

COLLEGE OF THE REDWOODS
2014-15 Request for Qualifications – Consultant for Marketing, Advertising, Image Plan

The Board of Trustees of the College of the Redwoods (“Redwoods”) is seeking responses from well qualified consultants to assist the District with its marketing, advertising, and image plan.

As part of this process, we are requesting written responses to this Request for Qualifications (RFQ). Redwoods’ intent is to enter into a non-exclusive contract

Mandatory Requirements A response will not be considered unless the Consultant submitting the response meets the following criteria:

Responses must be received in the office at the following address:

Lorie Walsh, Assistant to the Vice President
College of the Redwoods
7351 Tompkins Hill Rd
Eureka, CA 95501-9300

Responses are due by 2:00 p.m. on March 6, 2015. Late responses may not be considered. It is the responsibility of the submitting Consultant to make sure the response is delivered to the specified location by the date and time specified above. Responses must be sealed with the envelopes clearly marked in the lower left hand corner “Sealed Response for Marketing RFQ”.

Complete, sign, and return the original and one (1) copy. Please e-mail all questions regarding this response to Lorie Walsh, at Lorie-Walsh@redwoods.edu.

This RFQ does not commit the District to award a contract or to pay any costs incurred in the preparation of any response responsive to this request. Redwoods reserves the right to accept all or part of any response or to cancel in part or in its entirety this RFQ. Redwoods further reserves the right to accept the response that it considers to be in the best interests of Redwoods. While price is a consideration, Redwoods reserves the right to award a contract on the basis of its overall evaluation.

It is the policy of Redwoods that no person or Consultant shall be excluded from participation in, denied the benefits of, or otherwise be discriminated against in the award and performance of any District contract on the grounds of race, ethnicity, creed, religion, color, national origin, age, sex, or sexual orientation.

2. Background information College of the Redwoods is a single-college District with approximately 4,000 Full Time Equivalent Students. It is comprised on one main campus located in Eureka, CA and two education centers, one in Fort Bragg, CA and one in Crescent City, CA.

3. Information and General Conditions

- 3.1 Definitions The terms Redwoods Community College District, College of the Redwoods, the College, the District, or Redwoods, as used in these terms shall be construed to include the College of the Redwoods and all employees, officers, and agents of the College of the Redwoods and the Redwoods Community College District.

- The term Consultant, Bidder, Responder, Firm, Agency, Proposer, or Contactor as used in these clauses shall be construed to include the Consultant and all employees, officers, and agents of said Consultant.

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- 3.2 Signature The response must be signed in the name of the Consultant and must bear the signature of the person authorized to sign responses on behalf of the Consultant.
- 3.3 Award of Contract Responses to this RFQ will be reviewed and qualified consultants will be placed on a list of approved consultants to provide certain services to the District. If the contract is awarded, it will be non-exclusive and will be to the responsible Consultant whose response is deemed by Redwoods to be the best response and whose response best meets the needs of Redwoods. Written notification will be made to unsuccessful Consultants who are not placed on the list of qualified consultants.

Qualified Consultants must be prepared to enter into a contract with Redwoods. The contract will incorporate many standards, terms and conditions referenced in this RFQ. Portions of this RFQ and the Consultant’s response may be made part of any resultant contract and incorporated in the contract.

- 3.4 Independent Consultant While performing services pursuant to an Agreement with Redwoods, the Consultant is an independent Consultant and not an employee, officer, or agent of Redwoods. It is mutually understood and agreed that the Consultant, including any and all of its officers, agents and employees, will at all times be acting and performing in an independent capacity and not as an officer, agent, servant, employee, joint venture, partner or associate of Redwoods.
- 3.5 Disputes Any disputes will be attempted to be resolved by informal mediation. The venue for any dispute shall be Humboldt County Superior Court and no other place.

4. Scope of the Services

- 4.1 Responsibility A Consultant with whom a contract is entered into (the “Consultant”) will be required to provide the services as mutually agreed to in the contract document.
- 4.2 Assurance The Consultant must guarantee that services provided will be performed in compliance with all applicable local, county, state and federal laws and regulations pertinent to this project.
- 4.3 Services Redwoods is seeking a consultant to provide professional services to assist the College in developing its marketing, advertising and image plan. Examples of assistance include, but are not limited to:

- ✓ Developing a multiyear marketing strategy with clear steps for implementation and benchmarks for evaluating progress.
- ✓ Developing a marketing, advertising and image plan budget.
- ✓ Assisting the College in evaluating its baseline with a marketing, advertising, and image SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.
- ✓ Engaging focus groups with students and potential students.
- ✓ Identifying strategies for communicating effectively with students and potential students and other District stakeholders, including middle and high school students and their families, counselors, teachers and

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administrators, community leaders, and others who can influence the District's enrollment success.

- ✓ Identifying and assisting the College in advertising through the District's website, printed materials, signage, and advertisements. Assisting the College in implementing an advertising plan to include social media advertising and other advertising venues intended to reach potential students and college choice decision-makers.
- ✓ Assuring that the District's marketing, advertising, and image plan promote equity and meet the District's obligations to reach out to all constituents within the District.
- ✓ Assist the College in spending its marketing, advertising, and image dollars efficiently and in a manner that maximizes the attainment of the District's goals, specifically, in growing student enrollments in a long-term sustainable manner. Documenting the effectiveness of this spending.
- ✓ Improving the District's image and standing within District territory and documenting the results through surveys and other means.
- ✓ Providing relevant training, documenting policies and procedures, and providing advice on specific questions that may arise.

5. Consultant's Responsibilities

- 5.1 The Consultant hereby represents that it is legally qualified to perform all of the Services.
- 5.2 The Consultant shall keep on file with the College of the Redwoods and deliver upon the execution of the contract or upon request, copies of any relevant licenses and Certificate of Incorporation and current Bylaws.
- 5.3 The Consultant shall protect, save, and hold Redwoods harmless and indemnify Redwoods from and against any and all claims, losses, costs, damages, suits, judgments, penalties, expenses, and liabilities of any kind or nature whatsoever arising directly or indirectly out of or in connection with the services. Consultant shall provide insurance in the form and amount specified in Redwoods' contract. Redwoods in its sole determination shall decide if the insurance coverage is acceptable to Redwoods.
- 5.4 The District may terminate the contract as provided in the consultant contract.
- 5.5 The Consultant shall not assign the contract or otherwise engage any other organization to perform the work and services to be performed hereunder without express written approval of the Vice President of Administrative Services for College of the Redwoods.

6. Response Requirements

- 6.1 Title Page Indicate "Sealed Response for Marketing RFQ," the full legal name of the Consultant, address, type of entity, Federal Taxpayer ID number, the name of the Consultant's contact person for the purposes of this RFQ, the telephone number of the contact person, email address of the contact person, and the date. The cover sheet must

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be signed by an owner of, corporate officer of or agent authorized to submit a response to this RFQ.

6.2 Description of Services, Background and Staff

6.2.1. Itemize the complete list of Services to be provided.

6.2.2. Note instances where Services exceed the scope or detail requested in this RFQ.

6.2.3. Note instances where Services offered do not meet the requests of this RFQ.

6.2.4. Address instances in which possible cost efficiencies may be gained, quality may be improved or Redwoods may otherwise benefit from accepting your response.

6.2.5. Provide an overview of the types of work and history of your firm. Note the number of employees, total number of clients currently under contract, the number of years your firm has done business in California, and your firm's most recent annual revenues and the year that the revenue figure represents. Include a high level account of your qualifications as they relate to this response and how they qualify your organization to be the best fit for the Services. Particular attention will be paid to any projects or experience noted at other California community college, CSU, or UC campuses.

6.3 Conflict of Interest

6.3.1. Disclose any personal or business relationship your Consultant has with Redwoods, or with any of the Board Members or officers of Redwoods.

6.3.2. Describe any failure or refusal to honor an agreement, including details and dates within the last five (5) years.

6.3.3. List any disciplinary or investigative action, including adverse audit results, in the past five (5) years conducted by any professional body or local, state or federal branch of government of your Consultant.

6.3.4. List any and all litigation, pending or final, to which you were or are a party that involves consulting services.

6.4 References Provide a list of four (4) client references. Include the name of the client, address, telephone, and name of each client's manager. Preference will be given to references who are officials of a California higher education institution. Also, please provide at least three (3) samples of previous work.

6.5 Description of Financial Stability Provide documentation of your firm's financial stability. Upon request, provide up to three (3) years of audited financial statements are required.

6.6 Proposed Fee Describe your fee and provide a detailed breakdown of the fee. Provide your estimate of the total fee for the consulting services you propose to provide and disclose the maximum hours of consulting included in the fee proposed. You may break the hours down by type of consultant. Describe any services or supplies, such as computer software and the like, that you propose to bill under this fee. Include an hourly rate for the various consultants that may serve on this agreement. Redwoods

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will only pay the hourly rates disclosed in the Consultant's response. Rates may be updated annually. The approved list shall be maintained for up to five years from the date responses are due.

7. Selection Procedures

- 7.1. All responses will be compared based on the totality of the responder's presentation regarding the Services. Redwoods reserves the right to award a contract to the bidder who in the sole determination of Redwoods offers a response that described the most efficient and effective plan for providing services.
 - 7.2. In determining and evaluating the responses, costs will not necessarily be controlling; the experience of those who will be providing Services, quality, suitability of the services offered, and the reputation of responders will be considered.
 - 7.3. After an initial review of each of the responses for completeness, the responders submitting the most highly rated responses may be invited for in-person or telephonic interviews prior to final selection, to further elaborate on their responses. Redwoods reserves the right to add a Consultant to its approved list and/or award a contract without holding interviews.
 - 7.4. Upon acceptance of a response, Redwoods shall, by letter, officially notify the successful Consultant of said acceptance and enter into negotiations with the successful Consultant. Redwoods reserves the right to withdraw from such negotiations with the successful Consultant and to rescind its acceptance of the successful consultant's response if Redwoods is unable to conclude the negotiations in a manner satisfactory to the District. Once negotiations have been completed, Redwoods' Board will consider the award of the contract and the successful Consultant will be required to sign the contract and to provide evidence of insurance and any additional documentation required by Redwoods. If a successful Consultant refuses or otherwise fails to sign the contract or to provide evidence of required insurance or any other documentation required by Redwoods within ten (10) days of receipt of the notice of award from Redwoods, Redwoods shall have the right to rescind the award of the contract.
 - 7.5. Redwoods shall not be liable for any costs, expenses, or losses, including without limitation loss of business opportunity, claimed or incurred by any party in connection with the preparation or submission of a response in response to this RFQ or otherwise in connection with this RFQ or its modification, postponement or cancellation. All responses become the public record property of Redwoods upon submission.
8. Additional Information The preceding sections shall contain only the information requested. If the Consultant desires to present additional information, such additional information shall be presented in this section of the RFQ. If there is no additional information present, indicate, "There is no additional information to present."

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