory HACC Presentation:	Monday – October 29, 2007 – by 11:00AM
Bidder’s questions to the Select Committee prior to Bidder’s Presentation	Wednesday – October 31, 2007 – by 1:00PM
Mandatory Visit of HACC’s Presentation / Concept	Friday – November 2, 2007 – 9:00AM to 11:00AM
Bidder’s Schedule Bidder Presentations with Purchasing	From November 19, 2007 thru November 21, 2007
Bidder’s Presentations and Proposal Submission	Scheduled Presentation on November 30, 2007, December 3, 2007, December 6, 2007
Award of Contract	After Tuesday – January 8, 2008 BOT Meeting

2. PROPOSAL SUBMISSION CONTENTS

Proposals must include all information required by the following sections:
(Reference Section VI)

- a. Cover Letter
- b. Description of Qualifications
- c. Contractor History
- d. Cost Proposal

3. DEFINITIONS

The following terminology shall be used throughout this Request for Proposal.

campus-HACC, Central Pennsylvania’s Community College Campus, Harrisburg PA

contract-shall be used herein to refer to the purchase order(s) generated by the final award.

Contractor shall be used herein to refer to the Bidder receiving the final award.

Purchaser-HACC, Central Pennsylvania’s Community College

response or proposal-as used herein shall be understood to mean the written proposal to provide services.

RFP-Request for Proposal

College-HACC, Central Pennsylvania’s Community College, Harrisburg, PA

Bidder, Bidder, Contractor, Proposer, Supplier-as used herein shall be understood to mean the company, firm or corporation formally submitting a response to this RFP.

I. PROGRAM REQUIREMENTS

A. PURPOSE

HACC, Central Pennsylvania's Community College formally invites responses to provide information to be used in the decision to select a Public Relations firm to represent HACC, Central Pennsylvania's Community College. The College reserves the right to accept or reject any and all proposals, to waive any irregularities or informalities in any proposal(s) and to award the contract in the best interests of the College.

All proposals are subject to the terms and conditions outlined herein. All responses shall be controlled by such terms and conditions and the submission of other terms and conditions and other documents as part of an Bidders response will be waived and have no effect either on this RFP or any contract that may be awarded resulting from this solicitation. The submission of any other terms and conditions by an Bidder may be grounds for rejection of the Bidders proposal. Bidder specifically agrees to the conditions set forth in the above paragraph by the signature of its authorized representative on the execution of proposal page contained herein.

B. PROJECT PRICE CHANGES

Any changes in project workscope that alters costs must have prior approval from the Vice President for Finance and College Resources.

HACC, Central Pennsylvania's Community College Director of Purchasing shall be the authorized representative of the College for purposes of interpretation of contract requirements.

C. CONTRACT STANDARDS

After the Contract(s) are awarded (see award of Contract below) it will be the Contractor representative's responsibility to confirm with the College's authorized representatives, whether or not there is correct and sufficient funds available for the project through the issuance of a Purchase Order.

D. INVOICES AND STATEMENTS

Invoices must be descriptively itemized and must clearly indicate the applicable College Purchase Order number, including the Project Name and Location as well as the HACC account number, and must be submitted in duplicate at time of project completion before payment can be authorized.

A copy of the invoice statement is to be submitted to the "Bill to. . ." location identified per the Purchase Order.

Any invoices submitted without an approved college Purchase Order referenced is subject to being classified as a gift to the College.

E. FINAL INSPECTION AND PROJECT ACCEPTANCE

Determination of adequacy of performance project completion shall be the responsibility of the Project Manager. Neither the College nor the Project Manager nor any agent thereof on behalf of the College will supervise or be responsible for the actions of the Contractor's employees, subcontractors, or subcontractor's employees.

The Project Manager for this project shall be Ms. Nancy Rockey, Vice President of College and Community Development - 717-780-2321.

F. PAYMENT

The College will make payment to the contractor from the approved invoice. Payment will be accomplished within thirty (30) days of project acceptance or invoicing, whichever is later, if the project is as specified and statements are in proper form.

Proposers may include in their response their ability to accept credit card payments and any additional costs related to providing this capability.

II REQUEST FOR PROPOSAL

HACC, Central Pennsylvania's Community College formally invites responses to this Request for Proposal to provide information to be used in the selection of a **Public Relations Firm**.

Interested parties are invited to schedule their presentation and proposals to HACC, Central Pennsylvania's Community College Purchasing and Business Services, One HACC Drive, Harrisburg PA 17110. Presentations can be scheduled with Garry Crider from November 19, 2007 thru November 21, 2007 (at this time the meeting room will be given). **Each presenter will be limited to one hour. Time should be allotted for any questions from the Selection Committee. All Bidders must present any questions for the Selection Committee one (1) week prior to the Bidder's scheduled presentation.** The Bidder's questions must be sent to Garry Crider, Director of Purchasing no later than Wednesday, October 31, 2007 by 1:00PM. The questions may be mailed to Garry Crider's attention at HACC, One HACC Drive, Harrisburg, PA 17110, emailed to cgcrider@hacc.edu, or faxed to 717-780-2325.

This Request for Proposal contains the instructions governing the proposals to be submitted, the materials to be included therein, requirements that must be met to be eligible for consideration, and general guidelines for submission of proposals.

A. WORKSCOPE

The Workscope for this Request for Proposal is defined in detail in Section VII: EXHIBITS / SPECIFICATIONS.

B. MANDATORY SITE VISIT

A MANDATORY VISIT for HACC's Presentation of Concept is planned for as follows:

HACC's Presentation of Concept is scheduled to occur on Friday, November 2, 2007 from 9:00AM to 11:00AM at Stabler Hall, Room 102, located on the Harrisburg HACC Campus, One HACC Drive, Harrisburg, PA 17110. The Presentation will start promptly at 1:00PM whereby the doors will be closed to anyone after this time.

The MANDATORY VISIT for HACC's Presentation will detail the conceptual results expected of the Public Relations firm.

The Pre-proposal Conference/Site Visit is **MANDATORY** for all prospective Bidders who wish to have their proposals considered. Proposals from prospective Bidders not attending, or who are not present for the **entire** pre-proposal conference visit will not be considered for award.

C. RFP CLARIFICATION

Proposers 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 Proposer as to the meaning of the RFP shall be binding on the College unless repeated in writing and distributed as an addendum by College Purchasing and Business Services Office. Official written responses to all relevant written questions will be mailed or faxed by HACC, Central Pennsylvania's Community College Purchasing and Business Services Office.

Requests for written explanation or clarification of the RFP and questions specifically for the Selection Committee shall be made in writing and submitted in an envelope marked "Questions Related to RFP #08-10" to HACC, Central Pennsylvania's Community College, Purchasing and Business Services Office, ATTN: Garry Crider, Director of Purchasing, One HACC Drive, Harrisburg PA 17110, or by Fax 717-780-2325. Email Questions are acceptable at cgrider@hacc.edu. Such requests must be received no later than Wednesday, October 31, 2007 by 1:00PM.

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

Communication concerning the Request for Proposal can only be with Garry Crider, Director of Purchasing (717-780-1164 or cgrider@hacc.edu). Oral communication with any other 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 Vendor, and may deem the Proposer's proposal void.

The college will evaluate a Proposer's "confidence in its own ability to perform" based on a given Proposer's willingness to provide the College with meaningful contractual assurances and remedies.

In summation of the College's general objectives regarding this Request for Proposal, the College has a sincere desire to award the transaction based on reliable information. In other words, Proposers to this RFP will have demonstrated their agreement that whether verbal or written, the company can perform to the requirements of this Proposal.

D. ADDENDA TO THE RFP

In the event that it becomes necessary to revise any part of this RFP, HACC, Central Pennsylvania's Community College Purchasing and Business Services Office will provide addenda in writing to the Proposers. No oral statements, explanations, or commitments by whomsoever made shall be of any effect except as the same are confirmed in writing by the College Purchasing and Business Services Office.

E. EQUAL EMPLOYMENT COMPLIANCE REQUIREMENT

HACC, Central Pennsylvania's Community College is committed to affirmative action in accordance with state and federal laws and regulations providing for equal employment opportunity. HACC, Central Pennsylvania's Community College will not contract with any firm that is not an equal opportunity employer.

In accordance with federal and state laws, the contractor agrees not to discriminate against any client, employee or applicant for employment or for services, because of race, color, national origin, sex, age, marital status, religion, creed, political belief, mental or physical disability, or

status as Vietnam era or disabled veteran. The contractor will comply with the Americans with Disabilities Act of 1990.

F. NON DISCRIMINATION

HACC, Central Pennsylvania's Community College is committed to non discrimination and equal employment opportunity. HACC, Central Pennsylvania's Community College will not contract with any firm that is not an equal opportunity employer.

G. ACCEPTANCE OF PROPOSALS

The College reserves the right in awarding the contract to consider the competency, responsibility, and suitability of the Proposer, as well as the services 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 Proposer's response to this RFP.

III GENERAL CONTRACTUAL PROVISIONS

A. EXAMINATION OF CONTRACT CONDITIONS

It is the intent of HACC, Central Pennsylvania's Community College through this Request For Proposal and contract conditions contained herein, to establish to the greatest possible extent, complete clarity regarding the requirements of both parties to the contract resulting from the Request For Proposal.

Before submitting a proposal, the Contractor 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 Contractor's responsibility to ascertain that the proposal includes all addenda issued prior to the proposal submission date.

By submitting a response to this RFP contractor represents that:

- 1) The contractor has read and understands the Contract specifications and conditions.
- 2) The contractor will perform the work in compliance with Commonwealth of Pennsylvania, Federal and Local Laws, Regulations, Standards, Ordinances and Codes.

B. ASSIGNMENT OR TRANSFER

This contract may not be assigned or transferred in whole or in part, without the written permission of HACC, Central Pennsylvania's Community College Purchasing and Business Services Office, nor may any rights to any monies due or to become due hereunder be assigned.

C. INDEPENDENT CONTRACTOR

The Contractor is an independent contractor providing services for HACC, Central Pennsylvania's Community College.

D. INSURANCE

The Contractor shall provide insurance coverage as required by this section. Certificates of insurance coverage shall be filed with HACC, Central Pennsylvania's Community College Purchasing and Business Services Office within thirty (30) days of notice of award of contract. In

no instance may any work commence prior to receipt of the certificates. A signed contract issued as notice of award shall not be considered valid until HACC, Central Pennsylvania's Community College Purchasing and Business Services has received the certificates.

The Contractor shall maintain the following minimum insurance:

1. Workers' Compensation Insurance Coverage. The Contractor shall provide HACC, Central Pennsylvania's Community College Purchasing Department with proof of Workers' Compensation Coverage in accordance with Pennsylvania statutory requirements
2. Comprehensive General Liability insurance, including automobile liability, personal injury and property damage with limits of not less than \$1,000,000 each claim and a combined single limit of not less than \$2,000,000 per occurrence.

E. INDEMNIFICATION

The Contractor shall hold HACC, Central Pennsylvania's Community College harmless from any liability, costs, or penalties in any way resulting from the performance of the services related to this contract or from the conduct or actions of any persons provided by the Contractor for performance of this agreement and will indemnify the College for any costs of defense paid because of actions of the Contractor or its employees in the performance of this agreement.

F. CONTRACT MANAGER

HACC, Central Pennsylvania's Community College Purchasing and Business Services shall be the authorized representative of the College for purposes of interpretation of contract requirements. Determination of adequacy of performance shall be the responsibility of the Project Manager. Neither the College nor the Project Manager nor any agent thereof on behalf of the College will supervise or be responsible for the actions of the Contractor's employees, subcontractors, or subcontractor's employees.

IV RIGHTS AND REMEDIES

A. 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 (1) the decision is final but subject to arbitration and (2) 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, then 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 Contractor.

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

B. 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.

C. VENUE AND JURISDICTION

The terms and conditions herein constitute the sole and entire agreement among parties and the laws of the State of Pennsylvania shall govern any disputes. The Dauphin County Court of Common Pleas shall have exclusive jurisdiction over any and all litigation arising from the terms of this agreement.

D. RIGHT TO AUDIT

The College and appropriate designated representatives reserve the right to audit the College account records and other financial records of the Contractor, as they pertain to the College. Such audits, shall be performed by auditors selected by the College only if deemed necessary by the College.

E. 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

To receive consideration, proposals shall be made in agreement with the instructions as stated in this RFP, and such proposals and awards made therein shall be subject to all of the terms and conditions hereof:

A. 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.

B. INCURRED COST

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

C. 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 in the designated area on page one (1) of the RFP. The proposal shall be signed with ink or indelible pencil.

D. MULTIPLE PROPOSALS

A Contractor may submit more than one (1) proposal. At least one of the proposals must be complete and comply with all stated instructions. However, additional proposals may be in an abbreviated form following the same format, but providing only that information that differs in any way from that contained in the complete proposal.

E. PROPOSAL DEADLINE

To be considered for selection, proposals shall arrive at HACC, Central Pennsylvania's Community College Purchasing and Business Services Office, One HACC Drive, Harrisburg, PA, 17110 at the scheduled time of the Bidder's Presentation being held on November 30, 2007, December 3, 2007, or December 6, 2007. Proposal Sheets showing all costs must be in a sealed container, clearly marked "**Proposal RFP # 08-10 – PUBLIC RELATIONS**" and handed to the Purchasing Department's representative at the time of the presentation. The Bidder's Presentation can be distributed to the Project Team Members at the scheduled time of the presentation

F. NUMBER OF COPIES AND MAILING OF PROPOSAL

Nine (9) copies of the General Cost Proposal Sheet will be submitted in a sealed container clearly marked with the name of the Proposer and labeled "**PUBLIC RELATIONS - RFP #08-10**". One (1) of the copies shall be marked "Master Copy" and will contain original signatures in all locations requiring a Contractor signature. The remaining copies do not require original signatures.

VI FORMAT FOR PROPOSAL

A. INTRODUCTION

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

B. COVER LETTER

Each proposal will have a Cover Letter on the letterhead of the company or organization submitting the proposal. The Cover Letter must include the following information:

1. Briefly summarize the Contractor's ability to provide the services specified in the RFP.
2. A Statement that the Contractor is willing to perform the work described in the RFP and to enter into a contract with HACC, Central Pennsylvania's Community College to perform the work. The Cover Letter must be signed by a person having the authority to commit the Contractor to a contract.
3. Information should include: the company name, federal Taxpayer Identification Number, address, telephone number, FAX number, name, and title of the person to contact, name(s) of principal(s) assigned to negotiate for Contractor (if any), and the name of the individual or company who will manage the project.
4. Certification as to correctness of the proposal and the authority of person signing to bind Contractor.

5. Acknowledgment and/or exceptions taken to the proposed terms and conditions.

C. DESCRIPTION OF QUALIFICATIONS

Each proposal must contain a description of the Contractor's qualifications to perform the services specified in this RFP.

D. CONTRACTOR HISTORY

Contractor shall provide a narrative demonstrating an established, successful track record of past performance in providing goods and services closely related to the requirements specified in this RFP. The narrative shall include three (3) reference accounts showing experience in receiving contracts for the delivery of services similar to the one proposed. References must include the following:

- 1) Name of the firm or corporation.
- 2) The dates of each contract or agreement under which the Contractor provided such services.
- 3) The names, address, and telephone number of a contract person for each contract.
- 4) A brief description of the related projects.

E. COST PROPOSAL

See Section: VIII. COST PROPOSAL SHEET for 08-10: PUBLIC RELATIONS

VII EVALUATION

A. 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 award of the contract. No additional proposals will be accepted after the opening date.
2. The evaluation shall be based on the evaluation factors set forth in this request for proposal. Factors not specified in the request for proposal shall not be considered.
3. For the purpose of conducting discussions, proposals shall be initially classified as:
 - (a) responsive; or
 - (b) non-responsive.
4. Discussions may be held with one or more Proposers to:
 - (a) promote understanding of the College's requirements and the Proposers' proposals; and
 - (b) facilitate arriving at a contract that will be most advantageous to the College taking into consideration all factors set forth in the request for proposals.
 - (c) Discussions may include oral presentations, interviews, demonstrations, responses to specific questions, modifications, and negotiations. Proposers 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 Contractor.
 - (d) Proposers must be prepared to send qualified personnel to discuss technical and contractual aspects of the proposal.
 - (e) One or more Proposers may be provided an opportunity to submit a "best and final" offer.

5. References and the credit and financial responsibility of the Proposers may be verified as appropriate.

B. EVALUATION CRITERIA

Selection Criteria

1. Capabilities and resources to fulfill the scope of services outlined in this document
2. Demonstrated success in development and execution of regional public relations and marketing campaigns
3. Demonstrated success in development and implementation of complex marketing communication campaigns
4. Experience working with and reaching consumers and high-level business decision makers
5. Demonstrated success in generating media attention for an overall brand campaign and major events
6. Demonstrated success in creating engagement and attendance by local and regional audiences for major events
7. Demonstrated relevant capabilities and experience
8. Strategic and creative approach as demonstrated through pitch assignment
9. Quality of strategic and creative ideas and executions
10. Costs for executing scope of work
11. Ability to leverage modest budget

VIII. AWARD

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 anytime prior to entering into a formal written agreement with the Contractor.

The College intends to execute a contract with the Contractor(s) 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.

In awarding the contract, the College may take into consideration: the references, experience, responsibility, reputation, financial standing of the respondent, and the ability of the Contractor to provide an advantageous time schedule for providing service. The inability of any respondent to meet the requirements may be cause for rejection of his/her proposal.

After selection approval by the colleges Board of Trustees, HACC, Central Pennsylvania's Community College Purchasing and Business Services office will cause a contract/purchase order to be prepared for signatures by both parties. A contract(s) will be issued to the responsible Contractor(s) whose proposal is

the most advantageous to the College, taking into consideration all evaluation factors. No other evaluation criteria, other than that outlined in this proposal, will be used.

**IX EXHIBITS / SPECIFICATIONS
FOR 08-10
PUBLIC RELATIONS**

IX. EXHIBITS / SPECIFICATIONS

Project Identification

This RFP, issued by the HACC, Central Pennsylvania's Community College (HACC), is for assistance with a high profile project:

- (1) To develop creative executions in multiple media and implementation of a communication plan to promote the College's first ever Major Gifts Campaign.

Background Information

HACC is seeking a public relations professional service firm to assist the College's Major Gifts Campaign (MGC). The MGC is a collaborative effort between the College's governing Board of Trustees and the non-profit HACC Foundation.

In 2005, HACC completed a comprehensive five-campus facilities Master Plan. The plan was commissioned to provide HACC leadership an assessment of current facility conditions and a ten-year strategy for new facility construction. The plan identified more than \$220 million of renovation and new construction requirements across all College campus locations. Since the completion of the Master Plan, HACC has added educational Centers in both the Midtown Section of the City of Harrisburg and the City of York. As the Master Plan identified, increasing demand for academic and workforce development programming has outpaced traditional funding streams for College facility construction and renovation.

To address this growing demand for new programming and the requisite state-of-the-art facilities, HACC commenced work with a professional fundraising firm. The firm has assisted the College's Board of Trustees, HACC Foundation Board, and HACC administration prioritization Master Plan recommendations into three phases to be completed over a ten-year period.

A recent fundraising feasibility study was conducted for the Midtown, Gettysburg, Lebanon, and York campuses to determine the timing, goals, and potential leadership for a Major Gifts Campaign to fund the first phase of the Master Plan. The study indicated the college has strong prospects to secure private sector as well as additional public funding in each of the communities for scholarships, workforce development and technology. As a result of the study, HACC has proceeded with an intensive, broad-based gifts campaign which began in January 2007 and will conclude by June 2010.

Establishing the Goal

The goal for Phase I of the MGC will be established in the range of \$21 to \$24 million. Objectives have been established for each of the campuses that include private sector as well as state matching and government support. The campaign will focus on three primary areas

Investing in Instructional Technology and Equipment

Providing a highly qualified workforce for business and industry in the region comes with a cost. Students and instructors must have access to the latest equipment and technology. Keeping pace with the accelerating advancement in technology is an increasingly frequent and costly consideration for the college.

Through effective hands-on instruction with industry standard equipment and technology, students are transported to the work environment and presented with realistic ‘real world’ problems and situations. Students are challenged to incorporate practical applied skills, critical thinking skills, and problem solving skills to ultimately “understand” and solve the problems and situations they will face in the workplace.

Workforce Advancement: Enhancing Central PA Workforce Skills:

As the community’s leader in economic development and workforce development training, HACC must be able to respond quickly and effectively to critical training and job needs. The college must play an active role to assist regional business and industry partners with recruiting and retaining the kind of highly skilled workforce required to compete in an increasingly competitive and global market. Workforce development is particularly critical for the region’s high-growth occupations and industries in order to better align education with the pace of change in the global economy. HACC success is based on:

- ❖ Aligning appropriate industry-specific, technical education programs to the needs of business and industry
- ❖ Delivering appropriate job and career incumbent worker training programs
- ❖ Offering educational programs that go beyond technical skills and provide an educational framework for acquiring new knowledge and understanding
- ❖ Providing a comprehensive and competency-based work and career readiness program to certify for area employers the basic level of work readiness

Access and Opportunity: Building the Region’s Future Workforce

The Harrisburg Region currently faces threatening workforce challenges including limited labor pool, slowing population growth and an aging workforce preparing for retirement. Employers are contending with a shortage of qualified applicants, as well as, retention pressures in an increasingly competitive employment marketplace. Insuring an adequately sized labor pool of qualified, well-educated workers is imperative to future economic development.

According to Measuring Up 2004, the affordability of a college education is the biggest barrier to acquiring a post-secondary education. Although 61% of HACC’s Harrisburg Campus students currently receive financial aid, many more students need financial aid and are forced to borrow significant funds to cover the cost of tuition, fees, books, and educational expenses. In fact, a majority of HACC students currently work over twenty hours per week to support personal and educational expenses.

HACC programs of study are designed to enable full and part-time students to enter the workforce with technically current skills; prepared for lifelong learning and upward mobility. A majority of HACC graduates are employed within six months of their graduation in fields related to their program of study or are continuing their education. HACC graduates continue to live and work in this community.

Objective of the MGC Communications Initiative:

- To expand awareness of the HACC brand message and benefits among key target audiences within the region as it relates to the major gifts campaign

Target Audiences:

- Business decision makers – local and regional
- Public Officials
- Potential Donors

Secondary Audiences:

- Current residents
- Media – regional, national and trade

Project Scope of Services

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 in December 2007 and that this project will be completed by June 2010.

This project will be supervised directly by the MGC campaign staff but must coordinate both media relations and advertising (if needed) with the college's public relations office.

The firm that is selected as a result of this RFP will provide the following:

Public Relations

Develop and implement an aggressive multi-year public relations campaign to promote HACC and the MGC through local, regional and trade media relations activities. This effort will operate alongside and complement the college's own public relations activities and will be done in coordination and cooperation with the college's public relations department.

- Develop and implement a series of special events over the course of the three-year period including one to announce the MGC.
- Design special events tailored to local outlets for each of the targeted HACC campus locations.
- Help enhance the college's own media relations effort with a particular view to the MGC.
- Provide periodic and post-event evaluation/reports on media coverage and audience participation for all major aspects of the campaign.
- Plan and create other communications vehicles including advertising as needed in support of the goals of this project.
- Execute the media buying efforts for the campaign
- Manage and maximize trade-related media opportunities
- Evaluate unsolicited media opportunities
- Negotiate, place and handle payment for all media purchases

Creative Elements

Develop and produce creative materials that execute the marketing communications plan including, but not limited to, the following:

- Brand campaign idea
- Tagline
- Special MGC Graphic Identity/Logo compatible with college identity
- Executions of the brand strategy in relevant media
- Stylebook for incorporation of graphic identity/logo by participating organizations
- Conduct research to test creative concepts
- Interactive media

Selection Criteria

1. Capabilities and resources to fulfill the scope of services outlined in this document
2. Demonstrated success in development and execution of regional public relations and marketing campaigns
3. Demonstrated success in development and implementation of complex marketing communication campaigns
4. Experience working with and reaching consumers and high-level business decision makers

5. Demonstrated success in generating media attention for an overall brand campaign and major events
6. Demonstrated success in creating engagement and attendance by local and regional audiences for major events
7. Demonstrated relevant capabilities and experience
8. Strategic and creative approach as demonstrated through pitch assignment
9. Quality of strategic and creative ideas and executions
10. Costs for executing scope of work
11. Ability to leverage modest budget

**X. COST PROPOSAL SHEET FOR
08-10 - PUBLIC RELATIONS**

The Bidder shall propose the costs to furnish the services in accordance with this RFP. Award will be made to the Contractor(s) whose proposal is most advantageous to the College.

Detail pricing structure for service to be provided as it relates to hourly rates by billable positions, and expected milestones and associated costs for those milestones.

RESPONSE SUBMISSIONS TO THE FOLLOWING CRITERIA. THESE POINTS SHOULD BE DETAILED WITHIN THE FIRM'S PRESENTATION.

1. Capabilities and resources to fulfill the scope of services outlined in this document
2. Demonstrated success in development and execution of regional public relations and marketing campaigns
3. Demonstrated success in development and implementation of complex marketing communication campaigns
4. Experience working with and reaching consumers and high-level business decision makers
5. Demonstrated success in generating media attention for an overall brand campaign and major events
6. Demonstrated success in creating engagement and attendance by local and regional audiences for major events
7. Demonstrated relevant capabilities and experience
8. Strategic and creative approach as demonstrated through pitch assignment
9. Quality of strategic and creative ideas and executions
10. Costs for executing scope of work
11. Ability to leverage modest budget

Company Name: _____

Authorized Name (print): _____

Authorized Signature: _____

Date: _____

**XI. NOTIFICATION OF INTENT TO SUBMIT PRESENTATION / PROPOSAL
08-10 - PUBLIC RELATIONS**

Please refer to the Request for Proposal Number **08-10 – Public Relations** for Harrisburg Area Community College.

ALL BIDDER’S MUST SCHEDULE A DATE AND TIME FROM NOVEMBER 19, 2007 THRU NOVEMBER 12, 2007 WITH GARRY CRIDER, DIRECTOR OF PURCHASING TO MAKE PRESENTATION. PRESENTATION DATES WILL BE NOVEMBER 30, 2007, DECEMBER 3, 2007, OR DECEMBER 6, 2007.

ALL BIDDER’S ARE REQUIRED TO ATTEND THE MANDATORY CONFERENCE HELD ON NOVEMBER 2, 2007 FROM 9:00AM TO 11.00AM.

If you are interested in submitting a Proposal, please fill out the information requested below and return this form to Garry Crider, Director of Purchasing, Harrisburg Area Community College, One HACC Drive, Harrisburg, PA 17110 no later than **Wednesday, November 21, 2007, by 4:00PM**. Or fax this document to 717-780-2325 or e-mail this document to cgcrider@hacc.edu.

Name of Organization _____

Mailing Address _____

Representative’s Name _____

Representative's Title _____

Email Address _____

Phone Number _____

FAX Number _____

We intend on doing the following: (check one)

- 1. () We will submit a Proposal
- 2. () We will NOT submit a Proposal

If number 2 is checked, please give a brief explanation in the spaces provided.

Signed: _____ Date: _____

**XII. Notice of Intent to Attend the Mandatory Visit
for HACC'S Presentation/Concept
08-10 Public Relations**

Please refer to the Request for Proposal Package covering the selection of a Public Relations firm,
Request for Proposal # **08-10:Public Relations**.

If you **will or will not** be attending the tour of our facilities, please fill out the information requested below and return this form to Garry Crider, Director of Purchasing, HACC, Central Pennsylvania's Community College, One HACC Drive, Harrisburg, PA 17110 no later than **Monday, October 29, 2007, 11:00AM**.

Name of Organization _____

Mailing Address _____

Representative's Name _____

Representative's Title _____

URL Address _____

Email Address: _____

Phone Number _____

FAX Number _____

We intend on doing the following: (check one)

1. () We will attend for the tour

2. () We will NOT attend

If number 2 is checked, please give a brief explanation in the spaces provided.

Signed: _____ Date: _____

Note: this form may be faxed to Garry Crider at 717-780-2325.

**HACC, Central Pennsylvania's Community College
Request for Proposal**

08-10 – PUBLIC RELATIONS

HACC, Central Pennsylvania's Community College is requesting quotes for **PUBLIC RELATIONS**. A copy of **RFP # 08-10** may be obtained at: www.hacc.edu (click on "Business & Community" – under "Purchasing", click on "Request for Proposals") beginning **Friday – October 12, 2007**. Responses due **at the Bidder's Presentation on the scheduled assigned dates on November 30, 2006, December 3, 2007 or December 6, 2007** at Stabler Hall. HACC, Central Pennsylvania's Community College reserves the right to accept or reject any or all Proposals. HACC is committed to providing opportunities for Minority Business Enterprises (MBE), and Woman Business Enterprises (WBE). HACC encourages MBE and WBE firms to submit a Proposal for the Work and all bidders to proactively solicit MBE and WBE firms in the bidding and subcontracting process.