

# NORTH SHORE COMMUNITY COLLEGE

## REQUEST FOR PROPOSAL

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MARKETING AND ADVERTISING SERVICES  
RFP# NSC19-08

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SUBMITTED BY

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Reynaldo Ramos, Procurement Manager

## 1.0 GENERAL INFORMATION

### 1.1 SUMMARY

North Shore Community College is seeking to engage the services of a firm that will assist NSCC in the development and execution of a marketing and advertising communications plan. The successful firm will help to chart the next phase of the communications course and identify message and channels based on college priorities.

The capabilities and attributes being sought include:

- A proven track record in developing and executing multi-media marketing campaigns with experience at the higher-education level.
- Experience in conducting marketing research and the ability to demonstrate how research shaped and informed subsequent campaigns.
- Media-buying expertise, including social and digital media.
- The ability to provide integration strategy and collateral for social media (paid and native), video, search-engine marketing, web and print design, advertising and other forms of marketing communications.

In addition, bidders will be asked to address topics of particular interest, including:

- Creating messages by meta-audiences
- Utilizing marketing communications to support public image

Bidders must have extensive experience in the higher education industry, ideally with a focus on community colleges and a demonstrated record of accomplishment in the higher education field.

### 1.2 North Shore Community College

North Shore Community College is an agency of the Commonwealth of Massachusetts and is a comprehensive community college offering 46 associate degree programs and 29 certificates spanning liberal arts, humanities, social sciences, STEM, health careers and other professional fields. Annual FTE is 4,283 and annual credit headcount is 9,831 with an additional 3,679 enrolled in our non-credit corporate and professional education programs. The College is also the largest provider of corporate training solutions and workforce development to business and industry on Boston's North Shore. Additional information about NSCC is available through the college's public web site at [www.northshore.edu](http://www.northshore.edu).

NSCC also has embarked on a mission to redesign its academic structure around defined career and transfer pathways to ensure student success throughout the course of study. Our new website, currently in development to become a Content Managed System, will reinforce the *pathway* concept as well as the transformational value of a college education, with a functional focus on recruitment and enrollment. Projected launch of new CMS is February 2019.

#### STRATEGIC OBJECTIVES

- Present and reinforce an institutional brand that focuses on the transformational value of a college education.
- Communicate that North Shore Community College thrives on the front lines of higher education through innovation, technology and commitment to keeping college affordable. Our product is student success.
- Clarify and highlight strengths and benefits.

- Strengthen concept of return on investment as coefficient to affordability.
- Highlight the *quantity* of consumer choice and *quality* of programs and experience.
- Celebrate highly skilled and credentialed faculty; highlight award-winning staff.
- Showcase a “learn locally – think globally” philosophy. NSCC prepares students both native and new to the United States to live, work, think critically, and thrive in a global society.

## BACKGROUND

### AUDIENCE

As a community college, NSCC focuses on several main audiences:

- (1). Prospective students interested in obtaining an affordable associate degree;
- (2). Transfer students pursuing an affordable pathway to a Bachelor’s degree at a four-year college or university;
- (3). Students selecting career training certificates for direct entry into the workplace;
- (4). Students seeking short-term professional education
- (5). Current students
- (6). Faculty and staff;
- (7). Donors and friends;
- (8). Regional business sector & CBOs;
- (9). other external audiences that may be unique, but growing in importance, such as Hispanic/Latino communities in NSCC’s services area.

### STUDENTS BY AGE

- A. 17-21: 42.1%
- B. 22-29: 33.7%
- C. 30-49: 20.4%
- D. 50+: 3.7%

### GENDER

- A. Male 34.4%
- B. Female 65.6%

### REGIONAL IMPACT

**Over 92% of our 37,000 alumni live and work on the North Shore.**

Established in 1965, North Shore Community College is one of the oldest of the 15 community colleges in Massachusetts. Operating from campuses in Danvers, Lynn, and Middleton, we serve 26 cities and towns along the coastal region from north metropolitan Boston to Cape Ann.

**COMMUNITIES SERVED BY NSCC include:** Lynn, Saugus, Swampscott, Nahant, Beverly, Danvers, Essex, Gloucester, Hamilton, Hathorne, Ipswich, Lynnfield, Manchester, Marblehead, Middleton, Peabody, Prides Crossing, Rockport, Rowley, Salem, South Hamilton, Topsfield, Wenham, Chelsea, Everett, Revere, Winthrop, Boxford, Malden, Melrose, North Reading, Reading, Stoneham, Wakefield, West Boxford

## 2.0 INSTRUCTIONS TO BIDDERS

## 2.1 RFP SCHEDULE

Event	Date and time
RFP Release Date	10/9/18
Bidder Questions Due – 2:00pm	10/17/18
Respond to Bidder Questions	10/29/18
Proposals Due Date -2:00pm	11/5/18
Vendor Interviews (if required)	11/12 – 11/21
Bid Award	11/30/18

**NSCC may change these dates at its sole discretion.**

## 2.2 BID RESPONSE DEADLINE

Proposals must be received via email only to [rramos@northshore.edu](mailto:rramos@northshore.edu) **on or before 2:00pm EST, on November 5, 2018.**

The email subject line must read: **“RFP NSC19-08”** and must have attached files, which contains the bidder’s response including completed forms.

The College recommends sending the email with acknowledged receipt. It is the bidder’s responsibility to insure that its proposal is received in its entirety and without exception by the proposal closing date and time. Any proposal received after the date and time specified will not be accepted, read, or evaluated.

NSCC will not be responsible for computer, server, internet or any technical problems, errors, delivery delays, or failures beyond its physical control. Bidders are advised to send their proposal responses prior to the proposal deadline to compensate for potential Internet routing delays in email transmission.

### 2.2.1 EMAIL RESPONSE – FILE SIZE LIMITATIONS

If your response is larger than 25 MB, please split your response and send in 2 or more separate emails and indicated in the subject line that you are sending multiple emails, **e.g. NSC19-08, 1 of 2.** All emails containing your proposal response must be received prior to the proposal deadline.

## 2.3 QUESTIONS

Bidders may submit written questions via e-mail to [rramos@northshore.edu](mailto:rramos@northshore.edu) on or before 2pm EST, on **October 17, 2018.** The email subject line must read: **“NSC19-08”.** The College will compile all questions and post responses to all bidders by end of day on **October 29, 2018.** Response to questions will also be posted on The Commonwealth Procurement site [Commbuys.com](http://Commbuys.com)

Prospective bidders are prohibited from obtaining information about this proposal from any College personnel. Inquiries received after the specified date and time will not be accepted.

## 2.4 AMENDMENTS TO REQUEST FOR PROPOSAL

Q&A and any necessary amendment document will also be posted on The Commonwealth Procurement site [Commbuys.com](http://Commbuys.com)

## **2.5 CONTACT INFORMATION**

Questions about this proposal, and procedures should be submitted to:

Reynaldo Ramos  
Procurement Manager  
North Shore Community College

Email: [rros@northshore.edu](mailto:rros@northshore.edu)

## **2.6 ACCEPT/REJECT PROPOSAL**

The College reserves the right to reject any or all proposals, wholly or in part; to waive technicalities, irregularities, and omissions; to make the award in a manner deemed to be in the best interest of the College; and to correct any award erroneously made as a result of a clerical error on the part of the College.

## **2.7 WITHDRAWAL OF PROPOSAL**

Proposal offers may be withdrawn at any time prior to the proposal receipt deadline date and time. Once the proposal receipt deadline has passed all proposals become the property of the College

## **2.8 PROPOSAL RESULTS**

Complete records of all proposals and awards are maintained in the North Shore Community College Fiscal Affairs, Office Purchasing Department. All proposal documents will be made available for public examination after the bid evaluation committee has completed its bid review, selection and award.

## **2.9 NO COLLEGE OBLIGATION**

The RFP in no manner obligates the College to the eventual purchase of any products or services described, implied, or which may be proposed, until confirmed by written agreement, and may be terminated by the College without penalty or obligation at any time prior to the signing of an agreement.

## **2.10 AUTHORIZED SIGNATURE**

The proposal offer shall be signed by an officer who is authorized to make such commitments for the bidder. **Please complete bidder information in Section 8.0 – BIDDER INFORMATION AND SIGNATURE.**

## **2.11 EXPENSES**

Expenses for developing and presenting proposals shall be the entire responsibility of the Bidder and shall not be chargeable to NSCC. All supporting documentation and manuals submitted with this proposal will become the property of the College unless requested by the Bidder, in writing, at the time of the submission, and agreed to, in writing, by NSCC.

## **3.1 PROPOSAL FORMAT**

All proposals shall be submitted as *Best and Final Offers*. Bidders will not be allowed to make material alterations to their proposal offers after the proposal opening. Each bidder shall include in their written offer

all requirements, terms and conditions they may have, and shall not assume that an opportunity will exist to add such requirements, terms or conditions after the proposal opening. Bidder's terms or conditions that are deemed unacceptable by the College may be the basis for the College's rejection of the proposal.

### **3.2 PROPOSAL MATERIALS**

All materials submitted in response to the RFP shall become the property of the College upon submission and will be considered as part of this RFP.

### **3.3 MASSACHUSETTS PUBLIC RECORDS LAW**

Access to College records is made in accordance with the Massachusetts Public Records Law, M.G.L. c. 66, s. 10. All Bid Responses received are subject to M.G.L. c. 4, s. 7, ss. 26, and M.G.L. c. 66, s. 10 regarding public access to such documents. Statements or endorsements inconsistent with those statutes will be disregarded. The College will withhold the Responses or sections of Responses until such time that they have been opened. The College will make available the documents within those Responses only upon the finalization of those records.

### **3.4 RFP INTERPRETATION**

Interpretation of the wording of this document shall be the responsibility of the College and that interpretation shall be final.

### **3.5 ADDENDUM**

Any addendum issued to Bidders prior to the proposal opening date shall include an addendum acknowledgement section. Since all addenda shall become a part of the proposal, all addenda must be signed by an authorized Bidder representative and returned with the proposal. Failure to sign and return any and all addendum acknowledgements will be grounds for rejection of the proposal response.

### **3.6 PROPOSAL MODIFICATION**

Any exceptions/ additions/ alterations to the terms and conditions contained herein must be included in the bidder's response. Failure to provide the required data to allow for evaluation of the bidder's response to the RFP, or failure to follow and complete the RFP proposal format and accompanying documents will be grounds for rejecting the proposal offer. The College reserves the right to reject any proposals that alter the terms specified in the RFP.

### **3.7 CONFIDENTIALITY**

From the date of issuance of the RFP until the opening date, the Bidder must not make available or discuss its proposal, or any part thereof, with any employee of the College. The Bidder is hereby warned that any part of its proposal or any other material marked as confidential, proprietary, or trade secret, can only be protected to the extent permitted by Commonwealth of Massachusetts laws.

### **3.8 PERIOD OF FIRM PROPOSAL**

All proposal offers must remain in effect for a minimum period of 180 days following the Proposal due date in order to allow for sufficient time for evaluation, approval, and issuance of award notice. The successful bidder's offer will remain firm for the duration of any resulting award and extensions.

### **3.9 PRE-AWARD NEGOTIATIONS**

After the proposals are opened, but prior to award, the College may elect to conduct negotiations with the highest ranked proposal respondents for purposes of:

- Resolving minor differences and information
- Clarifying necessary details and responsibilities
- Emphasizing important issues and points
- Receiving assurances from respondents

Selection may be made without further discussion, negotiations or bidder's presentations; therefore, bidder shall offer the most favorable terms in response to this RFP. Bidder must demonstrate an understanding of the scope of service to be provided and the ability to accomplish the tasks set forth. Bidder shall include information that will enable the College to determine the bidder's overall qualifications. The College reserves the right to request additional information or clarification on any matter included in the proposal response, to enable the College to arrive at the final award decision.

### **3.10 VENDOR INTERVIEW/PRESENTATIONS**

Some vendors may be invited to the College's Danvers MA location for interviews and/or oral presentation of their services.

The presentations are tentatively scheduled for dates November 12 - 21, 2018 at the following location:

**North Shore Community College**  
**1 Ferncroft Road**  
**Danvers, MA 02108**  
**Conference Room: TBD**

If special accommodations are required in order to attend a site visit, please contact Reynaldo Ramos at [rramos@northshore.edu](mailto:rramos@northshore.edu) no later than three (3) days before the event.

## **4.0 EXECUTION CONTRACT**

The vendor to whom the Contract is awarded shall, within (10) days after the prescribed documents are presented to him/her for signature, execute and deliver insurance coverage. The contract shall not be binding upon the college until it has been completely executed and a copy of such fully executed Contract and a "notice to proceed" is delivered to the Vendor.

The successful bidder must sign the Commonwealth of Massachusetts Standard Contract Form and Commonwealth Terms and Conditions with North Shore Community College.

The agreement, if awarded, shall be governed and construed in accordance with the laws of the Commonwealth of Massachusetts, which include but are not limited to the items identified in the Commonwealth of Massachusetts Standard Contract Terms and Conditions (OSD Forms are available at <http://www.mass.gov/osd>). Attached forms must be completed and signed by applicant. North Shore Community College intends to use this RFP and the successful proposal as a basis for the agreement

### **4.1 CONTRACT TERM**

The term of the contract shall be for a period of three (3) years with the option to extend the contract for three (3) additional one-year terms

The contract will become effective on or about December 1, 2018. The term of the contract shall be for a period of two (3) years with the option to extend the contract for three (3) additional one-year terms. The awarded contractor must agree to the terms and conditions of the College Contract for services. NSCC may negotiate with the candidate for bid award (but prior to the final award) in order to establish firm or fixed fee agreements which will prevail during the contract period.

## **4.2 CONTRACT MODIFICATIONS**

Any changes to the contract must be agreed to, in writing, by both parties prior to their execution.

## **4.3 CONTRACTOR ASSIGNMENT OF SUB-CONTRACT**

The Contractor shall not assign or in any way transfer in the Contract without prior written consent of the College, nor there be any subcontract of services without the prior written approval of the College. If Sub-contractors are used; delineate who the material subcontractors are and the nature of the relationship (e.g., security, courier, and system design).

## **4.4 CONFLICT OF INTEREST**

No officer or employee of the Commonwealth shall participate in any decision relating to the Contract which affects his/her personal interest or the interest of any corporation, partnership or association in which he/she is directly or indirectly interested.

## **5.0 EVALUATION CRITERIA**

Contract will be awarded to the most advantageous proposal from a responsible and responsive proposer taking into consideration price and non-price proposals. Firms offering proposals must demonstrate expertise, strategy, creativity and results in public higher education marketing and advertising services.

Proposals will be evaluated based on the following:

- Firm's experience
- Quality of previous work and/or campaigns
- Cost Proposal
- Results of campaigns

## **6.0 PROPOSAL REQUIREMENTS**

### **6.1 QUALIFICATIONS/EXPERIENCE**



- Please provide a detailed description of your firm detailing your qualifications to develop a comprehensive marketing and advertising plan for North Shore Community College.
- Please provide a complete list of other public community or two-year colleges, similar in size and complexity to NSCC, where you have completed similar projects.
- Please provide an overview that demonstrates your understanding of NSCC’s current institutional position and the challenges it faces in the marketplace and public perceptions.
- A brief description of your firm detailing your qualification to provide communication strategy and general marketing support to NSCC.
- Please provide a brief bio of the project lead and other staff members who will be assigned to this project.

## 7.0 REFERENCES

Please provide at least three client references below (please type or print clearly):

	Customer Name	Contact Name and Title	Telephone Number	Email Address
1				
2				
3				

## 8.0 BIDDER INFORMATION AND SIGNATURE

Please complete the information below (type or print clearly).

BIDDER (BUSINESS) NAME	
BIDDER CONTACT PERSON	
ADDRESS 1	
ADDRESS 2	
CITY	
STATE	
ZIP	
TELEPHONE	
FAX	
EMAIL	
Web Address	

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

## RFP - REQUIRED SPECIFICATIONS

Issue Date: October 9, 2018

In general, most of the required contractual stipulations are referenced in the *Standard Contract Form and Instructions* and the *Commonwealth Terms and Conditions*. However, the following RFP provisions must appear in all Commonwealth competitive procurements conducted under 801 CMR 21.00:

The terms of *801 CMR 21.00: Procurement of Commodities and Services* are incorporated by reference into this RFP. Words used in this RFP shall have the meanings defined in 801 CMR 21.00. Additional definitions may also be identified in this RFP.

COMMBUYS Market Center: COMMBUYS is the official source of information for this Bid and is publicly accessible at no charge at [www.commbuys.com](http://www.commbuys.com). Information contained in this document and in COMMBUYS, including file attachments, and information contained in the related Bid Questions and Answers (Q&A), are all components of the Bid, as referenced in COMMBUYS, and are incorporated into the Bid and any resulting contract.

Bidders are solely responsible for obtaining all information distributed for this Bid via COMMBUYS. Bid Q&A supports Bidder submission of written questions associated with a Bid and publication of official answers.

Bidder Communication: Bidders are prohibited from communicating directly with any employee of the College regarding this solicitation except as specified above. Bidders may contact the contact person for this RFP in the event this RFP is incomplete or the bidder is having trouble obtaining any required attachments electronically through COMMBUYS.

Costs: Costs which are not specifically identified in the bidder's response, and accepted by NSCC as part of a contract, will not be compensated under any contract awarded pursuant to this Solicitation. NSCC will not be responsible for costs or expenses incurred by bidders responding to this request.

Public Records: All responses and information submitted in response to this RFP are subject to the Massachusetts Public Records Law, M.G.L., c. 66, s. 10, and to c. 4, s. 7, ss. 26. Any statements in submitted responses that are inconsistent with these statutes shall be disregarded.

Subcontracting Policies: Prior approval of NSCC is required for any subcontracted service of the contract. Contractors are responsible for the satisfactory performance and adequate oversight of its subcontractors.

Contract Award: North Shore Community College reserves the right to reject any or all Proposals received, or waive any informalities or irregularities therein, and/or request new Proposals if the Purchasing Department determines it is in the best interest of the College.

Employees: All workers performing services shall be employees of the Contractor and shall not be under any circumstances considered employees of North Shore Community College. Contractor shall provide and be responsible for all required services and benefits with respect to its employees, including but not limited to worker's compensation and unemployment insurance.

Indemnification: Contractor agrees to indemnify, defend and hold harmless North Shore Community College, its Trustees, officers, agents, employees, and contractors from any liability, cost or expense in connection with or growing out of any claims whatsoever by North Shore Community College for loss or damage to NSCC or by any other person for injury, death, loss or damage to any person or to the property of any person arising from or in any way related to the activities of Contractor. This indemnity and hold harmless agreement shall include indemnity against all costs, expenses, judgments, arbitrations, settlements, penalties, and liabilities (including without limitation attorney's fees) incurred in connection with any claim or proceedings brought thereon and the defense thereof, without limitation.

Smoke-Free Campus Policy: Smoking is prohibited within the confines of all college grounds, buildings and property. Smoking is only permitted in private vehicles lawfully parked on campus lots. Complaints concerning Contractor(s) of the College should be brought to the attention of the Facilities Management. It is anticipated that violators would first be reminded and provided with educational literature. Disciplinary measures would be expected to be reserved for repeat infractions or infractions that interfere with the College's academic or workplace needs or responsibilities.

Equal Opportunity and Affirmative Action: North Shore Community College is an affirmative action/equal opportunity employer and does not discriminate on the basis of race, color, national origin, sex, disability, religion, age, veteran status, genetic information, gender identity and expression, or sexual orientation in its programs and activities as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and college policies. The College prohibits sexual harassment, including sexual violence. Inquiries or complaints concerning discrimination, harassment, retaliation or sexual violence shall be referred to the College's Affirmative Action and/or Title IX Coordinator, the Massachusetts Commission Against Discrimination, the Equal Employment Opportunities Commission or the United States Department of Education's Office for Civil Rights.

The undersigned as bidder, declares that the only parties interested in this proposal as principles are named herein; that this proposal is made without collusion with any other person, firm or corporation; that no officer or agent of NSCC is directly or indirectly interested in this bid; and he/she proposes and agrees that if this proposal is accepted he/she will contract with NSCC in accordance with the specifications, also the terms and conditions as spelled out in this bid form.

-No Person, including but not limited to corporations, partnerships, limited partnerships or limited liability corporations, shall be eligible to receive a contract under this invitation to bid and/or request for proposal if that person has been convicted of any felony offense involving the distribution of controlled substances as that term is defined under Chapter 94C of the General Laws and, for contract to be performed for on-site services at North Shore Community College, if that person or any person to be employed by that person in the performance of such on-site services has been convicted of a "sex offense" or a "sex offense involving a child" or "sexually violent offense" or would meet the definition of "sexually violent predator" as those terms defined in Section 178C of the General Laws and who must register with the sex offender registry board.

Nondiscrimination in Employment: The vendor shall comply with all state and federal statutes or regulations prohibiting discrimination in employment including, but not limited to the Americans with Disabilities Act, Section 504 of the Rehabilitation Act, M.G.L. c.151B, M.G.L. c.93 103, M.G.L. c.12, 11I, Age Discrimination Act, Age Discrimination in Employment Act, or amendments to these or related provisions.

## **CONTRACT FORMS**

**After contract award,** Contractor will be required to complete the following forms:

- **Commonwealth Standard Contract Form**

Signature required **if notified of Contract award.** By executing this document, the Bidder certifies, under the pains and penalties of perjury, that it has submitted a Response to this RFP that is the Bidder's Offer as evidenced by the execution of its authorized signatory, and that the Bidder's Response may be subject to negotiation by the College. The terms of the RFP, the Bidder's Response, and any negotiated terms shall be included as part of the Contract upon execution of this document by the Vice President of Administration and Finance or designee.

- **Commonwealth Terms and Conditions**

To be signed **if notified of Contract award.** Complete as directed below and submit on paper with original ink signature and date, or submit a copy of a previously executed, up-to-date copy of the form as directed below.

If the Bidder has already executed and filed the Commonwealth Terms and Conditions form pursuant to another RFP or Contract, a copy of this form may be included in place of an original. If the Bidder's name, address or Tax ID Number have changed since the Commonwealth Terms and Conditions form was executed, a new Commonwealth Terms and Conditions form is required. The Commonwealth Terms and Conditions will be incorporated into any Contract executed pursuant to this RFP

- **Request for Taxpayer Identification Number and Certification W-9**

Signature required; **if notified of Contract award**, complete as directed below and submit on paper with original ink signature and date.

#### **FORMS REQUIRED WITH BID SUBMISSION**

- **Business Reference Form**

Complete this form as directed below; include with Bid submission. The form is attached in this bid package in Commbuys.com

- **Certificate of Insurance**
- **Pricing sheets**

**END OF RFP NSC19-08**