REQUEST FOR PROPOSAL

Muskegon Community College (MCC) is seeking and accepting proposals for marketing services to assist Muskegon Community College with marketing, advertising and community outreach projects. Sealed proposals will be received by either mail or personal delivery until Friday October 25, 2013 at 2:00 p.m. EST. Proposals received after the specified time will not be considered. Proposals shall be sealed and plainly marked on the outside of the envelope/box with Marketing Services and name of firm submitting proposal. It is the sole responsibility of the proposer to assure that their proposal is received by Muskegon Community College prior to the time specified. One (1) original and five (5) identical copies should be submitted to the following address:

Muskegon Community College
Attn: Amy James
Room #1123
221 S. Quarterline Rd.
Muskegon, MI 49442

BACKGROUND ON MUSKEGON COMMUNITY COLLEGE

Founded as Muskegon Junior College in 1926, MCC has been continually accredited by the Higher Learning Commission of North Central Association since 1929. The community college district was created via the Michigan Constitution of 1963 along with an elected Board of Trustees. The college moved to its current campus location, an Alden B. Dow-designed facility that opened to the public in 1967.

In 1995, the Stevenson Center for Higher Education opened, comprising a consortium of Ferris State University, Grand Valley State University, and Western Michigan University, designed to increase access to educational opportunities for Muskegon residents. The college is currently located on a 111-acre campus in Muskegon, with extension centers in Fremont, Grand Haven, Newaygo and Whitehall.

PURPOSE

Your response to the Request for Proposals will be used by Muskegon Community College for the purposes of evaluating marketing firms interested in providing marketing services. MCC’s Office of Community Outreach is seeking professional marketing, branding and communications services, including but not limited to comprehensive, strategic and long-term planning and project work on an as-needed basis. MCC/OCO seeks a professional, full-service marketing and communications firm to provide comprehensive, strategic and innovative marketing and communications and marketing services on designated projects on an as-needed basis. The successful proposer shall fully coordinate all services under the Agreement with the Dean of Community Outreach. Marketing initiatives include:
1. Provide strategic marketing support for special projects related to Enrollment, Academic Affairs, Community Outreach, Athletics, Foundation and other functions pertaining to MCC. Assist OCO as assigned to provide approved marketing services. Provide recommendations and advice for OCO as requested.

PROJECT INFORMATION

This Request for Proposal (RFP) is issued to provide the selection process for marketing services. Proposers submitting a response to the RFP will be asked, at a minimum, to state their qualifications, understanding/experience relating to the project, and offer their methodology for meeting the design criteria. The finalists from the RFP Phase will proceed to the Interview Phase and be requested to participate in oral interviews.

**Note:** The total amount available under this RFP will not exceed $25,000 (the “Maximum Contract Amount”) for a one year contract subject to available, appropriated funds. MCC/OCO reserves the right to negotiate all contract amounts. Overhead costs, including, without limitation, faxing, cellular phone air time, and computer processing time, must be borne exclusively by the consultant as a cost of doing business. The Successful Proposer will provide and pay for all labor, supervision of its employees and agents, travel, insurance, vehicles, materials and tools (including electronic devices and software) necessary to provide services. MCC/OCO will not provide email access to the successful proposer. Any use of office space, conference rooms, telephones, fax or copy machines, or printers will be allowed only as necessary to meet with MCC/OCO staff and review the progress of the work.

DESCRIPTION OF SERVICES

The objective of the RFP is to procure marketing and communications support services, creation of selected marketing materials, support services for public outreach activities, and other related marketing functions and work products. Services to be performed include:

1. Provide strategic marketing support for special projects, including developing and providing a variety of promotional, publicity and advertising plans and informational materials consistent with specifications provided by MCC/OCO.
2. Provide advice and recommendations to the Dean or OCO staff for development and implementation of designated marketing projects. Assist MCC/OCO as assigned to provide approved marketing services.
3. Design, develop, and deliver promotional materials for designated initiatives and events.
4. Provide advice and recommendations for campus-wide (main and extension centers) marketing strategies, and improving brand awareness.
5. Provide advice and recommendations for Dean or OCO staff to successfully design, develop and implement marketing projects and sponsorship projects by creating vehicles to share ideas, knowledge and success stories.

Provide media training as requested.

The successful proposer will provide qualified personnel dedicated to managing the requested services. The successful proposer will have experienced staff knowledgeable in communications and marketing disciplines. The proposer will establish a team leader who will manage services provided under the resulting contract. MCC/OCO will not accept any substitutions of the team leader or other key personnel except for substitutions required for reasons outside the control of the successful proposer and upon written approval by MCC/OCO. The successful proposer will be available on an on-call basis for any emergency situation.
CONTRACT VALUE AND TERM; REQUESTS FOR SERVICES

The maximum contract value of each contract resulting from this RFP, including services performed and reimbursement of costs and expenses incurred, if any, may not exceed $25,000. The term of the agreement will be for one year. MCC/OCO liability for expenditure of public funds pursuant to this proposal shall be contingent upon and limited to the appropriation of funds for the Agreement to the successful proposer by MCC and payment of such funds into Financial Services. All contracts currently in effect between MCC/OCO and other vendors must be honored and fulfilled.

RFP ADMINISTRATION

This RFP solicitation is issued by MCC/OCO. As the College’s best interests may appear, the Dean reserves the right to terminate, modify, or suspend the process, reject any or all submittals, modify the terms and conditions of this selection process and/or waive informalities in any submission. A representative of MCC/OCO will be designated to serve as administrator for this selection process and will be responsible for coordination of the procedures and rules specified in this RFP, managing this process and all other matters related to this process. In conducting the process in a fair and equitable manner, the Dean may appoint an RFP administrator who will serve as the primary intermediary between the proposers, MCC, and the members of the Selection Committee.

ADDENDA

As MCC/OCO determines appropriate, it will issue addenda to supplement this RFP. Each Proposer shall provide MCC with contact information for receipt of such addenda. It shall be conclusively presumed that the applicant did, before submitting a Response to the RFP read all addenda, posted decisions, and other items relevant to the qualifications. All addenda shall be acknowledged by Proposer and returned to MCC/OCO with proposal document.

OPTIONAL PRE-PROPOSAL MEETING

There will be an optional pre-proposal meeting to examine the scope of the project and help prepare the Proposers with their bids Friday, October 4, 2013, from 10:00 – 11:00 a.m. in Room 1118. The meeting will take place on the MCC campus, Stevenson Center, with MCC/OCO staff. All inquiries and questions regarding this RFP shall be discussed at this meeting.

GENERAL EVALUATION CRITERIA

Proposals will be rated by the committee according to the following criteria, using a 50 point scale. Teams rated the highest according to this criteria will be invited to an interview.

1. Qualifications and experience of the proposer (the person or entity legally responsible for the provision of services) in the professional areas listed in this RFP. Include the qualifications and experience of the proposer’s team leader and other Key Personnel (including subcontractors, if any) in the professional areas listed in this RFP and in similar projects. (10 points)
2. Proposed approach to provision of services. Include philosophy and understanding of the services and approach to external awareness and issues that might arise. (10 points)

3. Proposed methodology of management approach of project team and assigned work tasks; including status updates. (10 points)

4. Demonstrated ability to establish, maintain, and communicate and project consensus, demonstrated ability to complete projects timely and efficiently; demonstrated ability to provide all of the necessary coordination to complete projects, including coordination with various departments and agencies. (10 points)

5. Proposed fees and expenses (not to exceed the Maximum Contract Amount). (10 points)

INSURANCE

The selected Proposer for this project will be required to secure and maintain, at its own expense, full and proper insurance coverage. As such, each Proposer shall submit proof of insurance with its response.

COPYRIGHT

Proposer grants MCC/OCO full usage rights and indefinite license to use or modify any visual or audio media specifically created for promotional purposes.

PROPOSAL FORMAT

In order to insure a uniform review process and obtain the maximum degree of compatibility, it is required that the proposals be organized in the manner specified below. MCC/OCO will rely on the accuracy and completeness of all information provided in making its selection. As such, proposing firms are urged to carefully review all information provided to ensure the clarity, accuracy, and completeness of such information. As MCC/OCO deems necessary and appropriate, reserves the right to make any inquiries or other follow up required to verify the information provided. Submittals that fail to comply with the requirements as specified may be deemed non-responsive and such determination will result in no further consideration of that respondent.

1. Title Page: The proposer should identify the RFP subject, business name, local address, telephone number, name and title of contact person (principal-in-charge) and date of submission.

2. Table of Contents: Provide clear identification of the material by section and by page number.

3. Company History: Information related to the contractor’s qualifications and resources.
   a. Briefly describe your company’s history, number of employees and years in existence.
   b. Provide details of your company’s financial status and stability.

4. Qualifications and Experience of Staff: The competitive selection process provided for under this RFP will focus on the qualifications and prior history and performance on similar projects of each proposer and the proposer’s team members, as appropriate. Thoughtful written responses to this RFP will enable MCC/OCO to select the most qualified proposers. Describe the firm’s projects and experience during the last three years that is similar to the
work described in the RFP or that proposer believes would be relevant in evaluating the firm’s capabilities to perform the work.

5. **References:** List at least three (3) client references. (See page 7) Include a contact name, address and telephone number. These references should be able to substantiate the proposer’s ability to perform the work required.

6. **Required Forms:** Complete and sign all required forms (See page 8).

7. **Proposed Project Team:** List specific personnel proposed for the project team. Indicate the project assignment, role or area of responsibility of each individual. Also state the current assignments for personnel proposed for the project, and the average percentage of each person’s time available for this project during the duration of the project.

8. **Self-Performed work:** Work with Own Forces - Indicate which elements of work your firm would propose to perform with its own forces. This work will be competitively bid and bids will be opened jointly with the owner.

9. **Firm Size and Work Load:** List current projects in progress, their size, phase, and estimated time of completion. Include significant projects on hold, which may become active during this project. List the firm’s staff for this project and their responsibilities.

**GENERAL INFORMATION**

1. **Interview:** A proposer may be required to make a presentation of their proposal. This will provide an opportunity to clarify or elaborate on the proposal, but will not, in any way provide an opportunity to change any fee amount originally proposed. If Muskegon Community College chooses to have presentations, they will schedule and notify the proposer(s) of the time and location of their presentation.

2. **Modifications:** Muskegon Community College reserves the right to request that the proposer modify the proposal to more fully meet the needs of the college.

3. **Request for Additional Information:** The proposer shall furnish any additional information Muskegon Community College may require.

4. **Acceptance/Rejection/Modification to Proposals:** Muskegon Community College reserves the right to negotiate modifications to proposals that it deems acceptable, reject any and all proposals, and waive minor irregularities in the procedures.
EQUAL OPPORTUNITY NOTICE

It is the policy of Muskegon Community College to provide equal opportunities and not discriminate in enrollment, education, employment, public accommodations, activities or services on the basis of race, color, religion, gender, national origin, marital status, sexual orientation, political persuasion, disability, height, weight, age, or other prohibitive matters.

It is the policy of the College to patronize only those firms and vendors that demonstrate a commitment to equal opportunity within their own enterprises and who abide by Federal and State laws.

TERMS AND CONDITIONS/AGREEMENT

1. **Term of Contract:** The contract, if awarded, will be for the entire marketing and community outreach project. MCC/OCO retains the full copyright of any material produced and requires a master copy of all materials be submitted.

2. **Termination:** The contract may be terminated by mutual consent of both parties or by Muskegon Community College at its discretion. This contract, if awarded, may be cancelled in whole or in part by Muskegon Community College upon giving at least thirty (30) days written notice prior to cancellation; except that nonperformance on the part of the contractor(s) will be grounds for termination. Termination will take place within fifteen (15) days of notification.

3. **Manner of Performance:** The Proposer will abide by all State and Federal Regulations on wages and hours of any employee. The Proposer shall be responsible for all of its employees, subcontractors and their actions during their term of the contract with Muskegon Community College. The Proposer shall keep current all applicable licenses and permits.
LIST OF REFERENCES

IMPORTANT: This form must be returned with the bid proposal form.

1. Name of Company________________________________________________________
   Address________________________________________________________________
   Contact Person/Title_______________________________________________________
   Telephone Number_______________________________________________________

2. Name of Company________________________________________________________
   Address________________________________________________________________
   Contact Person/Title_______________________________________________________
   Telephone Number_______________________________________________________

3. Name of Company________________________________________________________
   Address________________________________________________________________
   Contact Person/Title_______________________________________________________
   Telephone Number_______________________________________________________

Authorized Signature_______________________________________________________
Printed Name and Title

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MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Marketing Services
PROPOSER’S CERTIFICATION

I have carefully examined the Request for Proposal, Instructions, Terms and Conditions, Scope of Services, Bid forms and all other documents accompanying this proposal.

I propose to furnish the services specified in the Request for Proposal at the prices or rates quoted in my proposal. I agree that my proposal will remain firm for a period of sixty (60) days in order to allow Muskegon Community College adequate time to evaluate the proposals.

I certify that all information contained in this Request for Proposal is truthful to the best of my knowledge and belief. I further certify I am duly authorized to submit this proposal on behalf of the vendor and that the vendor is ready, willing and able to perform if awarded this bid/proposal.

I further certify that this bid/proposal is made without prior understanding, agreement, connection, discussion or collusion with any other person, firm or corporation submitting a bid/proposal for the same commodity or service; no officer, employee or agent of Muskegon Community College or of any other bidder/proposer interested in bid/proposal; and the undersigned executed this bidders/proposers certification with full knowledge and understanding of the matters contained and was duly authorized to do so.

Name of Business______________________________________________________________

Signature____________________________________________________________________

Name & Title_________________________________________________________________

Mailing Address_________________________________________________________________

Telephone Number____________________________________________________________________

E-mail Address____________________________________________________________________